

CU entrepreneurs

make it happen

Cambridge University Entrepreneurs

www.cue.org.uk

£1k Boot Camp Guide

2006-2007

Contents

Contents	i
Sponsors & Supporters	1
Cambridge University Entrepreneurs	3
The Competitions	4
Which Competitions Do I Enter?	5
The MARKETS Approach	6
Writing the Summary	12
Frequently Asked Questions	12
Entry Checklist	12
£1k Judging Criteria	12
Competition Disclaimer 2006-2007	12
NDA for Entrants	12

Sponsors & Supporters

Gold Sponsors



3i are a world leader in private equity and venture capital. 3i are active across all stages of funding: from early-stage venture capital to growth capital and buyouts, investing €1.3bn a year in some of the most exciting and ambitious companies in the world.



ARM is the industry's leading provider of 16/32-bit embedded RISC microprocessor solutions. The company licenses its high-performance, low-cost, power-efficient RISC processors, peripherals, and system-on-chip designs to leading international electronics companies.



The Cambridge Angels is a group of high-net worth investors who have proven experience as successful entrepreneurs in technology and bio-technology. Members invest in, and mentor, high-quality technology and bio-technology companies mostly in the Cambridge (UK) area.



Filemot Technology is a creative business delivering pragmatic advice and support on turning your invention into a business. Filemot will help you become patent savvy - understanding the role of patents in your business model as well as helping you secure appropriate patents, design and trademark registrations, internationally if necessary.



The Greater Cambridge Partnership (GCP) represents the aspirations of the public, private and community sectors, and unites them in achieving a common vision. As the sub-regional economic development partnership, GCP provides the strategic framework to shape the future growth of the area as a centre of excellence for innovation and creativity.

Silver Sponsors



PA Consulting Group is a leading management, systems and technology consulting firm. Operating worldwide in more than 35 countries, PA draws on the knowledge and experience of 3,000 people, whose skills extend from the initial generation of ideas, insights, solutions and new technology, all the way through to detailed implementation.



Established by Trinity College in 1971, Cambridge Science Park is the UK's oldest, and most prestigious, science park. Now home to over 70 hi-tech companies and 5,000 personnel, Cambridge Science Park continues to attract new businesses, from small start-ups and spin-outs to subsidiaries of multi-national corporations.

Bronze Sponsors



HLBBshaw is a firm of European Patent and Trade Mark attorneys. They operate in all main technology areas and have developed notable strengths in Life Sciences, Pharmaceuticals and Nutrition, Chemistry and Materials Science, Electronics, Telecoms and Computer Science and Engineering.



Equity Fingerprint uses simple graphical representations of companies' equity splits, investment and company growth and offers excellent advice regarding raising finance and common pitfalls. Download your free guide at equityfingerprint.com.

Supporters

cambridge enterprise Cambridge Enterprise facilitates the commercial development of commercialising University technology intellectual property (IP) developed at the University of Cambridge and the provision of consultancy services by academics. Cambridge Enterprise is one of the UK's leading knowledge transfer offices providing consultancy and licensing patents and other IP to existing companies, both large and small, as well as to spinouts created from University technology.



The Centre for Entrepreneurial Learning at the Judge Business School was launched with a mission to “Spread the spirit of Enterprise” by providing educational activities to inspire and build skills in the practice of entrepreneurship.

Cambridge University Entrepreneurs

Introduction

Cambridge University Entrepreneurs (CUE) organise the most successful student run business planning and creation competitions in Europe.

Cambridge University Entrepreneurs has two goals:

- To educate staff and students about enterprise
- To help staff and students create companies that shape the world

Since 1999, CUE has had over 450 entries and has awarded £280,000 in grants to 31 business ideas. These companies have raised more than £8m of further funding and are currently valued at more than £22m. Our competitions help you with everything from finding business ideas to creating global companies.

In 2006-2007, there will be a business ideas competition and a business creation competition. You should enter the business ideas competition if you want valuable feedback on a business idea as well as the chance to win £1,000 cash. You should enter the business creation competition if you are ready to create a business sometime in the next year and want feedback on your idea, professional mentorship, introductions to potential investors, media exposure and the chance to win at least £5,000.

CUE is delighted to announce that the prize fund for the £1k Business Ideas Competition has doubled. CUE will award up to 10 prizes of £1,000!

This guide accompanies the £1k Boot Camp and the Competitions Handbook. The guide is split into four main sections. The first section summarises the competitions process. The second section describes a thinking tool which will help you to hone your early ideas and plan your background research. The third section contains some tips for writing your executive summary once the background research is complete. The fourth section contains some frequently asked questions and an entry checklist. An electronic version of this guide and other useful resources are available at: www.cue.org.uk/resources.

If you have any questions about the competitions or would like to help organise CUE, please get in touch: president@cue.org.uk.

Rahul Vohra

President, Cambridge University Entrepreneurs

The Competitions

Business Ideas: What's The Big Idea?

The business ideas competition focuses on spotting the business opportunity and writing the executive summary. The business ideas competition takes place during the Michaelmas and Lent terms.

£1k Business Ideas Competition

The £1k Business Ideas Competition rewards well presented propositions that show clear market potential and competitive positions.

CUE will award up to 10 cash prizes of £1,000.

Business Creation: Make It Happen!

The business creation competition focuses on building the team, writing the business plan, pitching for investment and raising the funding to create your business. The business creation competition takes place during the Lent and Easter terms.

The competition has two categories: 3P and CUEBiC. Both categories reward propositions that show practicality, financial viability and strong teams. A particular idea is only allowed to enter one category.

3P (People, Planet, Productivity) Business Creation Competition

The 3P Business Creation Competition rewards propositions which focus on creating social or environmental benefits. These businesses may be either for profit or not for profit.

CUE will award 1 prize of £5,000. The prize money is tied to the creation of the business.

CUE Business Creation Competition (CUEBiC)

The CUE Business Creation Competition rewards high growth propositions that show a strong likelihood of receiving venture capital or business angel investment. These businesses often exploit new technologies.

CUE will award up to 3 prizes of £5,000. The prize money is tied to the creation of the business.

The CUEBiC winners will have the opportunity to pitch onstage to a panel of business angels and early stage investors for cash from the CUE Angel Prize Fund and also for investment funding. CUE raises the Angel Prize Fund during the year. Please see our website for its current value.

Which Competitions Do I Enter?

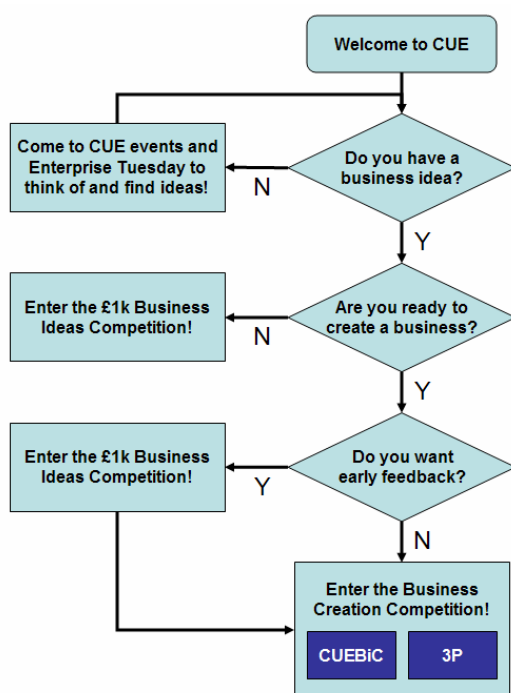
What Do You Want?

Do you have a business idea you've been wondering about? Do you want valuable feedback on your idea as well as the chance to win £1,000 cash? If you do, make sure you enter the CUE £1k Business Ideas Competition. All the ideas are protected by non-disclosure agreements and there's no obligation to use the prize money on the business. If you don't yet have an idea or you are looking for a team, come along and find one at CUE events and Enterprise Tuesday.

Do you want to create a business sometime in the next year? Do you want valuable feedback on your idea, professional mentorship, introductions to potential investors, media exposure as well as the chance to win £5,000 and possibly more? If you do, make sure you enter the CUE Business Creation Competition. All the ideas are protected by non-disclosure agreements and the prize money has to be used on the business. If you also enter the CUE £1k Business Ideas Competition, you can receive early feedback on your idea and the chance to win £1,000 cash. But don't worry if you miss the business ideas competition – you can enter straight into the business creation competition.

Flowchart

Please use this flowchart to help you decide which competition to enter:



The business creation competition takes place after the business ideas competition, so it is possible for a particular idea to enter both competitions. If you are considering entering the business creation competition then it is recommended that you also enter the business ideas competition. All entrants to the business ideas competition will receive valuable feedback which can be used to improve any subsequent entry to the business creation competition.

The MARKETS Approach

Introduction

In order to clarify the opportunity and prepare your summary, you will need to cover a certain amount of ground by way of research and discussions. The MARKETS approach is a thinking tool which will help you to hone your early ideas and plan your background research.

In this section, the main elements of the MARKETS approach are explained in more detail. The complete version will be covered during the CUEBiC and 3P Boot Camp.

To use the MARKETS approach effectively, you should first quickly read this section. Then look through it more carefully and consider the key questions. You will not be able to answer all of the questions. Depending upon your idea, the questions may not all be relevant. Once you have identified the questions that are key to your business idea, you will be able to do the relevant research before writing your executive summary.

M: Market

What is the basic unmet need you are trying to fill? Is this unmet need sufficiently large to provide for a sufficiently large and growing market to make it worthwhile starting a business? Think through from a generic definition of the market to identify segments that you can think of as customers who will buy from you and why they might do so. All projects must be driven from a thorough understanding of the needs, namely:

- What are the specific needs that the business is addressing?
- What are the general needs to which the business relates and which set the context? These may affect how the specific needs evolve and may also lead to follow-on opportunities.

Questions relating to the specific needs include the following:

- Who are the customers? What problems do they have?
- How serious is the need and why? Is it a need or just a “nice-to-have”? Will it endure or could it fade away? What is the urgency?
- If there are several aspects to the need, what is most important? Where will the greatest value be created by a good solution?
- What constrains how any solution will be accepted and used? What is needed in order to fit with existing standards, practices, infrastructure, products, assumptions and culture? What is needed to achieve easy adoption and use?

- Is a technology solution needed? For example, could the problem be solved by legal, social or legislative means? To what extent is a “soft solution” or whole life support needed alongside any technology solution?

Questions relating to the general needs include the following:

- To what extent are the specific needs a subset of wider and longer-term problems, concerns or opportunities? How far, by addressing the specific needs, can we position ourselves to address the more general needs? How might the technology, product or service be re-used for other offerings?
- Can we foresee how these general needs will develop? How might they increase or decrease the specific needs?
- What assumptions underpin our analysis of the specific needs? What events or changes could substantially alter these needs? How likely are they to happen? What do we need to watch?
- Where are the needs most acute? Where are the needs growing rapidly? How important are they in the UK?

There is always a danger of “pushing” an existing (technology) solution instead of focusing on what is really needed. Therefore care must be taken that the analysis of specific needs is done objectively, without being distorted by personal enthusiasms or what you want to sell or develop. The analysis must be well informed by information from customers and those who know the market and customers well. It is sometimes true that customers do not know they need something until they see it, but we need to clearly recognise if we are making a leap of faith about the needs. It may be that we have a leading position in some radically new technology for which it is not possible to foresee all of the applications. However, it is essential to identify what can provide the initial market and the revenue for exploiting other opportunities as they become clearer.

The analysis of needs should also include a preliminary quantification in financial terms:

- How much is the output worth to customers and what are they likely to pay?
- What is the benefit through preventing loss of life, waste of resources, loss of output, financial loss and poor decisions?

A: Approach (Business Model)

What is the approach you will take to meeting this need and how will you turn the opportunity into revenues and profits? You will need to address the business strategy and the business model at this stage. For example, do you need to start a business or should you license your idea or create a joint venture?

To analyse the approach, start by imagining ways to meet the needs or solve the problems. This should lead to one or more compelling approaches, to identification of a team and to a plan for undertaking the project if it goes ahead.

Many ideas should be examined. From the perspective of technical and commercial assurance, it is important to show evidence that sufficient effort, breadth of expertise and imagination have been devoted to ideas generation and thinking about risks. You should be reasonably confident that there are no compelling approaches, serious unknowns or major risks that have been missed.

A compelling approach should score well against the following questions:

- How new and inventive is the approach? Is it likely to lead to valuable intellectual property that can be patented or otherwise protected?
- How effective is the approach? Does it meet the needs perfectly or only partially? Is it focused on meeting the needs? Is it free of unnecessary novelty, risk, elaboration and complexity?
- How unique in meeting the need is the approach? Could it easily be overtaken by a competitive approach? Is the approach special or one of many approaches of comparable merit?
- How clever is the approach? Will the cleverness appeal to customers? Will the cleverness enhance our reputation? Will the cleverness make the approach easy to defend against competitors?
- Do we have validated confidence that the approach will work technically? Could the novelty or complexity add major risk (e.g. might software implementation have unacceptable problems)?

R: Returns, Rewards and Risks

Having started a venture, you, your shareholders and your lenders will want to know that you can get returns and rewards for your efforts that are in line with the risks being taken. There are likely to be several stages or funding rounds you will need to think about.

This topic will be covered in more detail in the CUEBiC & 3P Boot Camp.

K: Knowledge

Can you protect your idea in some way? Do you own the intellectual property or will you protect what you are about to do through trademarks, secrecy (of the process) and the special knowledge of the team? Can you protect your idea with patents? Do you have renewable sources of knowledge, for example through advisory boards and links to centres of excellence?

You will need to perform a detailed technical validation that the approach will work. A critical part of this concerns how the approach may affect the customer's existing capabilities:

- Do we properly understand how customers will use the product or service? Have we taken enough advice from customers?
- Do we fully understand the technical and process context in which the project output will be used? Could problems arise from interoperability or conflicts with other equipment or processes? Have we done enough to foresee any problems?
- What are we changing in the existing processes and capability? What performance issues are vital to the customers and in what ways might we compromise these? Are there any problems with the customer's existing capability that we could make worse or critical?

E: Ethical Values

Your ethical values are critical in making or breaking the business proposition. Your personal values and those of your team need to be understood because mismatch in this area can create tensions, whereas alignment of values can help to create an environment in which everyone is pulling towards the vision and enjoying the venture.

You also need to be comfortable that your values are aligned with the industries in which you have identified the opportunity.

These issues may govern whether you actually want to start a business, license out the knowledge you have or give it away in some other fashion.

T: Team

Do you have validated confidence that the team have the ability, enthusiasm and support to carry this through successfully in the required time? Can you benchmark the team against their track record?

This topic will be covered in more detail in the CUEBiC & 3P Boot Camp.

S: Sustainability

The analysis of sustainability involves assessing who the competitors are likely to be, what they are likely to offer, what competitive advantages they may have, what competitive advantage you have and how to maximize this. Price may be an important factor. So may be the capability to make an excellent proposal and presentation to customers.

Sustaining the competitive advantage is a critical issue, both for an existing business or offering and also for a new venture. Generally, unless there is a formidable barrier to entry, the more successful a business is then the more likely it is to attract competitors. Therefore, even if there are no competitors now, they are likely to emerge if the business is successful.

The questions in assessing sustainable competitive advantage include:

- Who are the existing competitors and how well established are they?
- What is our competitive advantage in terms of patents, partnerships, technical ability and know-how, share of the market, facilities, de facto standards and reputation? How does this compare with our competitors?
- What gives the most competitive advantage in the venture? How strong is it? In what part of the value chain does it lie? Does its sustainability depend on your business, or one of your partners in the venture?
- How strong is our patent portfolio? What would it take to prosecute the patents?
- If the venture is based strongly on technology know-how, do we own all of the core know-how and patents? Would we have to reinvent someone else's knowledge, or get round their patents, now or in the future?
- How do we avoid losing our know-how lead through competitors recruiting our staff?
- Can we codify the knowledge to protect ourselves against losing a key person?
- Where are our competitors currently investing, and are any of them likely to invest in direct competition to our investment?
- Is the market expanding so fast that there is room for everyone or will competition be intense?
- If our advantage is based on lead-time, do we have a meaningful head start and how long can we sustain this lead?

- Can the competitive advantage be defended through secrecy (e.g. through denying source code)?
- Who else might emerge as a serious competitor, for example through expanding from an adjacent technology, product or market position? What are the barriers to entry?

A strong and sustainable competitive advantage is particularly important when trying to enter new markets. It is vital not to underestimate the scale of advantage needed to succeed. It is very difficult to supplant an existing strong supplier, unless one can offer a very large advantage. It is quite common that companies pioneer a new product only to find that a company that is already established in the market just steals the business away through being a fast-follower.

Therefore it is vital to be realistic as well as enthusiastic, and to consider a large number of compelling approaches in order to select ones that have a very high probability of succeeding and of creating sustainable value. It is also essential to have a proper process of project management, risk reduction and technical assurance.

This section was prepared by Dr Shai Vyakarnam, Director of the Centre for Entrepreneurial Learning, with thanks to QinetiQ and the Stanford Research Institute. For more information, please contact Dr Jo Mills at the Centre for Entrepreneurial Learning: j.mills@jbs.cam.ac.uk.

Writing the Summary

Structure

- Your summary should be clearly organised. There are no set formats or section headings that you should use. The structure will depend on your business idea and the opportunity it presents.

Content

- There is a strict word limit of 1500 words. Summarise your business opportunity in a concise and compelling way.
- Look through the £1k judging criteria on page 12. The criteria are focused on the market, competitive position and reality of the product or service offering. Make sure that you cover these points.
- You will probably make a number of assumptions at this stage. Make sure that your assumptions are justified. For example, they may be based on evidence from your market research. You will probably not have the time to do extensive market research at this stage. However, you should do some research both at your desk and also by talking to potential customers and users.
- If you have a technology idea, do not explain the technological details in depth at this stage. You may well need to provide an overview of the technology, but be aware that the judges may not be technical experts in your field.
- Look at examples of executive summaries. A summary which won a previous £1k Business Ideas Competition is available online at www.cue.org.uk/companies/Anti-AdBlock. This summary includes a very clear section on the market and competitive position with an indication of the market size and the value that the business could extract from it.
- Make sure that you carefully check the final document for typographical, spelling and grammatical errors.

Frequently Asked Questions

Eligibility

Do I need to be a University of Cambridge member to enter?

Each entry must have at least one member, either student or staff, of the University of Cambridge. There is no restriction on the career or location of the other members of your team.

How many entries may I submit?

You may submit as many ideas as you like.

May I enter the same idea into your later competitions?

Yes, you may enter your idea for the £1k Business Ideas Competition into the business creation competitions, which take place later in the academic year. We encourage you to do so if you wish to create a business sometime in the next year. You can then incorporate the feedback given by our £1k judges into your business creation competition submission.

Many past entries have been high-tech. Do my ideas have to be high-tech too?

Your idea does not have to be high-tech. The £1k judging criteria are focused on the market, competitive position and reality of the product or service offering. If you score well in each of these categories, then you may have a winning executive summary.

When is the closing date?

We must receive your executive summary online by midnight on 11th December 2006, and we must receive your signed Disclaimer and Non-Disclosure Agreement for Entrants and £10 entry fee at the following address by 5:00 PM on 11th December 2006.

Cambridge University Entrepreneurs, Cambridge Enterprise, 10 Trumpington Street, Cambridge, CB2 1QA

Judging

Who looks at and judges the competition entries?

Cambridge Enterprise appoints an impartial judging panel of experienced entrepreneurs and venture capitalists. A submission to the £1k Business Ideas Competition consists of an executive summary and a short public summary. The executive summary will remain confidential. The public summary will be circulated via press releases and CUE competition publications for promotional purposes.

Ownership

If I enter the competition, do I retain ownership of my idea?

Yes. In particular, neither CUE nor the University of Cambridge will gain any claim to your idea.

Do I give up anything in return for entering or winning the competition?

You give up none of the rights to your idea by entering or winning the competition, and we do not take any share in the resulting company if one is started. On the contrary, you will gain by receiving invaluable feedback on turning your idea into a viable business plan.

How do I know others will not steal my idea?

A submission to the £1k Business Ideas Competition consists of an executive summary and a short public summary. The executive summary will remain confidential. The public summary will be circulated via press releases and CUE competition publications for promotional purposes. Do not include confidential material in your public summary.

I have an idea for commercialising my research. Who owns the Intellectual Property?

You may wish to discuss this issue with your supervisor, department and funding body. The University policy on intellectual property ownership can be found at: <http://www.rsd.cam.ac.uk/about/policies/ip>.

Prizes

Can I spend the £1,000 prize money however I like?

Yes. There are no restrictions on the use of the £1,000 prize money.

How are prizes shared amongst teams?

We award prizes of £1,000 each to the best ten ideas. If an idea is submitted by a team, its members must themselves decide how to share the prize.

Entry Checklist

To submit an entry to the £1k Business Ideas Competition, you must complete the following tasks:

- Review the full competition rules.
- Submit your executive summary online at www.cue.org.uk. Online submission of executive summaries may be made up to midnight on **11th December 2006**.
- Submit hard copies of the signed Disclaimer and Non-Disclosure Agreement for Entrants, along with the entry fee of £10, to the address below before **5:00 PM on 11th December 2006**.

Cambridge University Entrepreneurs, Cambridge Enterprise, 10 Trumpington Street, Cambridge, CB2 1QA

The full competition rules can be found in the Competitions Handbook, available from www.cue.org.uk/resources.

£1k Judging Criteria

£1k submissions are judged using the following criteria. The highest possible score for a £1k submission is 12.

	Weak = 1	Moderate = 2	Strong = 3
Clarity of market	Vague unsubstantiated assertions about market size and growth rate	Adequate description of market, size and growth rate with limited factual support	Thorough fact-based description of market, size and growth rate based on direct experience
Competitive Position	Poor description of existing competitors. No obvious reason for continued growth. No defensible/sustainable position	Adequate coverage of existing competitors, some issues on competitive edge, defensibility /sustainability	Existing competitors described. Clear edge for the proposed team. Defensible/sustainable position
Product or Service Reality	Unclear how product will work or what value it gives the customer	Convincing story on how product will work but limited idea of future generations	Convincing story of how the product will work and capability of diversifying into new areas
Presentation	Rambling structure, missing information, typos, excessive use of superlatives	Clear and doesn't force you to skim read irrelevant detail	Well organised. No irrelevant sections, no careless errors, all superlatives supported

Competition Disclaimer 2006-2007

Definitions

Term:	Definition:
Competition:	£1k Business Ideas Competition or CUE Business Creation Competition or 3P Business Creation Competition
Entrant:	Individual/team who submits an entry to the Competition
Ideas:	Ideas and concepts contained in an Entry
Entry:	Entrant submitted executive summary or Entrant submitted executive summary, complete with market research and competitor analyses
Plan:	Entrant submitted full business plan
Guidelines:	Located within the Rules section of the Competitions Handbook
Organisers:	Cambridge University Entrepreneurs
Officials:	Organisers, Cambridge Enterprise, Centre for Entrepreneurial Learning, judges and mentors

By submitting an Entry to the Competition the Entrant(s) agrees to the following conditions:

Originality

The Ideas, Entry and Plans submitted by the Entrant will be the original work of the Entrant(s) and their exploitation will not, to the best of the Entrant's knowledge infringe the intellectual property rights of any third party. Neither the Ideas nor the Entrant(s) is subject to any agreement or restriction which would prohibit or restrict the disclosure or submission of the Entry concerned to the Competition or exploitation of the Ideas in accordance with the Entry or Plan concerned.

Compliance

The Entrants confirm that they have read the Guidelines and by signing this Disclaimer certify that our Entry complies with, and they agree to abide by, those Guidelines.

Liability

We acknowledge that the Officials are volunteers, assisting with a student run, minimal entry fee, prize competition, and have no duty to provide any advice or service to any Entrant. In particular, but without imitation, any views expressed by Officials are their own opinions, given in good faith, and not those of the University of Cambridge, its subsidiaries, or any other person or entity. Teaching is provided as teaching only (not advice) and is not a substitute for professional advice necessary to develop any idea into a commercial venture.

Understanding

We understand that the Officials will take reasonable steps to keep Entries confidential, subject to the need to share and circulate information as necessary to facilitate smooth running of the Competition. We acknowledge and agree that legal protection of the intellectual property rights in any Entry beyond that provided by signature of the Judges Non-Disclosure Agreement is the sole responsibility of the Entrants.

In consequence we understand and agree that, save in relation to personal injury or death caused by negligence or in respect of fraud or fraudulent misrepresentation,

- (a) no warranties are made in relation to the Competition or views expressed by or conduct of Officials; and that
- (b) neither the Officials nor the University of Cambridge nor its subsidiaries shall be liable for any damages or expenses of whatsoever nature and howsoever arising (and whether in contract, tort, negligence or for breach of statutory duty or misrepresentation) in connection with an Entry, the Competition or views given by Officials, including without limitation any indirect, incidental or consequential loss.

The Entrant/s agrees to respect, and protect, the confidentiality of any information disclosed by the other Entrant/s of the Competition.

Signatures

Each individual or team member of an Entry MUST all sign, and date, below to show their understanding of the above (please enter Entry/Team name as well). Continue overleaf if necessary.

Entry/Team name:		
Name (printed)	Signature	Date

NDA for Entrants

To:
 Cambridge University Entrepreneurs
 Institute for Manufacturing
 University of Cambridge
 16 Mill Lane, Cambridge, CB2 1RX

RE: CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

I would like to participate in the 2006/2007 Cambridge University Entrepreneurs £1k Business Ideas Competition or CUE Business Creation Competition or 3P Business Creation Competition (the "Competition(s)"). The purpose of the Competition(s) is to choose the best executive summaries and business plan entries and to foster entrepreneurial activities within the University and surrounding area.

I understand that in the course of my participation in the Competition(s) I may have access to executive summaries of business plans of entrants and the full business plans of the finalists (collectively "Plans"), whether in hard copy or electronic form. These Plans may contain the ideas, inventions and concepts (collectively "Ideas") of entrants in the Competition(s). I understand that all intellectual and other property rights of all entrants will remain unaltered as a result of entering the Competition(s). I also understand that some of these Ideas or Plans may constitute trade secrets and that entrants may not have yet taken appropriate steps to patent or otherwise protect their Plans or Ideas. In consideration of my being accepted by the University of Cambridge to participate in the Competition(s), I agree that for the benefit of the University, its subsidiaries and the individual entrants involved in the Competition(s) I will hold Plans and Ideas which I may receive in the course of the Competition(s) in strict confidence and will not copy, reveal, or disclose such Plans or Ideas to others and that I will not use any such Plans or Ideas for any purpose other than evaluating them with a view to submission of a joint entry with the owner of such Plans or Ideas concerned and, if agreed, the preparation and submission of such an entry. In particular I will not use them for my own benefit (other than through a joint entry with the owner of the Plan or Idea concerned) or the benefit of any organisation with which I am affiliated.

The above restrictions shall not apply to any Plans or Ideas which are in the public domain at the time of disclosure or become publicly known through no wrongful act of mine, are known to me at the time of disclosure or are independently developed by me, are used or disclosed in breach of such restrictions with the approval of the entrants involved, are furnished to a third party by the entrants without similar restrictions on the third party's rights, are received by me from a third party who has a lawful right to disclose them to me, or are to be disclosed pursuant to the requirement or request of a governmental agency provided that in such event I shall inform CUE of the nature and extent of any disclosure so required.

The above restrictions will apply during the time that the Competition(s) is occurring and for a period of twelve (12) calendar months after the winners of the last of the Competitions are publicly announced.

I am pleased to support the Competition(s) and during my involvement with it I agree to abide by such other rules and guidelines which the University of Cambridge may reasonably impose.

Entry/Team name:		
Name (printed)	Signature	Date