



Application tips from the judging panels

Feedback from DBACE 2019

Introduction to this document

These tips come from our DBACE judges across the three judging stages. DBACE applicants who make it to the final round go through three stages:

- A first stage review of submitted applications. 19 applicants were shortlisted to go through to the next round.
- The second stage of judging is a first round of live heats. Applicants are prepared by attending a pitching workshop to strengthen their pitches both in terms of content and delivery style.
- The third and final judging round is a live pitch in front of industry experts.

Applicants are given feedback at all judging stages to incorporate and improve their pitches as they progress towards the final round. This aim of this feedback is to provide all future applicants and entrepreneurs some general pointers to improve their future pitches and funding applications.

For general eligibility and judging criteria, please [see here](#).

Judges involved across the 3 stages

1st stage: review of online applications

- Kaitki Merwah, Deutsche Bank
- Kate Emberlin, Deutsche Bank
- Nataly Nieves, Deutsche Bank
- Simon Blee, Deutsche Bank

2nd stage: live heats

- Ameet Shah, MeWe360
- Conrad Da-Cunha, Deutsche Bank
- Kevin Osborne, MeWe360
- Galit Dafny, Deutsche Bank
- Ivana Gogova, Deutsche Bank
- Jill Humphrey, Deutsche Bank

Final round: live heats

- Ben Towers, entrepreneur
- Kevin Osborne, MeWe360
- Lareena Hilton, Deutsche Bank
- Liv Little, gal-dem
- Naresh Ramchandani, Pentagram
- Sarah Gregory, Creative Industries Federation
- The panel was chaired by Marina Norris.

“My advice would be:

- **Come prepared,**
- **Know your numbers, and**
- **Be able to justify why you are doing things in the format that you are!”**

- Liv Little

Mission and vision

- Do you know what your mission is?
Make sure it is clear both to yourself and to your audience.
- What about your vision?
Your vision may be for the longer term, but it's always good to have an ideal to work towards.

Nb. Your mission and vision are typically different to a set of problem statements that you are tackling through your enterprise (i.e the Why you started it in the first place). *They should not be more than 1-2 sentences each.*

Why are they necessary?

Your mission and vision will help frame your pitch and provide clarity to your audience regarding your activities and impact sought.

Traction

Any **proof you can provide regarding the viability of your enterprise** will be beneficial in helping you stick out from the crowd. Judges will want to know that they are developing something which has been tried and tested, or proven in some way.

Nb. If you are at a pre-start up/ idea stage, that's great! Perhaps you have done some market research to test the viability of your enterprise. Make sure to provide as much detail as possible.

Proof of quality

It's challenging to judge quality of your product or service without proof.

Provide images of your product where you can. Unfortunately, you cannot upload files to your online application. You can however provide a URL to an image stored online.



What's your #PositiveImpact ?

The issue

For DBACE awards, positive impact is a key eligibility criteria.

You will have to clearly define what social or environmental issue you are tackling as well as explain why it is important.

Do your research, don't just make something up, or say "because you know". You might just know, but you're going to have to back it up with some sort of evidence, even if it's just from having surveyed the community you're working with.

Target market

Defining your **target market or beneficiaries** of your social enterprise is key.

- Who are you working with and **Why**?
- Why do they need your support?
- What will be achieved through your enterprise?

Remember, we all come from different backgrounds and experiences. Whereas you may think that your personal knowledge is known to all, to get your point across effectively, you may need to spell out the obvious.

Having said that, remember to stick to the 300 word limit per question for your online application submission :-)



Financials

Know your numbers!

- Try to plan your financials (expected income received, expected costs...).
- Make clear and credible projections - don't just make the numbers up.
- If you don't have a business plan or you struggle to project your future income or costs, it would be useful to understand what assumptions you're working with when building your enterprise (i.e. receipt of a grant fund, access to free space, support from key partners, etc.). This will show the judge that you have taken some time to think it through.

It's important to work on the financial side of your enterprise. It's what will keep your enterprise running and it's a key decision-maker for any investor/ judge.

You may want to get help with this if it's not your strength. Reach out to people around you, or get in touch with the DBACE team if you need support with this.

With DBACE, the potential for adding value to your enterprise and mission is key.

How will the DBACE award make a difference?

By knowing your financial needs, this will come through more clearly.

Nb. DBACE accepts applications from various business stages (from pre-start up/ ideas stage to strongly developed but with need of support for growth).

Show that you recognize what stage your enterprise is at and the value the DBACE prize will give you to get to the next stage and/or your end goal.

A woman with long dark hair, wearing a black sleeveless top and a headband, is standing in a meeting room. She is gesturing with her hands as if presenting. In the background, there is a large screen displaying a presentation slide. The text "DBACE value" is overlaid in large, bold, black letters across the center of the image.

DBACE value

The other part of the DBACE prize...

Remember also that the DBACE prize is **not only about the money**.

Winners also receive **tailored business support** to boost the entrepreneur with industry expertise from a high-calibre roster of mentors, business consultants and coaches, as well as access to networks and investment support. We also offer personal coaching to develop leadership qualities.

It's always a plus if you can mention how you might seek to benefit from all aspects of the DBACE prize.

Your ask:

As a DBACE winner you will receive between £2,000 and £20,000.

It would be good for you to have a clear idea of how different levels of investment from DBACE would support your company to establish or grow.

This will be key for the **second and third stage of the judging process**, where you will be asked to select a funding bracket and explain what you would do for the funding.



Live presentations

Practise your pitch!

Why don't you practise your pitch on a friend or family who doesn't know too much about your enterprise?

Make them listen to your pitch and ask the question "why?" at anything you are saying and presenting.

It's a great way to get you used to answering questions succinctly and feel more confident for the day of your live pitch.

It's easy to get lost in the details and miss something crucial, so this is a great way to get some fresh perspectives on what you are doing.

It's also a good idea to practise presenting with **people outside of your close circle** as they may be able to provide feedback more objectively. They will let you know if your pitch makes sense or not.

For the **1 minute video pitch** required to submit your DBACE application, it might be worth researching some pitches to get inspired.

Nb. We also have a [video pitch tips document](#) for you to read through. Make sure you read through it before submitting your application.

If you get shortlisted you will be invited to attend a **pitching workshop** to get some key pointers to prepare for your live pitches. Make sure you attend!*

The difference between those who did attend and those who didn't was noticeable.

**We cover travel expenses for shortlisted applicants coming from outside of London.*



Some final essentials

Who are you?

People invest as much in the person as they do in the enterprise.

You will have to put yourself forward and argue why you are someone to invest in. