



President' s Message

Welcome to Cambridge University Entrepreneurs! If you have an idea for a new venture, we can help you make it a reality.

Our mission is to promote and nurture all aspects of entrepreneurship, and encourage an entrepreneurial mindset in Cambridge and beyond. We do this by organising one of the most successful student-run business competitions in the world.

Over the last 11 years, we have had over 1,000 entries and awarded £ 500,000 in grants to many business ideas. These companies have raised more than £ 38m of further funding and are currently valued at over £ 42m.

Our 10th Anniversary year will bring new prizes to compete for and new training events so will you will be even better prepared to strike out on your own.

You can enter any or all of the three phases of the Entrepreneurs' Challenge. Entering the Entrepreneurs' Challenge is an exceptional opportunity to benefit from

- The chance to win cash prizes at each stage
- Training in essential business skills
- Mentoring by experienced professionals
- Feedback on your business idea from world class entrepreneurs
- Media exposure for your business idea
- Introduction to a network of entrepreneurs, investors and potential partners
- Introduction to the private equity world in and around Cambridge

We would like to thank our sponsors and supporters for making all this possible and you will hear more about them as the year progresses.

The handbook is your guide to the competition process. If you have any questions, please get in touch with me at president@cue.org.uk.

Shen L. Wei, Ph.D.

President, Cambridge University Entrepreneurs

The Entrepreneurs' Challenge

Remember that you can enter **any or all** of the three phases of the Entrepreneurs' Challenge.

Summary of Competition Structure

The Entrepreneurs' Challenge for 2010-2011 is structured into three phases across three streams. The table below summarises the streams, prizes and basic entry requirements for each phase of the competition and is followed by more detailed information on each phase.

		Streams and Requirements		
Phase	Prize(s)*	Technology	Social Enterprise	Software
1	20 x £100	100 words		
2	10 x £1k	1,500 word summaries		
3a	entry to 3b	3,500 wd extended summaries		2,000 wd + Slides
3b	6 x £5k	Full Plan + Pitch		3,500 wd + Slides + Demo at Pitch
		One Prize	One Prize	One Prize

*Remaining prizes awarded depending on quality of entries
(maximum of three winners in any one category)
(*number of prizes may vary)*

Phase 1: The £100 Challenge - £100 for 100 words.

Phase 1 opens: **Wednesday 18 October, 2010 - 11.59pm**

Phase 1 closes: **Wednesday 1st November, 2010 - 16:00pm**

It's easy: just pitch your business idea to us in 100 words or fewer. The challenge here is to condense what you want to say and get all the major points across in just a paragraph. There is no need to give away any private information - a public summary is enough to win the competition. Then, submit your summary online at www.cue.org.uk. Remember that business professionals and sponsors will see these summaries so a well written entry is a great way to get yourselves noticed.

You could win one or more of **20 cash prizes of £100**. Winners and runners-up get free entry to Phase 2.

Phase 2: The £1k Challenge - *What's the market?*

Phase 2 opens: **Friday 12 November, 2010**

Phase 2 closes: **Monday 6 December, 2010 - 2.00pm**

Phase 2 is about developing the business opportunity and writing an executive summary of up to 1500 words. The £1k Challenge rewards well - presented propositions that show clear market potential and competitive positions.

You will need to clearly identify and quantify your market niche.

Up to 10 **cash prizes of £1k** each will be awarded and winners and runners-up get free entry to Phase 3.

Phase 3: The £ 5k Challenge - *Making it happen.*

Phase 3 opens: **Friday 24 January, 2011**

Phase 3a closes: **Friday 25 February, 2011 - 13:00pm**

Finalists announced: **Wednesday 23rd March, 2011**

Phase 3b closes: **Sunday 17 April, 2011 - 23:59pm**

By Phase 3, you will have built a team and be ready to make your idea happen. In this phase you will benefit from a professional mentor, write a more detailed business plan and pitch for investment. The £ 5k Challenge rewards propositions that show practicality, financial viability and strong teams. The requirements for this stage will vary depending on which stream your business fits into. The Phase 3 finalists are announced at the Finalists' Dinner. There are up to 6 prizes of £ 5k each, which are distributed across the streams and the prize money is tied to the creation of the business:

Technology and Social Enterprise Streams

If your team is in either the Technology or Social Enterprise Stream, you will need to expand your executive summary and submit it by **25 February** 2010. Teams who can convince the judges that their idea is viable will be invited to continue to write a full business plan and must submit it by 17 April for the chance to win one or more prizes of £ 5k, and to pitch for a further award from a panel of angel investors.

• Technology Enterprise Awards

Winners will be high-growth technological propositions that show a strong likelihood of receiving venture capital or business angel investment. Within this category, Judges may also consider a Cleantech Enterprise Award where the winner will provide knowledge-based products or services that improve operational performance, productivity or efficiency while reducing costs, inputs, energy consumption, waste or pollution

• Social Enterprise Award

The winner of this award will create a high-impact social benefit in a sustainable way and may or may not be for profit.

Software Stream

If your team is in the Software Stream, the emphasis is on product development and working towards a prototype. You will need to refine and expand your executive summary and also create a series of presentation slides that will contain examples of what your product can do as well as information relating to the business. These must be submitted by **23 February** 2010 and teams who convince the Judges that their idea is viable will be asked to continue development. The final submission will comprise of an extended summary and revised slides by **17 April** 2010 and the team will be required to demonstrate their product or service before the judges during the pitch.

• Software Enterprise Award

Winners will be high-growth propositions that show a strong likelihood of generating revenues.

Calendar of Events

Please see www.cue.org.uk/events for links to the most up to date information. The following is intended as a guide and any changes will be reflected via the website.

Phase 1

18 October 2010 Grand Launch

1st November £ 100 Challenge Deadline

20th November 2010 £ 100 Challenge Winners Announced

Phase 2

6 November 2010 Launch of £ 1k Challenge

27th November 2010 £ 1k Business Training Event with Speed Networking

2pm 6 December 2010 £ 1k Challenge Deadline

24 January 2010 £ 1k Challenge Awards Ceremony

Phase 3

24 January 2011 Launch of £ 5k Challenge

5 February 2011 £ 5k Business Training Event

25 February 2010 £ 5k Challenge - Phase 3a Deadline

Early March: Start-up Career Event

23rd March 2010 £ 5k Finalists' Ceremony

17 April 2011 £ 5k Challenge - Phase 3b Deadline

Early May 2011 Varsity Pitch (provisional)

8 June 2011, The Grand Finale

Enterprise Tuesdays

Enterprise Tuesday is a free evening programme open to the local business community and all staff and students of the University of Cambridge. It introduces participants to the world of business and inspires individuals to pursue their entrepreneurial ambitions. Each evening concludes with a networking session, fuelled by food and drinks, which is the ideal place to find business ideas and potential team members. CUE committee members are always present at Enterprise Tuesday, so please come and ask us any questions you may have.

For more information, please visit the CfEL website: www.cfel.jbs.cam.ac.uk.

Competitions Rules

1. Eligibility

1.1 All staff and students at all levels of education and from any department, registered with the University of Cambridge for the year 2010/2011, or recently graduated (within 12 calendar months from the date when competition commences) are eligible to enter. This includes visiting and exchange students. Recent graduates would need to include a signed letter from department or college confirming one's graduation date together with the submission of the entry before the deadline of the competition to:

Cambridge University Entrepreneurs

The Entrepreneurship Centre

3 Charles Babbage Road

Cambridge CB3 0FA

1.2 Other people that do not meet requirement 1.1 may join or form teams, provided that at least one principal team member meets requirement 1.1. For the business creation competition, it is understood that the winning team would, upon incorporation, have at least one member meeting requirement 1.1 as a director.

1.3 The President of Cambridge University Entrepreneurs may not enter the competitions during tenure as President. There are no restrictions for any other CUE committee members or organisers other than as stated in rules 1.1 and 1.2, as they will not have access to confidential information regarding the competition. This rule supersedes rules 1.1 and 1.2.

1.4 Competitors are encouraged to seek the involvement of faculty members, past winners, postdoctoral researchers and other staff. Multidisciplinary teams tend to do best. However, there are no restrictions on the size or composition of your competition team.

1.5 Teams that have already secured arrangements for capital from any source must disclose the amounts and sources clearly in their entries. Example sources of capital include cash generated from sales revenues or contracts, research grants and personal or family funds.

1.6 Entries must describe an entirely new business. Projects within existing businesses are not eligible for entry, nor are executive summaries of already existing companies.

1.7 You do not need to succeed in the previous phase of the competition in order to enter the next.

2. Entry Fees

2.1 There is no entry fee for entering Phase 1.

2.2 The entry fee for Phase 2 is £ 10 per executive summary. Winners and runners - up from Phase are exempt from paying this fee.

2.3 The entry fee for Phase 3 is £ 25 per extended summary. Winners and runners - up from Phase 2 are exempt from paying this fee.

- 2.4 Teams submitting multiple entries will be charged multiple entry fees.
- 2.5 Payment will be made online as part of the submission process by the deadlines for entry.
- 2.6 The entry process will not be complete without payment or exemption code.
- 2.7 Payments are valid only for the competitions in 2010/2011 and are not transferable to future CUE competitions.

3. Content

- 3.1. All entries must be the original work of the entrants.
- 3.2. All entries must be factual.
- 3.3. Entries should be made with full understanding of University regulations on Intellectual Property Rights. It is the responsibility of the entrant to ensure that no third party, such as a research sponsor or another member of the University who participated in your research, has any rights on the contents which may prevent its exploitation. Proprietary information about the idea should not be disclosed in the public summary, posters, or presentations, as this information will be published (see rules 4.3 & 5.5).
- 3.4. Software stream entries should make clear what parts of the software product have been created by the team. It is the responsibility of software stream entrants to ensure they have acquired all necessary rights to the parts of the software product that are not the sole property of the entrants

4. Phase 1: £ 100 Challenge

- 4.1. Entries should be submitted to president@cue.org.uk (shen.wei@cue.org.uk for the 2010-2011 Competition) on the day before the deadline.
- 4.2. Entries may be no more than 100 words in length. Entries longer than 100 words may be truncated without notice or consultation before being passed to judges.
- 4.3. Entries may be circulated via press releases and CUE publications for promotional purposes.

5. Phase 2: £ 1k Challenge

- 5.1. Entries should be submitted online at www.cue.org.uk before 11:59pm on the day of the deadline and include the entry form and executive summary.
- 5.2. Hard copies of the signed Disclaimer and Non-Disclosure Agreement must be received at the UMS address no later than 5.00pm on the 3rd of December, 2010.

Cambridge University Entrepreneurs

The Entrepreneurship Center

3 Charles Babbage Road

Cambridge CB3 0GT

- 5.3. No entries will be accepted after the deadline.
- 5.4. Executive summaries should be a maximum of 1500 words including text in tables. The number of diagrams is not limited. The document should be sized to print out on A4 paper. Keep in mind that the judges appreciate brevity and clarity.
- 5.5. A public summary of no more than 100 words will be required as part of the submission. It may be circulated via press releases and CUE competition publications for promotional purposes.
- 5.6. Posters will be required for each entry for public exhibition and future CUE events. Posters should be supplied in electronic form and be suitable for printing on size A1 paper in either landscape or portrait format.
- 5.7. Content beyond the 1500-word limit for the executive summary and the 100-word limit for the public summary will be disregarded.
- 5.8. Incomplete submissions with missing documents, incomplete fields or missing signatures will be rejected.
- 5.9. All competition entrants are welcomed to join the CUE Mentoring Scheme. We have a pool of experience serial entrepreneurs coming from different background. They are providing free advice and support you need. Please note, it is up to the competition entrant if one would like to disclose your entries to our mentors. Although we have a group of trustworthy mentors, CUE is not responsible for the protection of your IP at this stage. If sensitive information needs to be discussed, we recommend the competition entrants to sign a NDA agreement with ones' mentor.

6. Phase 3: £ 5k Challenge

- 6.1. It is recommended that entrants obtain a letter from an appropriate authority within their department, e.g. the Head of Research or Supervisor, confirming that they know a business plan has been submitted in relation to the idea.
- 6.2. Entrants wishing to be considered for a CleanTech or Social Awards need to clearly demonstrate the social and/or environmental purpose of their venture in addition to the traditional business plan headings.

6.3. Phase 3a

- 6.3.1 Entries should be submitted electronically in PDF format to president@cue.org.uk (shen.wei@cue.org.uk for the 2010-2011 competition) with the subject of "5K Entry+ Team name+ Competition Stream". Submission of entry forms and executive summaries, complete with market research and competitor analyses, must be completed **before 13:00pm** on the day of the deadline.
- 6.3.2 For entrants into the Technology and Social Enterprise stream, executive summaries, complete with market research and competitor analyses, should be a maximum of 3500words including all text,

graphics and appendices. The number of diagrams is not limited. The document should be sized to print out on A4 paper. Keep in mind that the judges appreciate brevity and clarity.

Entrants entering the Social Enterprise Stream, please include a 100-word summary describing

(1). Social impact or benefit of your idea

(2). Why is your business an enterprise rather than a Charity

6.3.3 For entrants into the Software stream, the executive summary must not exceed a maximum of 2000 words including all text, graphics and appendices. The number of diagrams is not limited. The document should be sized to print out on A4 paper. In addition, entrants must submit supporting presentation slides that contain examples of what your product can do as well as some information relating to the business. A maximum of 12 slides is permitted per entry.

6.3.4 A public summary of no more than 100 words will be required as part of the submission. It will be circulated via press releases and CUE competition publications for promotional purposes.

6.3.5 No entries will be accepted after the deadline.

6.3.6 Content beyond the word limits for the executive summaries and the 100 word limit for the public summary will be disregarded.

6.3.7 Incomplete submissions with missing documents, incomplete fields or missing signatures will be rejected.

6.4. Phase 3b

6.4.1 Only the finalists announced on 23rd of March, 2011. Finalists will be invited to submit entries and posters into Phase 3b.

6.4.2 For entrants into the Technology and Social Enterprise stream, teams must submit full business plans, which should not exceed 40 pages, including all text, graphics and appendices. Any pages above the limit will be disregarded by the judges.

6.4.3 For entrants into the Software Enterprise stream, teams must submit an extended executive summary not exceeding 3500 words including all text, graphics and appendices. Teams must also submit a revised version of their presentation slides and will be required to demonstrate their product (demo) in a closed presentation to the judges.

6.4.2 Entries should be submitted online at www.cue.org.uk. Online submission of full business plans may be made up to **23:59pm on 17 April 2011**.

6.4.3 Posters will be required from each finalist team for public exhibition at The Grand Finale in 2011 and future CUE events. Posters should be supplied in electronic form and be suitable for printing on size A1 paper.

6.4.4 Further details on Phase 3b will be given to the finalists following the Finalists' Ceremony.

6.5. Finalists' Judging Presentations

6.5.1 For entrants into the Technology and Social Enterprise stream, each finalist team will have 10 minutes to present to and answer questions from the judging panel. The main purpose of this session is to clarify issues that arise from the full business plan and presentation. It is also a good opportunity for teams to convince the judges that they will be able to meet and surpass their business goals and challenges. No AV equipment may be used for these presentations

6.5.2 For entrants into the Software stream, each finalist team will be asked to present to the judging panel for no more than 10 minutes, followed by a 5-minute question-and answer session. Time will also be allocated to permit a demonstration of the software. The main purpose of this session is to clarify issues that arise from the extended summary and slides while allowing the judges to interact with the software itself. It is also a good opportunity for teams to convince the judges that they will be able to meet and surpass their business goals and challenges. No AV equipment may be used for these presentations.

7. Judging

- 7.1. The judging panels of all of the competitions are coordinated by the Centre for Entrepreneurial Learning (CfEL) in collaboration with the CUE President. The panels include experienced entrepreneurs and venture capitalists. They are highly experienced and respected members of the wider entrepreneurial community and are under the supervision of the CfEL Judging Coordinator to ensure the impartiality of judging.
- 7.2. The judging panel reserves the right to disqualify any entry that, in its opinion, violates the letter or the spirit of the competition.
- 7.3. Judging feedback will be provided for each entry.
- 7.4. Judging criteria for Phase 1 and Phase 2 are available in this booklet. All judging criteria will be available online at www.cue.org.uk.
- 7.5. All prizes are awarded at the discretion of the judging panel and all judging decisions are final and not subject to appeal.

8. Prizes

- 8.1. The prize money awarded to the winning teams must be claimed in instalments linked to agreed milestones in creating the business (within 12 month of the date of prize announcement, sufficient documents must be provided in order to claim the prize. We will not consider prize claim after the 12 calendar month period).
- 8.2. The winners will have the opportunity to pitch on stage to a panel of business angels and early-stage investors for cash from the CUE Angel Prize Fund.
- 8.3. Sponsored services, such as free patent filings, may also be awarded to Phase 2 and Phase 3 winners.

- 8.4. Judges reserve the right not to award a prize if no prize worthy entries are available.
- 8.5. The prize can be claimed within 12 months, i.e. in the period of 09/06/2010 – 08/06/2011. The following criteria need to be fulfilled:
- Registering the Company with Companies House. (It can also be registered abroad). Proof needs to be provided.
 - Creating a business bank account in your Company's registered name. The money will not be paid into the personal account of any individual, team member or stakeholder.
 - Producing an Operational Plan describing the activities that are to be undertaken in the next six months (including expenditures) and a statement for the activities that have been undertaken (including any expenditure already incurred). The Operational Plan should be approximately 2 pages long.

Please send the documents to prizeclaim@cue.org.uk, so it can be reviewed by the Prize Claim Committee.

9. Entry Confidentiality

- 9.1. All judges with access to the entries will sign a non-disclosure agreement. A copy of the agreement is available at www.cue.org.uk and is included as an appendix to this handbook.
- 9.2. A qualified mentor may be provided to Phase 2 & 3 finalists. With consent, entries may be shared with prospective mentors who could formally agree to a non-disclosure agreement as described in 10.2 below upon request.
- 9.3. With consent, Phase 3 finalists' entries may also be shared with prospective investors, including the panel of business angels and early-stage investors for The Grand Finale, who will formally agree to a non-disclosure agreement as described in 10.2 below.

10. Intellectual Property Protection

- 10.1. Cambridge University Entrepreneurs, its sponsors and the organisers of the business ideas and creation competitions have taken reasonable measures to ensure the confidentiality of your entries.
- 10.2. The sponsors of CUE and the judges of the competitions include organisations and individuals that work with entrepreneurs and invest in their ideas. Sponsors, judges and mentors will agree to a confidentiality agreement which extends for 12 months after the public announcement of the competition winners. Copies of these confidentiality agreements are available from the CfEL Judging Coordinator.
- 10.3. Cambridge University Entrepreneurs cannot, and will not, take further responsibility to protect the intellectual property or other rights of the entrants.
- 10.4. The protection of intellectual property or other rights of the entrants is the ultimate responsibility of each entrant. Entrants are urged to mark as "confidential" any portion of their entries that they consider to be confidential. Entrants should take care about disclosing any patentable concepts in the entries.

10.5. Entrants looking to incorporate are strongly advised to seek professional advice on the issues surrounding Intellectual Property Rights. A list of organisations known to CfEL and CUE is available on request.

10.6. Please also refer to the Intellectual Property Guide on the following pages.

Phase 1 Judging Criteria

Each entry will be judged independently by a minimum of 3 judges. They will be graded between 0 and 3 (0 = none, 1 = weak, 2 = moderate, 3 = strong) for the following categories:

- Potential
- Originality
- Presentation and Clarity

Ideas that create social and environmental benefits when compared to existing products, processes or services will be judged additionally upon the degree to which they do so.

Phase 2 Judging Criteria

Phase 2 entries are judged according to the following criteria. The highest possible score for a Phase 2 entry 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, typographical errors, 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.

Phase 3 Judging Criteria

All entries to round 1 of Phase 3 are judged according to these criteria.

