



PARTICIPANT HANDBOOK

For the 2022 programme



WELCOME to the Ingenuity Programme

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The Ingenuity Programme helps you turn your ideas for change into businesses that create impact. We are delighted that you'll be joining us for the 2022 programme to find sustainable ways to build stronger communities, improve health, or tackle climate change!

During your registration, you will have selected a challenge that you are most interested in finding a solution for. Your challenge selection dictates which summit sessions you attend, and which prizes you will be put forward for as you progress through the programme. You can find out more about the challenges on our website. If you would like to change your challenge, please email ingenuity@nottingham.ac.uk

Key contacts



Elizabeth Smith
(She/her)



Steve Chapman
(He/him)



Emily Huggett
(She/her)





Craig Butterworth
(He/him)

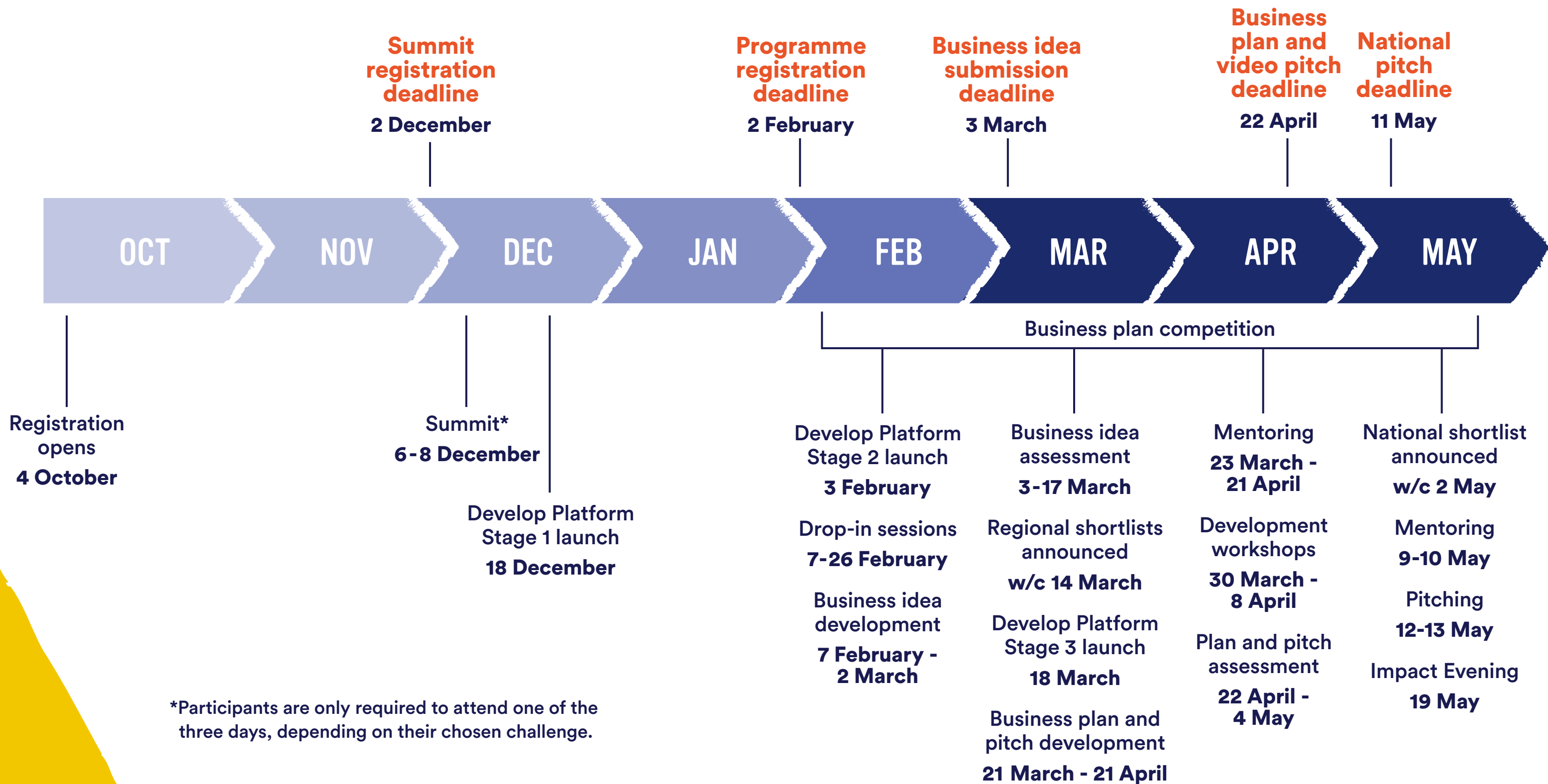
For any queries or support,
please contact the team at:

-  ingenuity@nottingham.ac.uk
-  +44 (0)115 846 6193

For more information please see
our FAQs and T&Cs:

-  [Frequently Asked Questions](#)
-  [Terms and Conditions](#)

The timeline below highlights the **key deadlines** and dates for participants on our 2022 programme.



Our three-day summit explores our three areas of focus: building stronger communities, improving health, and tackling climate change. This year it will take place online from 6 – 8 December, and will include keynote speakers, regional panellists, testimony of lived experience, and regional sessions designed to take a closer look at how the challenge affects communities in your area.

Each morning will begin with a keynote from an industry leader, think tank or policy maker, and will be followed by panel discussions that bring a local and lived experience perspective on the challenge. The afternoon will include a second keynote, after which you'll attend regional sessions delivered by our network of partners.

You can find out more about the summit on our website:

ingenuityimpact.org/ingenuity-summit



DEVELOP PLATFORM

Following the summit, you will be invited to register for the Develop Platform. Through the platform, you'll gain access to learning resources, interviews and tutorials to help you take your idea and turn it into a business plan. The platform is split into three sections, with the first section launching on 18 December 2021, the second launching on 3 February 2022, and the final section launching on 18 March 2022.

Stage 1: Understand the challenges

This first stage is designed to help you gain a deeper understanding of the issue you would like to tackle, and includes videos from industry and charity leaders, think tanks, and those with lived or professional experience of the challenges. It also features interviews with business leaders who are creating social and environmental impact, as well as past Ingenuity winners, to help inspire you to create the change you want to see.

Stage 2: Identify your solution

The second stage takes you through a step-by-step process to help you create your solution. You can submit your idea into the competition stage of the programme by answering a few short questions, and creating a video telling us why you are passionate about your idea.

Stage 3: Develop your plan

The final stage of the platform teaches you how to create an outline business plan. This section includes video content from industry and academic experts covering topics such as marketing, organisational structure, financial planning, IP and copyright, and measuring the impact of your solution. We also run online drop-in sessions with industry and academic experts, to answer any questions you have as you create your plan.

REGIONAL FINALS

Once you have submitted your business idea during Stage 2 of the Develop Platform, it will be reviewed by a team of assessors, who will put forward the most viable ideas for the regional finals. If you are not shortlisted for the regional finals, we will signpost you to local support services who will be able to help you continue to develop your idea.

If shortlisted, you will be partnered with a mentor to further refine your idea and support you to create your video pitch and update your business plan. You'll also have the opportunity to attend development workshops covering topics such as revenue models, sales strategies, formation and compliance, and impact delivery.

You will then resubmit your business plan, along with your video pitch, which will be reviewed by our panel of national and regional industry experts to determine who will be shortlisted for the national finals.



NATIONAL FINALS

If you are not shortlisted for the national finals, we will signpost you to local support services who will be able to help you continue to develop your idea.

If you have been shortlisted, you will work with a new mentor over a period of two days to refine your plan and pitch, taking into account feedback from the panel of judges, before submitting your updated pitch and plan to our national judges.

The prize and support package winners will be announced at our online Ingenuity Impact Evening on 19 May. The programme prize winners will receive ongoing support from the Ingenuity Team as well as their local business incubator or university enterprise team.



THANK YOU

For any queries or support, please contact the Ingenuity Team:

 ingenuity@nottingham.ac.uk

 +44 (0) 7790 914 964

 ingenuityimpact.org

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