

CREATIVE SPARK BIG IDEA CHALLENGE 2020 VIDEO PITCH COMPETITION

–

Briefing for Partners

As part of the Creative Spark programme, the British Council is running an enterprise video pitch competition in 2020, which is specifically designed to improve awareness and skills in entrepreneurship for participants. The competition will be branded as the Creative Spark Big Idea Challenge and a competition website is hosted here: <http://creativespark-bigidea.uk>

Each participating institution is invited to put forward 10 applications, consisting of 60 seconds pitches & supporting idea descriptions that will compete in the international Creative Spark Big Idea Challenge. Applications must be assigned to one of the following categories: *Digital Technology*, *Social Impact* or *Creative* (see more information in section 2.b) below). In each of the 7 participating countries, a Country Category Winner for each category, a People's Choice Winner and an overall Country Champion will be selected. In addition, amongst the 7 Country People's Choice Winners, an International People's Choice Winner will be chosen.

Representatives of the 7 Country Champions and the International People's Choice Winner will win a trip to London, where their business ideas will be further refined during a Start-up Sprint weekend followed by the selection of an overall Grand Champion and International Category Winners for the 3 categories (a complete breakdown of prizes can be found in section 7.).

This document provides an overview of the competition's key dates, its phases throughout 2020, a summary of support documents for partners and participants, eligibility criteria for participants, a detailed list of participating institutions, detailed timelines and prizes breakdown.

1. Key Dates – enter in your diaries

February to April 2020	Ideation Workshops, Pitching Bootcamps & Local mini competitions to select 10 applications
2 March 2020	Creative Spark Big Idea Challenge – open for applications
18 May 2020	Creative Spark Big Idea Challenge – close for applications
20 May to 25 May 2020	Country finalists selection
1 June to 15 June 2020	Country People’s Choice public vote
8 June to 15 June 2020	Country Category Winners, County Champions and International People’s Choice Winner Selection
17 June to 25 June 2020	National events for all Country Winners
31 August to 6 September 2020	London trip, Start-up Sprint programme and International Category Winners and Grand Champion selection
September 2020 to May 2021	Ongoing support for winning teams

2. Competition Phases

a) February – April 2020: Local Mini Competitions

Between February and April 2020 each participant institution should select its 10 best applications. These applications will be put forward to the Creative Spark Big Idea Challenge.

Each partner can pick their preferred selection method to identify their 10 best applications. Running ideation workshops, pitching bootcamps and local mini competitions throughout this period is a recommended approach in order to demonstrate fairness and transparency in the selection. To help current and new partners taking part in the challenge, a guide describing how to run a local mini competition will be shared in the upcoming weeks.

b) 2 March 2020: Creative Spark Big Idea Challenge Starts

Applicants will be expected to provide a 60 second video pitch of their business idea where they demonstrate their commitment to the idea, its feasibility, impact and quality. A brief supporting written application will also be required. In addition, each team member must complete a consent form in order to take part in the competition.

There will be three competition categories: *Digital Technology*, *Social Impact* and *Creative*. Each team will need to decide which category they would like to enter depending on the nature of their idea (each idea can enter one category only).

- *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.

c) 18 May 2020: Creative Spark Big Idea Challenge Closes

By this date, all institutions must have submitted their 10 best applications through the Creative Spark Big Idea Challenge website; they should also have ensured that all team members involved have completed their consent form (will also be available on the website in due course).

d) 20 – 25 May 2020: Country Finalists Selection

In each country, a local judging panel will select nine finalists for their country (three applications in each category from seven countries in total).

e) 1 – 15 June 2020: Public Vote for Country People’s Choice

The nine finalists for each country (63 teams in total) will enter a People’s Choice public vote on the Creative Spark Big Idea Challenge Website and participants will be expected to promote their own teams. Public relations linked to the People’s Choice public vote will also be supported by partners and British Council country offices. Following the vote, each country will identify the most popular video as their Country People’s Choice winner.

f) 17 – 25 June 2020: Country Judging Events and Awards

UK partners will support and guide their local partners in organizing either a virtual or ‘face-to-face’ award ceremony that will take place in each country between 17 and 25 June 2020. This will involve the announcement of three Country Category Winners and, from these, one Country Champion; the winners will be chosen by an international panel of judges.

The Country People’s Choice public vote winner will also be announced in this period.

The international panel of judges will also select an international People's Choice Winner amongst the seven Country People's Choice Winners. This choice will be made by selecting the application that best matches the competition's criteria and the winning team will not necessarily be the one with the most votes overall, as countries with a larger number of partners might have an advantage.

g) 31 August – 6 September 2020: London Start-up Sprint Trip

Representatives of the seven Country Champions and one International People's Choice Winner will travel to London to participate in a 'Start-up Sprint' programme in early September 2020, and a prize package of support and grant funding will be offered to these eight teams.

At the end of the 'Start-up Sprint', an International Category Winner for each category and the competition's Grand Champion will be announced and awarded their prizes.