	Weak = 1	Moderate = 2	Strong = 3
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 the value to customers and future plans.
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.
Team Skills and Commitment	No evidence of desire to make it happen. Inadequate skills	Evidence of shared vision and values. Recognition of key gaps in team.	Strong motivation and ability to make the business happen. Complete skill set in well composed team

Entries wishing to be considered for the **Technology & Clean Tech Awards** will be *additionally* judged on:

	Weak = 1	Moderate = 2	Strong = 3
Size of Market Opportunity	£5m sales would be 50% market share.	£5-50m sales in 3 – 6 years representing 25% of market share.	More than £50m sales in 5 years+ to achieve is still less than 10% market share.
Realism of Market Opportunity	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.

Entries wishing to be considered for the **Social Enterprise Awards** will be *additionally* judged on:

	Weak = 1	Moderate = 2	Strong = 3
Triple Bottom Line *	Vague, unsubstantiated assertions about social benefits and how they will be achieved. Poor consideration of people and profit. Small potential impact.	Adequate description of social purpose, limited description of how this will be achieved. Reasonable consideration of people and profit. Moderate potential impact.	Clear and compelling description of social purpose. Thoroughly researched description of opportunity. Excellent consideration of people and profit. Significant potential impact.
* Entrants don't need to show a perfect balance between all three elements of the triple bottom line, but they must show consideration for all three.			
Market	Poor analysis of the market opportunity. Unsubstantiated market data.	Reasonable analysis of the market opportunity. Some third party support for market size assumptions.	Excellent analysis of the market opportunity. Market data corroborated by third parties.

Entries wishing to be considered for the **Software Award** will be *additionally* judged on:

	Weak = 1	Moderate = 2	Strong = 3
Size of addressable market	£5m sales would be 50% market share.	£5-50m sales in 3 – 6 years representing 25% of market share.	More than £50m sales with 5 years+ to achieve is still less than 10% market share.
Realism of Market Opportunity	Vague unsubstantiated assertions about market size and growth rate. (eg 1% of a billion dollar market)	Adequate description of market, size and growth rate with limited factual support. Some evidence of plans to address this market.	Thorough fact-based description of market, size and growth rate based on direct experience and/or third party survey. Clear plans to address this market
Prototype Quality <i>(Demo is Essential!)</i>	No functionality, only graphical screenshots (e.g. in PowerPoint), no development plan	Illustrating basic functions, but only limited reflection on current development stage and future steps	Strong demo with clear path to finished product. Convincing case that team understands major obstacles
Evidence of Interaction and User/Customer Trials	Product developed in an “ivory tower” without any feedback from potential users	Feedback from potential users or customers on the idea, but no trials with an actual demo version of the software	Clear evidence of user testing and product iteration. Incorporation of feedback in development process
Monetization / Revenue Model	Lack of clear revenue stream, e.g. through advertisement with unclear/low hit rates	Clear plan of how to generate sales, but no customers acquired yet	Sales revenue already generated and/or orders received

Intellectual Property Guide

Introduction

Intellectual property covers a range of topics including patents, copyright (for example in software), trade secrets, database rights and design rights. Some rights are protectable through registration, such as patents and design rights, and some are automatic, such as copyright. Patent protection is often very important to technology-based companies and this sheet looks at some of the basic issues involved in obtaining patent protection, and ownership of intellectual property within the University.

Should I Think About Patents?

The following is a basic rule-of-thumb guide as to whether or not your idea should be investigated further for patent protection. Answer yes or no to the following questions.

- Is it novel? If it has been made public in any way (e.g. through a conference paper, poster, publication, abstract or public talk, including on the internet) then it is no longer novel but some countries do benefit from a “grace period” allowing 6 or 12 months for filing a patent application after a disclosure by the inventor(s).
- Is it inventive? If your idea is obvious to someone knowledgeable in the field then it may not be inventive.
- Does your idea have industrial utility? You cannot patent something that does not have an identifiable use.

If you have answered “yes” to all of the above questions then it is worthwhile asking the advice of a patent expert. You should also check the University policy on IP to ensure that you are entitled to exploit your idea.

