Santander University of Brighton Growth Grant Programme
for Students and Recent Graduates

A. Introduction

Thanks to the generous support of Santander Universities, the beepurple team is delighted to announce that there is a new grants pot worth £25,750 in 2020-21 for current students and recent graduates (who graduated in 2019 or 2020) from any University of Brighton degree who have either started up a business, social enterprise or are in the process of developing a product or service, and who are now seeking to grow their enterprise.

B. The Aim of the Grant Programme

The aim of this fund is to enable current students and recent graduates from the University of Brighton to grow their startup. The fund can be used to pay towards new product development, new technology within the venture (e.g. specialist equipment or software), intellectual property protection or new marketing materials, among other things.

The size of each individual grant will be between £250 and £3000. Please note that any intellectual property generated during the application process, or as a result of the Santander University of Brighton Growth Grant programme, will remain the property of the grant recipient at all times.

C. Eligibility Criteria

- The fund is open for applications from current students and recent graduates (who graduated in 2019 or 2020) and who are currently trading as self-employed individuals, a limited company or some form of social enterprise.

- The Philanthropy Alumni Engagement Office will verify the graduation year of graduates. Ideally, applicants should have been trading (i.e. generating an income, fundraising or developing a product) for at least six months.

- The applicant can be from any discipline.
D. Application Process

1. Check that you meet all the eligibility criteria listed above.

2. All applicants should email the beepurple team by Friday 23 April at 5pm with the following information:
   a. The name of your business/venture, and the month and year you started up.
   b. Information on how the judges can access your website/portfolio/blog (if available).
   c. A description of your business/venture including information about your products/services, and the problems you solve for your customers/end users, as well as information on what makes you unique (500 words maximum).
   d. A copy of your business model canvas (examples can be provided if needed).
   e. Your goals for the next 6-12 months (500 words maximum).
   f. An outline of how you will spend the grant on your business/venture and the impact this will have on you and your venture.

3. The beepurple team within the Careers and Employability team will score the applications, based on the judging criteria listed below. The highest scoring applications will be awarded a grant. Please note, the grant size awarded may not be for the full amount requested.

4. All entries will be treated as confidential.

E. Judging Criteria

All submissions will be reviewed by a panel comprising University of Brighton staff and an external business consultant. Applicants will be marked on the following judging criteria:

- **Innovativeness**: A clear understanding of their value proposition, uniqueness and why they started this particular venture.
- **Market Knowledge**: A clear understanding of their market (i.e. their customers’ or service users’ needs, their partners, their overall market size, and their competitors).
- **Commercial Potential**: A clear understanding of how they intend to generate income in the long-term in order to achieve financial sustainability.
- **Relevant Goals**: A clear view on how they intend to meet their business goals within the timelines they anticipate.
- **Impact:** A clear understanding of how the Santander University of Brighton Growth Grant will benefit and impact on them and their venture.
- **Relevant expenses:** A relevant list of items of expenditure.

**F. Conditions for Grant Recipients**

If an applicant is successfully awarded a Santander University of Brighton Growth Grant, grant recipients **must** comply with the following conditions:

1. Grant recipients must sign the grant acceptance letter and email it to the beepurple team before the grant is awarded.

2. Grant recipients must write a thank-you note, and email it to the beepurple team to pass on to the funder.

3. Grant recipients must spend the money within 6 months of being awarded a grant and keep all receipts for items purchased. If an extension is required, this can be obtained in writing from the beepurple team.

4. The awardees will attend a review session with the beepurple team within 6 months of receiving the grant. The awardees will inform the panel of how the grant has been spent and the impact the grant has had on their venture.

5. Grant recipients must meet the beepurple team representative twice – within 12 months of having received the grant – in order to discuss progress and seek further guidance and advice, if needed.

6. All grant recipients must agree to participate in any related press stories and case studies facilitated by University of Brighton staff and Santander Universities.

7. All grant recipients will be introduced via email to Holly Price, Relationship Manager – South Coast, Santander Universities UK.

N.B. Grant recipients must provide the beepurple team with their relevant bank details so that the grant can be paid into the recipient’s bank account via a BACS transfer. This will occur after the beepurple team has received the recipient’s grant acceptance letter and thank-you note for the funder.
G. Contact Details

For further information, applicants can contact the beepurple team by email beepurple@brighton.ac.uk.

Applicants should send their entries by email to the beepurple team by Friday 23 April at 5pm.