

IDEA FACTORY INFO PACK



WHAT IS IDEA FACTORY?

Idea Factory is King's College London's flagship idea generation competition!

The competition aims to nurture the biggest and best ideas from across the university that have the potential to grow into ventures. It's a fantastic chance to develop your skills and win amazing prizes and mentorship.

Whatever your interest or passion, we want you to get creative and submit your ideas for new innovations, products or services.

Participating in Idea Factory is a great way to win support to help make an idea a reality. Taking part in supporting workshops will give you skills in generating and pitching ideas with clarity and enthusiasm and you'll gain confidence, meet like-minded people and have fun!

AM I ELIGIBLE TO APPLY?

Entry is open to King's students, staff and alumni across all faculties and departments.

WHAT PRIZES ARE UP FOR GRABS?

For Semi-Finalists: a 1:1 coaching session with our Expert-in-Residence for Practical Strategy

For the Finalists: 3x 1:1 coaching session with our Expert-in-Residence for Practical Strategy, Growth Hacking and one other based on your team's needs

JUDGES' WINNERS:

- A share of a £6,000 prize fund
- Personal support from the Head of Entrepreneurial Skills (Rachel Stockey)
- 3x 1:1 mentoring sessions with our Experts-in-Residence
- A potential fast-track to interview stage for the King's20 Accelerator.

THE PEOPLE'S CHOICE!

The People's Choice winner will receive:

- A guaranteed £2,000 prize
- Personal support from the Head of Entrepreneurial Skills (Rachel Stockey)
- 3x 1:1 mentoring sessions with our Experts-in-Residence
- A potential fast-track to interview stage for the King's20 Accelerator.



WHAT DOES THE IDEA FACTORY PROCESS LOOK LIKE?

STAGE 1: ATTEND OUR WORKSHOPS (NOVEMBER 2021 – MARCH 2022)

Have an idea for a business already, or want to apply but don't know where to start?

Our dedicated series of workshops will help you to find, develop and communicate your idea effectively. All workshops will be online and recorded. Book your place now:

- [Launch event](#) – Wednesday 10 November
- [Sustainable and Ethical Disruption](#) – Thursday 18 November
- [Validating Your Idea Part 1](#) – Wednesday 1 December
- [Validating Your Idea Part 2](#) – Wednesday 8 December
- Introduction to Pitching – Tuesday 1 February (online) or Thursday 3 February (in-person) – links coming soon

STAGE 2: SUBMIT YOUR APPLICATION (deadline: 25 JANUARY 2022)

Using everything you've learnt from the workshops you've attended, complete the [application form](#) by 23:59 on 25th January 2022. The [application questions](#) are available to view on our website, and the application form will be live from 1st January 2022.

Want some 1:1 support on your Idea Factory application? Book a 25-minute support session with a member of the Entrepreneurship Institute team on 18th or 20th January to discuss your application in more detail – link coming soon. Note, this is *not* an [Idea Feedback session](#), so come prepared with specific questions around your responses to the application questions, rather than questions about your idea more generally

N.B. the pitching workshop takes place after the application form has closed.

STAGE 3 – SEMI-FINAL BOOTCAMP & PITCH OFF PREPARATION (FEBRUARY 2022)

20 teams progress to the Semi-Final Bootcamp. The King's-affiliated member of your team (the Lead Applicant) **MUST** be available to attend all elements of the Semi-Final Bootcamp, otherwise your team forfeits your Semi-Final place.

- Wednesday 9th February – Semi-Final Bootcamp (half-day, online)
- Friday 11th February – Group Crits (online, 1 hour timeslot)
- Sunday 13th February, 23:59 – Deadline: submit your 3-minute Pitch video

The Entrepreneurship Institute team announces the 10 Finalist teams on Monday 14th February

- w/c 14th February – Pitching 1:1s (online, 1 hour timeslot)
- Sunday 20th February, 23:59 – Deadline: video submission for People's Choice
- 23rd February – 2 March – People's Choice voting live
- Thursday 24th February 5-6pm – Q&A workshop for Finalist teams (online)
- 2nd March, 6-9pm – Pitch Off (online)

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STAGE 4: PITCH OFF & AWARD CEREMONY (2 MARCH 2022)

Using everything they've learnt in the Semi-Final Bootcamp, the 10 finalist teams will submit a 3-minute pitch video in advance, which will be open to a People's Choice vote (see dates on previous page).

On the evening of 3rd March, each of the Finalist teams will pitch live, online, and answer questions from a judging panel.

The judges' winner(s) and People's Choice winner will be announced on the night!

CASE STUDIES

2021 saw three winning teams, plus our People's Choice winner. Read more in the [press release](#).

- [coolZEN](#), a smart, wearable medical device for menopausal women suffering from hot flashes
- SnapSense, a wound monitoring software to make monitoring diabetic wounds as easy as taking a selfie
- [UniMate](#), a grade calculator app for university students
- People's Choice winner: [HydroGrow](#), a smart hydroponics garden for your kitchen


ANY FURTHER QUESTIONS?


Support, advice and further information are available from these sources:


- We host online information sessions to support the application process closer to the application deadline. Keep an eye out closer to the time
- In the meantime, speak to a member of the Entrepreneurship Institute team about your business idea in an Idea Feedback session
- Read our FAQs document on our website
- For any other queries not answered in the FAQs document, email innovation@kcl.ac.uk.




ENTREPRENEURSHIP INSTITUTE
KING'S COLLEGE LONDON

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