

Please return this application form to contact@marketest.co.uk
before **31st May 2018**.



START-UP COMPETITION APPLICATION FORM

TAKE YOUR IDEAS TO THE NEXT LEVEL

Rules & Regulations
(for full rules, please see page 5)

This competition is free to enter and without obligation to purchase. This competition is open to all individuals over 18 excluding staff of the organizers and members of their families. An individual may submit only one application, applications made a group of people included. This competition is promoted on Marketest's websites and through other business-related websites or the press. It will be open from the 19th April 2018 to the 31st May at midnight` GMT.

If you have any questions or if you experience any difficulties when writing your application, please contact us by email at contact@marketest.co.uk and we will get back to you as soon as possible.

First name: _____

Surname: _____

Date of Birth (DD/MM/YYYY): / /

Address: _____

Postcode: _____

Town: _____

Phone: _____

Email address: _____

Specifically, how did you hear about this competition? Please specify any forums, universities, advertisement, social media, and so on:

FILLING OUT YOUR APPLICATION FORM

This application form will assess the content of your project. Answer all of the following questions as clearly and accurately as you can within the given word limit.

This application must be completed and returned before the **31st May 2018** by email to contact@marketest.co.uk or by post to:

MARKETEST
United House
North Road
LONDON
N7 9DP

Have you already created your company?
(please tick your response)

- Yes
- No

What is the name of your company (or what do you plan on calling it)?

Please write a short overview of your product or service (max. 300 words)

Please specify the customers' problem and how your product/service will be the solution.

What is your elevator pitch? (max. 150 words)

Surprise us!

What are your main business goals? (max. 200 words)

Please specify targets and timeframes.

Is your market:
(please tick your response)

- Local/Regional
- National
- International

Who and where is your target market? (max. 100 words)

What is your USP within this market? (max. 250 words)

What market research have you done already? (max. 150 words)

Please specify the type: online survey, polling, telephone interviews, street interviews, etc.

What are the key findings from the research that you have done already? (max. 300 words)

What methods will you be using to market your business? (max. 400 words)

Please include why you have chosen this method and how much you expect it to cost.

This competition is free to enter for all applicants, and is free of obligation.

Marketest, expert providers of online quantitative market research for entrepreneurs, pre-start-ups and start-ups are the creators and owners of the 'Business Start-Ups Competition' running from midnight 19/04/2018 until midnight 31/05/2018.

The aims of this competition are as follows:

- Stimulate and promote entrepreneurial initiative in the UK
- Bring out new business ideas
- Support the transition from the initial business idea to the launch stage
- Promote and reward start-up projects

Article 1: Competition Calendar

- 19/04/2018: Start of the competition
- 31/05/2018: Submission deadline
- 14/06/2018: Announcement of the winning projects

Article 2: Terms of Participation:

- Entrants must be 18 years or older
- Entrants must enter one application only, including applicants of groups' projects.

Article 3: Terms of Application:

- Application must be sent and received within the dates specified
- Application must be directly sought from the Marketest website
- Applications will be sent directly to candidate's email address provided
- Application must be completed clearly and in full, failure to do so will result in non-acceptance of application
- Application may be returned to Marketest via email or post at the following: contact@marketest.co.uk OR Marketest, North Road, N7 9DP, London UK.
- Marketest have the right to do necessary checks on the identity of applicants
- Within the application participants must show a coherent understanding of their project

Article 4: Prize:

- Three winning prizes, which will provide critical analysis of the winning project and a tailored online market research survey and report
- 30% discount to all runners on a future market research report commissioned with 12 months.

Article 5: Winner Selection:

- Winner will be selected by a jury of 5 judges from the Marketest group
- Winner will be selected from the quality, coherence and presentation of the business project

Article 6: General Conditions:

- Marketest cannot be held responsible for malfunction of the internet based applications used, the delivery of application via email or post for reasons out of the control of the organisation.
- Thereafter the completion of the competition there is no obligation or contractual agreement between participants and the organiser other than the prizes specified.
- No other financial or other support will be provided by Marketest other than the prize specified.
- Participation in this competition implies full acceptance of these regulations.
- In case of difficulty of application and / or interpretation of this regulation or in cases of emergency not covered by this Regulation, the organizers seek to find a solution. In this case any change in any contest cannot give rise to any compensation.
- Applications will not be returned to participants.
- The final decision is non-negotiable, and no appeal will be accepted in relation to the competition outcome.