

2020 Competition FAQ

1. We are currently not allowed outside and cannot work with a professional videographer to record the video pitches: will the quality of my video affect the judging?

We are aware of the fact that most teams will be recording their videos from home using their smartphones and therefore the quality of the video recording will not affect the judging. However, it is still important that the videos have good lighting and especially good audio for us to be able to hear and understand the pitch. For good lighting it is best to shoot facing a window and good audio can easily be achieved without a microphone by standing closer to the phone when filming. You can refer to our user guide for recording a video pitch here: <https://1drv.ms/b/s!Au1T6ftgbSi0jX0KhZAWo9RFfFiL?e=aecEVM>

Here are some tips from a YouTuber on how to shoot good quality videos on a smartphone and without any equipment: <https://youtu.be/qBThIPmmtUc>

Additional tricks on how to best control your smart phone when filming yourself alone: <https://youtu.be/1X3480PRhZ4>

If you are unable to record a video at all, please get in touch with info@creativespark-bigidea.uk.

2. All the team members are self-isolating and will not be able to record a video pitch all together. Can only one team member appear in the video pitch?

Yes, this is possible. Normally we would like to see all team members participating in the video, but at the moment it is not possible and we want all our participants to stay safe.

3. Because of self-isolation we are having issues collecting enough applications from the students, what can we do?

To give everyone more time to get organised and collect applications we postponed the competition closing deadline by 3 weeks, to the 7th June 2020. Still, if you do not think you will be able to collect enough applications to select your 10 nominations, please get in touch with info@creativespark-bigidea.uk.

4. Can ideas fall into more than one competition category?

No! When completing the application, the team needs to decide only ONE category they want to compete in: even if their ideas could fall into several categories, the applicants will have to choose only ONE.

5. For the People's Choice voting between 6th July and 19th July will the videos be shared publicly? Is there a social media campaign designed to promote them?

Yes, the videos of the final 10 applications per institution need to be made available publicly by uploading them onto a video platform (YouTube, vimeo, mover, etc.). It is mainly the applicants' responsibility to promote their videos; however, institutions are encouraged to promote the ideas coming from their students/beneficiaries and British

Council local offices will be promoting the voting in general. Competition teams, institutions and British Council country offices can draw on the social media toolkit to promote involvement in the public vote for this phase of the competition.

6. On videos platforms, do videos need to be uploaded on an official channel or can they be uploaded on a personal channel?

Videos can be uploaded on any channel, including personal, as long as they are publicly available. However, at the point of application on 9th June, we only need one web link for the video. The reason videos need to be on a public channel is that, in the event that teams are selected as one of the nine country finalists, we need to be able to access them and download them from the platform. Later, during the People's Choice vote, teams will want to disseminate their video widely in order to engage the largest possible voting audience. At that point it may be valuable for the video to exist on multiple platforms, personal, institutional and official.

7. How should videos be edited?

Except for cutting out mistakes, the videos should NOT be edited. No music, graphics, or transition effects should be incorporated in the videos before uploading them onto a sharing platform.

8. When should videos be produced?

It is up to the institution to choose when to produce videos. They may want the applicants to submit a video as part of the application process for their internal mini competition/internal selection process. Alternatively, they may want to film a video only with the 10 applications they have selected from the mini competition. They just need to ensure that the videos are available on a public platform and included in the final applications submitted by 7th June.

9. What format should the video pitch have: could it be an animation/illustration/collage, or does it need to be a spoken presentation delivered to camera?

The normal expectation is that the pitch should be presented by team members to camera. Some visual material to support the idea may be included. On the Creative Spark website, you will be able to see videos from last year's competition. Videos will be judged according to the competition criteria - and teams are free to interpret the criteria and the requirements of the video pitch format in a creative and original way. Remember too, that all content on the video must be original and teams must have the rights to any content that they present. It is important that no opening or closing graphics or music are incorporated into the videos as there will be an overall British Council branding added to all video prior to the public vote.

10. If a Creative Spark partnership has more than one institution as a part of the consortium, can 10 applications come from each of these institutions?

We will accept 10 applications for each institution that is formally named as a partner in the original Creative Spark bid submission. Eligible institutions are listed on the competition's website. Please contact us on info@creativesparkbigidea.uk if you are unclear whether an institution you work with is eligible.

11. If a partnership is collaborating with other HEIs in its country to extend the benefits of the Creative Spark programme, but these HEIs are not contractually deemed to be partners, can they take part in the competition too?

The competition is only open to institutions that are formally named as a partner in the original Creative Spark bid submission. A partner that does not have its own students can, nevertheless, put forward teams who have actively participated in the Creative Spark programme that they have offered.

12. How can copyright concerns be handled, e.g. teams applying with similar ideas, or teams worrying about their ideas getting stolen?

These concerns are very common and come up often in these competitions. It is important to keep in mind that the idea plays a relatively small role in the success of a business. The team and its passion is what really 'makes it happen'. It is actually beneficial to start exposing and discussing ideas at an early stage to get the audience interested and start developing and growing the ideas. Only the secret recipe of the idea should stay secret! Do also seek advice before submitting ideas for which a patent application may be going to be made.

13. Can teams apply with projects that are already up and running or is the competition only open to businesses in the idea stage?

The competition aims to support start-up ideas. Projects that are already operating are eligible to be put forward, as long as they are in the initial phase of their business life.

14. Since the competition is limited to Creative Spark partner institutions, will it be promoted by British Council's channels or should it be promoted by partners only?

