

## Creative Spark Enterprise Video Pitch - Competition Rules

### 1. The Competition

This video pitch competition is part of the British Council's Creative Spark Higher Education Enterprise Programme and aims to promote the development of students', graduates' and young entrepreneurs' business ideas.

### 2. Territory and eligibility

The Competition is open to residents of Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Ukraine and Uzbekistan. Only participants between the age of 18 and 35 are eligible to take part in this competition.

Participants can apply as individuals, however applications in teams with 2-3 members are strongly recommended. A single applicant cannot be part of more than one team.

Entry to the Competition is free of charge although participants are responsible for their own costs of connecting to the Internet.

Individuals below the age of 18 cannot be involved in any aspect of the competition or appear on any video recording without the written consent of parents or legal representatives.

All entries must ensure that they adhere to Child Protection Policies and Adults at Risk Policies as outline [here](#).

### 3. Competition dates

The opening date of the Competition is 2 April 2019, 10.00h GMT and the closing date is 9 June 2019, 23.59h GMT. Any entry received before the opening date or after the closing date will not be included in the Competition. The British Council accepts no responsibility whatsoever for any technical failure or malfunction or any other problem with any system, server, provider or otherwise that may result in any entry being lost, delayed or not properly registered.

Seven country champions (one per country) and an international People's Choice winner will be announced on 16 July 2019. Country champions and international People's Choice winner will travel to London between 30 August and 5 September 2019.

All notifications will be made to the email addresses provided by the teams when registering for the Competition in accordance with section 4 of these Competition Rules. In these notification, the British Council's local offices will inform each country category winner, country champion and international People's Choice winner of how to claim their prize and of any additional information or steps required to enable the British Council to provide them with the prize.

### 4. How to enter

Each team or individual applicant will complete an application form which will need to include a 60 second video pitch as well as a brief supporting written application. Teams must own the copyrights of their video material as well as any additional material they include in their recordings and applications.

Teams must apply in only one the following three categories: *Digital Technology*, *Social impact* and *Creative*. Digital Technology includes ideas involving the development and application of new software or hardware. Social Impact is for ideas that tackle social inclusion and gender equality or target under-represented communities and the world beyond; this could be an environmental or social idea that helps those most in need. Creative is for ideas

for a new product, an exhibition or a way to make the cultural environment more vibrant; ideas that help creative people reach new audiences will also be considered in this category.

To enter, participants must fill out the submission form following these steps:

- Enter your first name, last name, email address, mobile number, university/college/school
- Enter the names and details of the other team members entering the competition with you
- Describe your idea in a clear and concise manner
- Explain what the problem is that your idea is addressing
- Identify your target customer
- Explain how your business will make money
- Describe your competition and how your idea is going to be better/different from them
- Choose if you are competing in the *Digital Technology*, *Social Impact* or *Creative* category.
- Upload a video pitch about your idea
- Accept the rules of the competition
- Submit your application

## 5. Prizes and selection of winning entries

Each country will have a Country Panel to judge all applications submitted in their country: the panel will select nine country finalists (three finalist teams in each category) and their decision is final and binding.

An International Panel will select three country category winners (one for each category) and, amongst these, one country champion (one for each country). A country People's Choice winner will be selected based on public vote popularity. Amongst the seven country People's Choice winners, the international panel will select an international People's Choice winner (not necessarily the team with the most popular votes overall). The panel reserves

the right to move applicants from one category to another at any stage of the competition. The judges' decision is final and binding.

Country category winners and country People's Choice winners will be awarded with a package of in-kind prizes composed of marketing & business support and mentoring; country champions and the international People's Choice winner (teams or one representative) will be additionally awarded with a cash prize and a trip to London and Oxford (£3,000 for country champions, £2,000 for international People's Choice). The trip includes return plane tickets for up to 3 team members or one representative, accommodation in the UK for the duration of the visit; transportation during the visit, visa expenses if required, Start-up Sprint programme; meal allowances for all days of the visit to the UK. An overall grand champion will be selected and awarded with an additional cash prize of £2,000. The British Council will not cover costs of any medical travel insurance.

Should the prize winner's visa request be rejected by UK authorities, the prize is not transferable to other candidates and cannot be used at a later date and the prize will not in that case be substituted by any other prize.

Prizes are personal to the winners and cannot be transferred to any third party. Prizes cannot be exchanged for money or any other goods or services; the British Council also reserves the right to reallocate prizes depending on the nature of the team's business idea. Winners of cash prizes must submit a proposal showing how they will utilise the money to develop their business ideas and all expenses will be monitored by British Council teams.

The British Council accepts no responsibility for failure to notify winning participants or failure to deliver prizes where such failure results from the provision of inaccurate contact details by the participants or from the acts or omissions of any third party (including, without limitation, any internet or postal service provider) and shall have no liability to any entrant if it is prevented from or delayed in delivering any aspect of the Competition or the prizes by acts, events, omissions or accidents beyond its reasonable control.

The British Council reserves the right to amend the awards' design at any point in the competition and does not offer any insurance in connection with the

prize. Each prize winner may arrange their own insurance in respect of the prize, if applicable.

## 6. Personal data

The British Council will collect and store the names and email addresses of all participants and the additional contact details of winners as anticipated by sections 4 and 5 above. The British Council will use this personal data for the following purposes: managing the relationship between the participants and the British Council; communicating with participants to answer their queries about the Competition; communicating with winners and arranging delivery of their prizes; marketing and publicity in accordance with section 7 below.

Where a participant has consented to the British Council doing so, the British Council may contact the participant using the personal data collected to provide information about the goods, services, courses or promotions that the British Council offers.

By participating in the Competition, participants consent to their personal data being processed by the British Council in accordance with, and for the purposes set out in, this section 6.

Participants can exercise their rights to access their personal data held by the British Council and withdraw their consent to the processing of their personal data by sending an email, accompanied by a scanned photocopy of their valid passport to the local British Council office email address (in the country where they were based when they took part in the competition which has to be one of the participating countries).

The British Council complies with data protection law in the UK and laws in other countries that meet internationally accepted standards. We may need to pass this information on to the following partners: Lucidica.

You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information, you also have the

right to complain to a privacy regulator. We will keep your information for a period of 7 years from the time of collection.

For detailed information, please contact your local British Council office.

## 7. Publicity and rights

The British Council intends to publish the names of the winners on the British Council's websites, Facebook pages, Twitter pages, press releases and in other promotional and marketing material. In addition, the British Council may write and publish articles about the winners' enjoyment of their prize. By entering the Competition, each participant agrees to the use of their name and agrees to co-operate with any such publicity or marketing if they win a prize.

All rights in the British Council's name and logo, websites, Facebook pages, Twitter pages, press releases and other promotional and marketing material and all course and examination content and materials (together the "Council's Materials") shall vest in and remain with the British Council (or its licensors). By participating in the Competition, participants agree that they will not use, broadcast, publish, export, exploit, reproduce nor copy part or all of the Council's Materials.

## 8. General

The British Council may disqualify or refuse to accept the entry of any participant which does not meet the eligibility criteria in section 2 or does not otherwise comply with these Competition Rules.

These Competition Rules shall be governed by and interpreted in accordance with the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction over any disputes or claims (including, without limitation, non-contractual disputes or claims) arising out of or in connection with the Competition.

## 9. Acceptance of Competition Rules

By participating in this Competition, participants are deemed to have accepted these Competition Rules.