

# Idea Factory 2022 Launch Event



# Idea Factory Launch Event

- 1) What is Idea Factory?
- 2) Competition dates
- 3) What do I need to do to enter?
- 4) What can I win?
- 5) Hear from previous applicants & winners
- 6) Let's get disruptive!



# What is Idea Factory?

The competition that will help you take your light bulb moment to a viable business proposition!


It comprises of a series of:

- A workshop series
- An application form
- Semi-Final Bootcamp series
- Final Pitch Off



# Dates for your diary... (1)

## Workshops & pre-application:

- 18<sup>th</sup> Nov 6-8pm – [Sustainable and Ethical Disruption](#)
  - 1<sup>st</sup> Dec 6-8pm – [Validating Your Idea Part 1](#)
  - 8<sup>th</sup> Dec 6-8pm – [Validating Your Idea Part 2](#)
  - 18<sup>th</sup> & 20<sup>th</sup> January 2022 (all day) – Validation and application support 1:1s
  - 25<sup>th</sup> January, 23:59 – Application Deadline
  - 1<sup>st</sup> February 6-8pm – Introduction to Pitching (online)
  - 3<sup>rd</sup> February 6-8pm – Introduction to Pitching (in-person)
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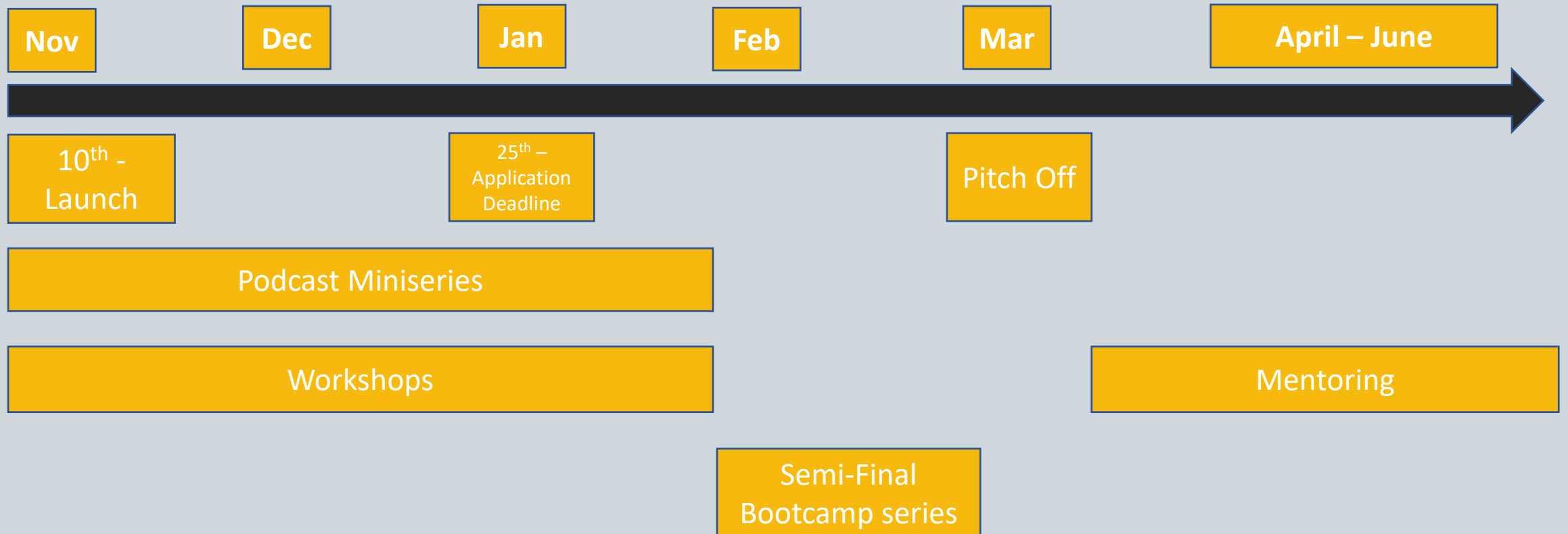
# Dates for your diary... (2)

## Semi-Final onwards:

- **26<sup>th</sup> January-3<sup>rd</sup> February** - Team shortlisting
- 9<sup>th</sup> February – Semi-Final Bootcamp (in-person)
- 11<sup>th</sup> February – Group Crits (online, 1-hour slots)
- 13<sup>th</sup> February – Video pitch submission deadline
- w/c 14<sup>th</sup> February – Pitching 1:1s for Finalist teams
- 20<sup>th</sup> February – People’s Choice video pitch submission deadline
- 24<sup>th</sup> February 5-6pm – Q&A workshop for Finalist teams
- 23<sup>rd</sup> February-2<sup>nd</sup> March – People’s Choice voting
- **2<sup>nd</sup> March – Pitch Off! (in-person)**



# 2022 timeline



# Eligibility

- At least one member of your founding team needs to be King's staff member, current student or alumnus
- The King's team member must be available to attend the Bootcamp series and final Pitch Off in-person (or your team forfeits your place)
- Your idea must be pre-revenue
- Previous applicants and Semi-Finalists CAN apply again with the same idea

# What can I win?

If you are a Semi-Finalist team:

- 1:1 coaching session with our Expert in Residence for Practical Strategy

If you are a Finalist team:

- 3x 1:1 coaching sessions with our Experts in Residence for Practical Strategy, Growth Hacking and one other based on your team's needs





# What can I win?

## Judge's winners:

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

## People's Choice winner:

- All the above
- Guaranteed £2,000 prize fund



# What makes a good application?

We want to see applications that demonstrate:

- A great understanding of the problem your business aims to solve
- Evidence that you have spoken to lots of potential customers and understand their needs
- A scalable solution that has the potential to disrupt a market
- A team (or the beginnings of one) that have skills, knowledge and passion to make their vision a success
- A clear route to market

# Let's hear from previous entrants



Kevin Tang  
Founder of KAYTEA  
Idea Factory Finalist 2020



Shreya Kalyanasundaram  
Co-Founder of Ru Medical  
Idea Factory Winner 2021



**Any Questions?**

# Let's get Disruptive

## Big Problems:

- Death of the high street
- Overuse of single-use plastic
- Hybrid working post-Covid



# Let's get Disruptive

## Prompt Questions:

- How can you break this problem down?
- Who is most affected by this issue? What is at stake?
- What solutions already exist?
- Are there any new angles that haven't yet been considered?




Any questions please email


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