The local partners are expected to do most of the promotion in order to attract the best ideas to their mini competition. The British Council will only promote the Creative Spark Big Idea Challenge when it comes to the People's Choice vote and for overall awareness around the competition from 1st July onwards.

15. Do the ideation workshops need to focus on a specific field of interest?

No

16. Can teams apply with only an idea or do they also need a minimum viable product (MVP)? Do the teams with an MVP have better chances?

Teams are very welcome to present an MVP, if they have one, but this is not a requirement. Ideas can cover any field and can be at any stage of their development to take part in the competition.

17. Do ideas need to show their potential to be commercialised or can they be hypothetical?

The goal of the competition is to support ideas that have the potential to become successful and therefore some level of commercial potential should be identified. Even teams presenting Not-For-Profit ideas should think about how they can make revenue and sustain themselves. We expect applications on a continuum between ideas that are highly commercial and more 'blue sky' and both are welcome.

18. Can ideas be linked to other institutions (e.g. museums, etc.) or do they need to be independent?

Yes, ideas can involve other institutions, as long as they were generated by the applying team and they are still at the start-up stage. Projects that have been commissioned by external companies but show an entrepreneurial approach will also be considered.

19. Is a written application mandatory?

It will be mandatory to submit a written application when institutions put forward their ten applications. Institutions can choose whether to include a written application as part of their internal mini competitions/internal selection processes. However, we would recommend preparing applicants by getting them to produce a written version of their pitch.

20. How will the international People's Choice winner be selected, as all participating countries are very different in size?

Unlike the country People's Choice winner, which will be selected by choosing the videos with the most votes, the international People's Choice winner will be selected by an international panel of judges. Among the 7 country People's Choice winners, the panel will select the idea that best fits the selection criteria of the competition.

21. If a local partner does not have any students itself, but cooperates with additional institutions within the programme, can it submit 10 applications for each institution it collaborates with or 10 applications in total?

Only the partners formally named as a partner in the original Creative Spark bid submission can submit 10 applications.

22. Can an institution submit applications where some team members are from another organisation?

All team members need to fulfil the eligibility criteria. One eligibility criterion is that all team members must have been involved in the Creative Spark programme that is being run by the participating institution that submits their application.

23. Is it mandatory to submit 10 applications per institution?

Institutions can submit up to 10 applications each. We will accept less than 10 too. However, we would love to receive 10 applications per institutions in order to have a large number of great ideas to select the finalists from.

24. Would it be possible to enter 3 team members plus a mentor for each team?

The number of team members is limited to 3 individuals and therefore the mentor would need to be a team member as well and fulfil the eligibility criteria.

25. Is there a budget allocated to hire a professional videography company to film the pitches?

No, this would need to be included in the Creative Spark partners' budget. Alternatives are to use video production or media teams within the partner institutions, or to use smart phones to capture video.

26. Can teaching staff take part in the competition if they fulfil the eligibility criteria?

The competition is aimed at students, and graduates of partner institutions or at young entrepreneurs. The maximum age for applicants is 35. Technically, staff who meet these criteria are eligible to apply - but they should declare their status as staff when applications are put forward.

27. Can the competition contact person within the institution be a member of a team?

No, as this person would be involved in selecting the 10 applications to be forwarded to the Creative Spark Big Idea Challenge competition and there would therefore be a conflict of interest.

28. Can institutions collaborate with British Council offices or outsource to specialists in order to conduct idea creation workshops and Pitching Bootcamps?

Yes, this is possible. You can also collaborate closely with the UK institution in your partnership, who are familiar with these activities and can give additional advice.

29. Do institutions need to follow the Ideation Workshop and Pitching Bootcamp lesson plans we have provided?

No, we recognise that all partnerships have their own approaches to developing entrepreneurship programme and the material provided are intended to provide support only if it is needed. The material can be amended according to your needs. Institutions can also design their own internal processes to support the development of competition teams with the support of their UK partners.

30. Can some of the team members be younger than 18?

No, as per the terms and conditions of the competition, ALL team members need to be 18 or older to take part. Minors that are involved in video pitches, pictures, or any other competition related activity need to have a completed British Council consent form signed by their legal representatives, even if they are not taking part in the competition.

31. Can the pitch videos be longer than 60 seconds?

No, the videos should not be longer than 60 seconds. The video examples available on the website are also 60 seconds long, but they additionally have a short intro & outro, which will be added by the competition team later on.

32. What are the prizes for the winners?

All country category winners and country People's Choice winners are awarded with a package of marketing, business support and mentoring. In addition, the country champions win a grant of £2,000 and the international People's Choice award winner wins a grant of £2,000: these teams also win a participation spot in a remote Start-up Sprint Programme to further develop their idea. At the end of the programme, a grand champion will be awarded and will win additional £1,000 grant. All grant prizes are managed by the local British Council offices and need to be spent on activities linked to developing the teams' business ideas.

33. How can we submit the applications?

An application needs to be filled out and submitted for each one of the 10 ideas that institutions put forward to the competition. The submission form can be found on a

private link, which is should only be accessed by institutions. In addition, each individual team member needs to complete a registration form.

34. Can one individual be part of a team and also submit an additional idea as an individual?

Unfortunately not; each individual can only enter the competition once, either as part of a team or as an individual.

35. Can the video background be branded?

Yes, the background of the video is not important; but it is important that no logos or branding graphics are added to the video after recording it.