

South Bank Ignite Competition | Round 1 Application

Frequently Asked Questions about Eligibility

1. Who can participate in South Bank Ignite? Am I and my idea eligible for the competition?

South Bank Ignite Competition is open to **all LSBU students and recent alums** (graduated in the last two years). This means you – regardless of your year, school, degree, or experience!

Whether you are at the idea stage for your business, freelance, social enterprise, or side-hustle, have developed a prototype, or are already a registered trading company, **we want to receive your application.**

2. Can I apply individually? Or as a team?

You can join South Bank Ignite **solo** or with a **partner** and **team**.

3. Can international students participate?

Yes, of course.

Please note that if you're a Tier 4 visa holder, you cannot start a business or be self-employed. But you are welcome to use South Bank Ignite as a catalyst to learn and develop your idea.

4. I don't have a business idea – can I still apply?

Absolutely! **We are here to help you get started.** Join one of the **South Bank Starters events** to connect with the team and other LSBU entrepreneurially-minded individuals to be inspired and receive assistance.

For one-to-one support, **book an appointment** to talk with a member of the team about getting started.

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Frequently Asked Questions about the Application Process

1. How do I apply for South Bank Ignite?

Applications must be submitted online by **Sunday, 7 January**. Complete the **Microsoft Teams application form** by answering the questions about yourself, the problem or need that you have identified, and how your idea is the right solution or service.

The application must be submitted in a single session; you can't save it part-way and return. You may **download the application questions** to help you plan (and pre-type) your answers before formally submitting your application online.

2. What information do I need to share in my application?

Come prepared to answer questions about:

- **Yourself!** And your team if you are joining as a group.
- The **problem or need that you have identified** as the inspiration behind your idea or business.
- The **solution or service** that your idea or business provides.
- **Why you are in a great position** to lead this idea and business.

If you have any social media or websites for your idea, you can include those too. We are also happy to see any supportive documents that you have developed. But those are all extras!

3. I don't have a business plan. Can I still apply?

No business plan – or skills – are required to join this competition. **You only need an idea and the passion** to ignite that idea into reality.

4. Can we submit multiple entries?

Yes, but... it doesn't increase your chances. We would rather if you **invest your time and focus** on one problem and one solution (and one business idea).

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Frequently Asked Questions about the Support Throughout the Journey

1. How do we get feedback on my business idea?

There are many support sessions and opportunities to validate your idea. **Check the events and opportunities** leading up to the South Bank Ignite application deadline.

You may also schedule a 1-2-1 appointment to discuss your idea; book an appointment through **CareerHub** or by emailing **studententerprise@lsbu.ac.uk**.

2. What support will I get as a South Bank Ignite finalists?

Individuals and teams that progress through Round 1 of the South Bank Ignite Competition will be invited to take part in exclusive trainings, workshops, and mentoring opportunities from January through June. **You'll develop a business plan, work on your pitching skills, and more!**

3. Any advice for someone just trying for the first time?

Create a plan, keep asking for feedback, and take action – no matter what. It may sound cliché, but **be curious, stay curious, and keep exploring!**

Assumptions are good and so are ideas, but move away from them as quickly as possible. **Talk to your (potential) customers** and learn if your idea is a valid solution to a problem they experience or will fill a need they are looking for!

4. What do you recommend I do first?

Try and give it a go; that's the very first step!

It might feel a little bit overwhelming, but the South Bank Starters team is here to support you. **Check out the activities we've planned this term** to get inspired, motivated, and informed on your next step.

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Frequently Asked Questions about Prizes

1. I never win competitions; why should I bother with South Bank Ignite?

Everyone who joins South Bank Ignite wins. Whether you walk away with the big prize or not, you can gain so much from participating, including:

1. **Communicating and testing your idea.** By talking about your idea, you can gain valuable insights which will make your business stronger.
2. **Practicing pitching and persuading people.** As a founder, freelancer, or employee, presentation skills are key. South Bank Ignite will give you tips.
3. **Friends and networks.** Team up with your friends (old or new) on an idea. Take advantage of the South Bank Ignite Competition cohort to build your community and network.
4. **Develop your skills, expertise, and CV.** Entering a competition shows that you are prepared to have a go, take a risk, and put yourself out there. It's great to share in a CV or cover letter – whether your future puts you in front of investors or a hiring panel.

2. What are the prizes?

South Bank Ignite offers a wide **range of prizes**, including:

- Exclusive **training and mentorship** from LSBU Entrepreneurs-in-Residence and industry experts.
- Fast-track application into the **Startup London** accelerator programme and the **South Bank Works** incubator.
- Access to use the **South Bank Works co-working space** at Clarence Centre.
- Funding! **Over £15,000** was awarded last year to various winners and finalists.

3. What are the South Bank Ignite Competitions terms and conditions?

[Click here](#) for the full details of the competition's T&Cs.