Exceptions

There are a few classes of invention that cannot be patented:

- Discoveries
- Scientific theories
- Mathematical formulae
- Surgical procedures
- Plant or animal varieties
- Business scheme

It may be possible to protect these classes of invention in other ways. In addition to the usual scientific abstract databases there are websites that allow you to search published patent applications: ep.espacenet.com is one of them. Please be aware that patent applications are only published 18 months after they are initially filed and that the claims in an application may change considerably prior to the grant of the patent.

Information on the University's policy on intellectual property ownership can be found at:

<http://www.enterprise.cam.ac.uk/ipandlicensing.php?subsub=21>. If you are a member of staff, its provisions do affect the ownership of intellectual property which you create and you cannot assume that you can use it freely

The ownership of IP created by students is a complex issue and depends on a number of factors. Staff and students should ask themselves these questions:

- Might the idea be covered in any way by contractual obligations undertaken by the University e.g. through research grants, collaboration, studentships or material transfer agreements?
- Might the idea be “pulling” on intellectual property of others in the department, or make significant use of departmental facilities?
- If you are a graduate student, are there relevant terms in your studentship or research contract? If you have answered “yes” to any of the above questions then it is worthwhile asking the advice of Cambridge Enterprise.

Co-Inventors

Consider carefully whether anyone else has been involved in the invention. Is there anyone else who could legitimately say that they have made an intellectual input to the invention? This means that they have been more than “a pair of hands” doing what was instructed, but actually contributed intellectually, making an “inventive contribution”. If so, then again you should consult Cambridge Enterprise. You need to establish whether a co-inventor who is not part of your team could have rights which would affect your ability to exploit your idea

Advice on Intellectual Property

Cambridge Enterprise, the University of Cambridge commercialisation office, is always pleased to help and offer advice. Please contact one of their specialists listed at www.enterprise.cam.ac.uk/people.php or email them at enquiries@enterprise.cam.ac.uk.

Patent Surgeries

Cambridge Enterprise, holds regular “Specialist Surgeries” on Wednesday afternoons during the Michaelmas and Lent terms. Patent lawyers and other professionals freely give their time and offer their expertise in 40 minute confidential meetings.

For further information please visit:

<http://www.enterprise.cam.ac.uk/lookingforinvestment.php?sub=11&subsub=18>.

REMEMBER – IF IN DOUBT, FIND OUT!

Competitions Disclaimer

Definitions

Term:	Definition:
Competitions:	£100 Challenge, £1k Challenge or £5k Challenge
Entrant:	Individual/team who submits an entry to the Entrepreneurs' Challenge
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 limitation, 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

The Entrepreneurship Centre

3 Charles Babbage Road

Cambridge CB3 0FA

RE: CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

I would like to participate in the 2010/11 Cambridge University Entrepreneurs £ 1k Challenge or CUE £ 5k Challenge (the "Competition(s)"). The purpose of the Competition(s) is to choose the best executive summaries (£ 1k) and business plan (£ 1k & £ 5k) and creation (£ 5k) 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 and creations 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 or creations 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

NDA for Judges

To:

Cambridge University Entrepreneurs

The Entrepreneurship Centre

3 Charles Babbage Road

University of Cambridge

Cambridge, CB3 0FA

RE: CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

I would like to participate in and be supportive of the 2010/11 Cambridge University Entrepreneurs £1k Challenge and/or CUE £5k Challenge (the "Competition(s)"). The purpose of the Competition(s) is to choose the best executive summaries, business plan or product prototypes or demo (Software and IT stream in particular) 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 ideas, business plans, product prototypes, demo and details of technologies of each entrant and the full business plans of 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 in the Ideas 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 act as a judge in the Competition(s), I agree for the benefit of the University, its subsidiaries and the individual entrants involved in the Competition(s) that I will only review the Plans submitted to me in the course of the Competition(s) with other judges of the Competition(s) who have also undertaken to maintain confidentiality of the Plans. I further agree that I will hold Plans and Ideas which I may receive in the course of the Competition(s) in strict confidence, in a safe place 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 judging the Competition(s). In particular I will not use them for my own benefit or the benefit of any organisation with which I am affiliated. At the conclusion of the Competition(s) I will return the Plans to the Competition(s) organisers without retaining copies.

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.

SIGNATURE

NAME (PLEASE PRINT OR TYPE)

DATE

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Silver Sponsors



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