

WANTED: INNOVATIVE HEALTHCARE THINKERS

Got a great business idea
for the healthcare sector?
Need help bringing it to
the market?

Competition Aim

Cornwall Pure Business, Cornwall's business support programme for businesses relocating to the region, today announces the launch of Pure Innovation, a national competition to find some of the most innovative and exciting healthcare ideas in the UK today.

The competition aims to encourage innovative ideas/concepts from individuals, or companies that are under one year old, which will make a positive impact on our health. Up to three winners, an overall winner and two runners-up, will receive a comprehensive business support package that will enable the winning ideas to be moved toward commercial implementation, with advice and guidance from industry experts. Business incubation facilities at Cornwall's Knowledge Spa in Truro, based at the new £14m complex at the Royal Cornwall Hospitals Trust site, are also included for the winners.

This competition is sponsored by Cornwall Enterprise, Cornwall County Council's Economic Development Business.

The Prize

Up to three winners will share a comprehensive business support package comprising:

- Overall cash prizes of up to £20,000, to be utilised only for the development of the winning business idea.
- Business incubation facilities at Cornwall's Knowledge Spa at a level appropriate to each winner. The accommodation may range from free rental of a hot desk for six months, to an incubation suite at preferential rates for six months. The Knowledge Spa has facilities for research and development, lifelong learning and health promotion. Incubation facilities offer vital support to inventors and innovators in the medical field to allow ideas to become viable commercial offerings. The Knowledge Spa, incorporating the Peninsula Medical School and the Faculty of Health & Social Work of Plymouth University on its site, is due to open in September 2004 in a new £14m complex at the Royal Cornwall Hospitals Trust site in Truro.
- Access to a range of business support options, and preferential networking opportunities within the Cornwall healthcare market and access to specialist staff as required.
- All applicants are invited to attend a Master Class held on the 11 September 2004, at the Royal Cornwall Hospital, Truro featuring key business advisor and mentor presentations to assist participants on key business start-up issues. Topics available include Marketing To The Healthcare Market and the NHS; General Marketing Principles; Financial Packaging; Intellectual Property; and Company and Corporate Law.

Entry Submissions

From the entry submissions the judges will shortlist six proposals, with each applicant then invited to prepare a 15 minute presentation on their business proposal. This will be followed by judges asking questions to decide on an overall winner and two runners-up. The judging panel comprises of experienced professionals from the private, public and healthcare sectors, representing a wealth of knowledge on all aspects of the healthcare industries.

Each entry submission should seek to identify the relevance of the business proposal to the healthcare industries and the contribution it can make globally, nationally and locally. The judges will be looking for originality of ideas and products, based on sound market research and understanding and potential for Intellectual Property (if appropriate). Applicants should also demonstrate aspirations for future growth and development, including job creation, and identify specific needs for future development.

As well as submitting an entry, applicants can also register for a Master Class with Pure Innovation key personnel. Master Class topics include Marketing To The Healthcare Market and the NHS; General Marketing Principles; Financial Packaging; Intellectual Property; and Company and Corporate Law. Interest in attending a Master Class can be registered on www.cornwallpurebusiness/pureinnovation. All Master Classes will be held on 11 September 2004 at the Knowledge Spa in Truro.

Entries can be submitted now at www.cornwallpurebusiness.co.uk/pureinnovation, with a closing date of 26 August 2004. A shortlist of submissions will be available in September 2004, with final presentations and judging scheduled for 25 September 2004. All entries must include a completed entry proforma available from the website. Only electronic submitted entries will be accepted.

Summary of dates:

- Expression of interest 5th August 2004
- Closing date for the completed web applications by the 26th August 04
- Master class 11th September 2004 at the Royal Cornwall Hospitals Trust
- Short listed final presentations and judging 25th September 2004

Eligibility Criteria

Applicants wishing to submit an entry must meet the eligibility criteria as follows:

- Applicants must be resident in the UK
 - Applicants must have one of the following:
 - A start-up business that is less than one-year old
- OR**
- Be either employed or unemployed currently, and have an idea to present as a business start-up proposal you wish to developed from concept to product.
 - If an applicant has an existing business, the business must be privately owned, have only up to three employees and must be related to the healthcare industries

Pure Innovation is designed to complement Cornwall Pure Business' existing goals by encouraging business innovation in knowledge-based sectors, such as biotech and healthcare.

A full list of terms and conditions of the competition can be found at the end of this document.

The Judging Panel

- Bill Brown, Research Instruments
- Christopher Gadsden, Watson Marlow
- Dr. Mike Hudson, Health Ventures Ltd
- Gilbert McCabe , Cornwall Enterprise
- Dr. Anthony Pinching, Peninsula Medical School/Knowledge Spa
- Professor Colin Roberts , Royal Cornwall Hospitals Trust
- Dr. Angela Shore, Peninsula Medical School
- John Berry, Cornwall Enterprise

**For further information on submitting an entry
please contact**

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Terms & Conditions

Judging

The Pure Innovation competition is sponsored by Cornwall Enterprise, Peninsula Medical School and the Royal Cornwall Hospitals Trust. Cornwall Pure Business (a project initiative from Cornwall Enterprise) in conjunction with the Cornwall Knowledge Spa will facilitate the competition and have appointed the judging panel from both private and public health sector representatives. The prizes will be awarded at the sole discretion of the judges.

All applications will be reviewed and short listed by the judging panel. A shortlist of a maximum six applicants will be invited to present their innovative idea to the judging panel on the 25th September 2004 at The Knowledge Spa. All applications will be acknowledged via e-mail. The successful short listed applicants will be contacted via email, if you have not heard from us by the 13th September 2004 unfortunately on this occasion you have not been short listed for the next round of the competition.

Entries must be made via the ENTER COMPETITION area of this website by the 26th August 2004. By submitting an entry, all applicants agree to take part in suitable publicity activity organised by the Cornwall Pure Business team or the Knowledge Spa.

E-mail confirmation of receipt of applications will be made within two days of application been successfully submitted.

The judge's decision is final and binding and no correspondence will be entered in to.

The winners will be informed on the day of judging.

In order to protect the applicant's concept and any actual or prospective intellectual property, all applications will be treated with the strictest confidence. Information included in applications will be shared only with the administrators and judges who are bound by confidentiality for the competition entry information.

Eligibility

- Applicants must be UK residents
- Aged 18 or over.
- No relations of the judges or Cornwall Pure Business team can make an application.
- Applicants are limited to one application
- Responsibility cannot be taken for applications lost in transmission. Receipt of submission of the business proposal is not proof of receipt. This will be provided by a confirmation e-mail from the competition organisers.
- Companies making applications must have been trading for under 12 twelve months and have less that three employees.

Prizes

- The components include:
- Subsidised accommodation, some seed funding, mentoring and other knowledge support services.
- The cash component and timing of its distribution will also be discussed with each winner.
- The funding can only be used in developing the agreed business concept or idea.
- Business support and access to professionals is at the discretion of The Knowledge Spa.
- Applicants are advised to keep a printed copy of these rules/ terms and conditions for later reference.
- By submitting an application you will have deemed to agree to these rules.