3. Toolkit

A toolkit to support partnerships, British Council local offices and participants will be provided in the Creative Spark Library and will include:

- Marketing toolkit to promote the opportunity including a proposed marketing schedule
- Social Media toolkit for participants to promote their idea for the People's Choice public vote
- User guide for developing pitch videos
- Diversity toolkit to help competition partners work with local, regional and national employers - as well as investors to capacity build towards a more diverse workforce; this will also include guidance on attracting a wide cross section of society and representative split of men and women into the competition
- An entrepreneurship and innovation specialist English language glossary
- A toolkit on how to run an awards event successfully
- Guidance on running ideation workshops. video pitching bootcamps and local mini competitions
- Pre-recorded visual instructions on how institutions need to apply on behalf of their 10 selected business ideas and how applicants must fill out their consent form

4. Participant Eligibility

- Individuals or teams must comprise no more than three people; applications in teams is strongly recommended.
- English of a standard suitable for participation in English medium education programmes and presentations is required from all members of teams entering the competition.
- The participants must be at least 18 and no older than 35 years of age by 2 March 2020.
- The participants must be citizens and of either Azerbaijan, Armenia, Georgia, Kazakhstan, Kyrgyzstan, Ukraine and Uzbekistan.
- Competition entrants must be members of Creative Spark partner institutions and be put forward for entry by their institutions.
- Participants will usually need to have taken part in activities offered as part of the Creative Spark programme.
- Participants will be either students, graduates or young entrepreneurs.
- Partner institutions are responsible for ensuring that participants they nominate meet the criteria outlined above and the partner institutions are compliant with procedures, such as consent and data protection.

5. Participating Institutions and Number of Applications per Country

Country	Institution	Applications
Armenia	American University of Armenia	10
	Armenian National Engineering Laboratories	10
	Yerevan V. Brusov State University of Languages and Social Sciences	10
	State Academy of Fine Arts in Armenia	10
	Foundation for Armenian Science and Technology (FAST)	10
	National Polytechnic University of Armenia (NPUA) formerly SEUA	10
	Simonian Educational Foundation (TUMO)	10
	Yerevan State University	10
Armenia Total		80
Azerbaijan	Azerbaijan University of Architecture and Construction	10
	Center for Analysis of Economic Reforms and Communication	10
	Azerbaijan State University of Economics (UNEC)	10
	ADA University	10
	Azerbaijan State University of Culture and Arts	10
	Baku Music Academy	10
	Khazar University	10
Azerbaijan Total		70
Georgia	Georgian Technical University	10
	Creative Georgia (LEPL under the Ministry of Education, Science, Culture and Sport of Georgia)	10
	Tbilisi State Academy of Arts (LEPL)	10
	Creative Solutions	10
	Ilia State University (ISU)	10
	Ivane Javakhishvili Tbilisi State University	10
	V.Sarajishvili Tbilisi State Conservatoire	10
	Business Technology University	10
	Tsereteli State University (ATSU)	10
Georgia Total		90
Kazakhstan	Atyrau State University (ASU)	10
	Kazakh-American Free University	10
	Almaty Management University	10
	Kazakhstan Fashion Week	10
	Kazakh-British Technical University (KBTU)	10
	Kurmangazy Kazakh National Conservatory (KKNC)	10
	L.N. Gumilyov Eurasian National University - ENU	10
	Impact Hub Pilot Almaty	10
	T. Zhurgenov Kazakh National Academy of Arts	10
	Narxoz University (NARXOZ)	10
	PI Nazarbayev University Research and Innovation System (NURIS)	10
	Kazakh-Russian International University	10

	The National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" (NCE)	10
Kazakhstan Total		130
Kyrgyzstan	Continuing Education Center of American University of Central Asia	10
	Enactus Kyrgyzstan	10
	Resource Centre in Kyrgyzstan of Central Asian Crafts Support Association - CACSARC	10
	Kyrgyz National University named after J. Balasagyn	10
Kyrgyzstan Total		40
Ukraine	Kyiv National Economic University	10
	Friedrich-Schiller-Universität Jena	10
	Kyiv National University of Technologies and Design (KNUTD)	10
	Ukrainian Engineering Pedagogics Academy (UEPA)	10
	Lviv Polytechnic National University	10
	NGO Tech Start-up School (of Lviv Polytechnic National University)	10
	V.N. Karazin National University	10
	Lviv National Academy of Arts	10
	PPV Knowledge Network Ltd.	10
	Ivano-Frankivsk National Technical University of Oil and Gas (IFNTUOG)	10
	Non-Governmental Organization Bureau of Research, Innovations and Technologies (NGO BRIT)	10
	Kharkiv Medical Academy of Postgraduate Education (KhMAPE)	10
	Donetsk National Technical University (DonNTU)	10
	Taras Shevchenko National University of Kyiv (TSNUK)	10
	Higher Educational Establishment of Ukoopspilka "Poltava University of Economics and Trade"	10
Adult Education Centre of Poltava Region	10	
Ukraine Total		160
Uzbekistan	Tashkent State Technical University named after Islam Karimov	10
	National Institute of Fine Art and Design named after Kamoliddin Bekhzod	10
	Scientific Research Institute for Standardisation, Metrology and Certification	10
	Tashkent State University of Economics	10
	Ministry of Public Education	10
	Practical Center for Implementation of Innovative Projects (Ministry of Innovation)	10
	Uzbekistan State Institute of Art and Culture	10
	Bonum Factum Gallery	10
	New Silk Road International Tourism University, Samarkand	10
The Arts and Culture Development Foundation	10	

