

# Birmingham PhD Hub 3-Min Pitch

Birmingham City University

**STEAM-Santander PG-Pitch playoff is part of Innovation Fest**, offering Birmingham City University (BCU) PhD students the opportunity to receive prizes of up to £2000 through a 3-Minute Pitch contest. The winners will also be nominated to enter the **STEAM Digital Innovation Hub** for enterprise support and opportunities.

**Aimed at:** Postgraduates

**From the University(s):** BCU Birmingham City University

## Requirements

### Eligibility

If you wish to participate, these are the terms of the competition:

Every participant is required to be a BCU registered research candidate who started in or before May 2021 for full time study, and in or before February 2021 for part time study. The contest will be taking place in two phases evaluated by a panel composed of industry and academic experts.

## General Information

### Description of the scholarship:

The Innovation Fest accumulates science, technology, engineering, arts and mathematics (STEAM) talent from Birmingham City University allowing our students to engage in enterprise and develop themselves as future innovators. The **2022 Innovation Fest** will be taking place in May and is inviting BCU PhD students to interchange between academia and business as part of their continuous professional development at the [Birmingham PhD Hub](#).

**Birmingham PhD Hub 3-Min Pitch** is an enterprising contest **sponsored by Santander University**. It offers PhD candidates the opportunity to present in 3 minutes, the significance of their research and its potential business application or impact. A panel composed of industry and academic experts will evaluate their **pitch** and will award the **prizes** below to support the PhD students' activities for enterprise engagement and development.

1. **Winner: £2000**
2. **Runner Up:**
  - Faculty of Arts Design and Media Award - £1000
  - Faculty of Business Law and Social Science Award - £1000
  - Faculty of Computing Engineering and the Built Environment Award - £1000
  - Faculty of Health Education and Life Sciences Award - £1000

- All candidates compete for the Winning prize.
- All participants will get an **Approved Birmingham PhD Hub Certificate**.
- Prize and Award spend is governed by your university.
- Incubation funds support your quest for entrepreneurship and will require your Faculty's approval using the university finance processes and system.
- Finalists of the PhD Hub 3-Min Pitch will be supported by the STEAM House to enable their entrepreneurial ventures.

**Term of scholarship:** Entrepreneurship support to be awarded to students and graduates under Birmingham City University's existing 'Innovation and Mentored Projects' scheme for academic year 2021/22.

**Amount:** £2,000 , £1,000 , £1000, £1,000 , £1000

**What does the scholarship include?** Economic amount to promote entrepreneurial development of your research.

**Number of scholarships offered:** 5

#### **Additional Information:**

### **The Contest**

#### **Stage 1** – Expression of Interest (11<sup>th</sup> May 2022)

As part of the application process participants will need to submit a brief summary of up to 250 words to include:

- i) Supervisor Name confirming consent to participate
- ii) Research problem being addressed
- iii) Idea(s) investigated and research goal(s)
- iv) Potential impact
- v) Entrepreneurial motivation or monetary actions

**Submit your Expression of Interest** on the BCU Santander-BECAS platform:

<https://app.becas-santander.com/en/program/santander-scholarships-research-birmingham-phd-hub-3-min-pitch>

Following the evaluation process selected candidates will be invited to the next Stage.

#### **Stage 2** – Attend STEAM PhD Pitch Workshop (13<sup>th</sup> or 16<sup>th</sup> May 2022)

Workshops will be organised to provide support to the participants with the preparation of the competition by highlighting the key aspects:

- Finding the value in your Research
- How does your Research Impact Industry
- How to present in 3 Minutes

### **Stage 3 – Pitch in the contest (23<sup>rd</sup> May 2022)**

Podium will be provided for participants to deliver a 3 minute in person pitch to the panel and wider audience attending PhD Hub 3-Min Pitch.

The jury will evaluate the following key aspects:

- state of the art of your subject
- problem definition
- potential impact of research developments
- value of research for industry
- communication

Following the evaluation process selected candidates will be invited to the next Stage.

### **Stage 4 – Pitch to Win (27<sup>th</sup> May 2022)**

Finalists of the PhD Hub 3-Min Pitch will advance to the **STEAM-Santander Pitch PG-Playoff**, competing to win the Incubation Fund of up to £2k + Certificate

STEAM-Santander PG-Playoff contest results will be announced on the day following which a nominee of the Innovation Fest governance will communicate with your faculty on the allocation and spend of your entrepreneurship scholarship.

**For more information contact:** [CEBEResearch@bcu.ac.uk](mailto:CEBEResearch@bcu.ac.uk)