



**Sketch Creative Consultancy**

**INNOVATION AWARD 2011**

**Application Form**

**First Names**

**Surname**

**Concept description**

**University**

**Education level & subject**

**Relevant experience**

**Address**

**Landline**

**Mobile**

**Email**

**Web site**

## Analysis of your creative concept

Describe your creative business concept?

What ways do you foresee potential income being generated from your concept?

What do you believe is your USP (unique selling point)?

Is something similar available on the market?

If so, why do you think your concept is different?

Is your concept ready to sell?

Do you need to develop your concept?

Do you need production or manufacturing for your concept?

Whom do you foresee to be your potential markets?

Could you develop the concept to offer something new regularly?

How do you visualise potential future income from your concept?

How do you intend to develop your concept?

Is there anything unique that you can offer to your potential customer?

Why is your concept more appealing to what is currently available on the market?

Who would be your competitors?

Who are their clients?

What skills do you have that will help set up and establish the business?

**Innovation Award Details**

The Innovation Award has been developed to provide the opportunity for talented designers to make their idea or design into a viable business venture. We are looking for original concepts that offer something unique and innovative to the design world. The concept can be in the initial stages of development as long as it has the potential to create business.

**The Award**

The Winner of the Innovation Award will receive invaluable mentoring to develop their concept or design into a sellable product or business. They will have essential advice and guidance on product development, manufacturing, branding, PR & Marketing, funding and financial advice. All of which will aid the set up and establishment of their company and could lead to possible investment opportunities.

**Entry Requirements**

All applicants must either be studying at degree level or have graduated within the past five years. All entries must answer all questions in the INNOVATION AWARD FORM and return it by email or post with five images to support your application (no larger than 5MB each). The closing date for entries is on the 17.08.11 at midnight. Submissions received after this time will not be entered. The judge's decision is final. The winner will be contacted by email within two weeks of the submissions end date. By entering the Innovation Award each entrant confirms that they are the sole designer for each concept and that it is their original work. The Winner must agree to take part in post-award publicity and images of their concept will be documented by the Consultancy.

Please sign and date below to confirm that you agree with the above conditions.

**Signature**

**Printed Full Name**

**Date**

Thank you for your interest in entering the INNOVATION AWARD 2011.

We look forward to receiving your application.

Please contact us should you require further information regarding the INNOVATION AWARD.

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