	The Academy of Public Administration under the President of the Republic of Uzbekistan	10
	Tashkent University of Information Technologies (TUIT)	10
	Tashkent Institute of Textile & Light Industry	10
Uzbekistan Total		130
Overall Total		700

6. Timeline - print a copy for your noticeboard

FEB 20 -
APR 20

- **LOCAL MINI COMPETITIONS**

Partners run workshops, bootcamps and local mini competitions to select their 10 best applications to nominate for the Creative Spark Big Idea Challenge.

2 MAR -
18 MAY

- **CREATIVE SPARK BIG IDEA CHALLENGE APPLICATION WINDOW**

Each partner submits their (maximum) 10 selected applications. All member of the applying teams complete their individual competition consent form.

20 MAY 20 -
25 MAY 20

- **COUNTRY FINALISTS SELECTION**

Local judging panels choose 9 finalists per country (3 nominees in each of the 3 categories). 63 finalists are selected across the 7 countries.

1 JUN 20 to
15 JUN 20

- **PEOPLE'S CHOICE PUBLIC VOTE WINDOW**

63 finalists videos are published on the competition's website for public vote. Thereafter, each country identifies its most voted video as their Country People's Choice Winner.

8 JUN 20 -
15 JUN 20

- **COUNTRY CATEGORY WINNERS & COUNTRY CHAMPIONS SELECTION**

International judging panel chooses 1 Country Category Winner in each of the 3 categories. From these 3, the international judging panel selects 1 Country Champion. International judging panel selects an International People's Choice Winner.

17 JUN 20 -
25 JUN 20

- **NATIONAL AWARDS CEREMONIES**

Country Category Winners and Country Champions announced. International People's Choice Winner announced. Grant prizes distributed.

31 AUG 20 -
6 SEP 20

- **LONDON TRIP**

Start-up Sprint weekend to further refine business ideas and pitches. Representatives of 7 Country Champions + 1 International People's Choice Winner travel to London. Entrepreneurial & sightseeing tour of the city.

SEP 20 -
MAY 21

- **ONGOING SUPPORT**

For all groups awarded with mentorship & business support. Local incentives.

7. Prize structure

Competition winners will be awarded with grants in the form of business seed funding as well as professional development, marketing support, mentorship opportunities and a UK study visit. Each country will also offer local incentives to support the winners on different levels with their early stage development. A detailed prize breakdown can be found in the table below.

Team	Grants (£)	In-Kind
Country Champion Armenia	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Armenia		Packaged Business Support, Mentoring
Country Category Winner Armenia		Packaged Business Support, Mentoring
People's Choice Winner Armenia		Packaged Business Support, Mentoring
Country Champion Azerbaijan	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Azerbaijan		Packaged Business Support, Mentoring
Country Category Winner Azerbaijan		Packaged Business Support, Mentoring
People's Choice Winner Azerbaijan		Packaged Business Support, Mentoring
Country Champion Georgia	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Georgia		Packaged Business Support, Mentoring
Country Category Winner Georgia		Packaged Business Support, Mentoring
People's Choice Winner Georgia		Packaged Business Support, Mentoring
Country Champion Kazakhstan	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Kazakhstan		Packaged Business Support, Mentoring
Country Category Winner Kazakhstan		Packaged Business Support, Mentoring
People's Choice Winner Kazakhstan		Packaged Business Support, Mentoring
Country Champion Kyrgyzstan	2,000	Packaged Business Support, Mentoring and UK Trip

Country Category Winner Kyrgyzstan		Packaged Business Support, Mentoring
Country Category Winner Kyrgyzstan		Packaged Business Support, Mentoring
People's Choice Winner Kyrgyzstan		Packaged Business Support, Mentoring
Country Champion Uzbekistan	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Uzbekistan		Packaged Business Support, Mentoring
Country Category Winner Uzbekistan		Packaged Business Support, Mentoring
People's Choice Winner Uzbekistan		Packaged Business Support, Mentoring
Country Champion Ukraine	2,000	Packaged Business Support, Mentoring and UK Trip
Country Category Winner Ukraine		Packaged Business Support, Mentoring
Country Category Winner Ukraine		Packaged Business Support, Mentoring
People's Choice Winner Ukraine		Packaged Business Support, Mentoring
International People's choice Winner	2,000	Packaged Business Support, Mentoring and UK Trip
Grand Champion prize	1,000	
Total prize	17,000	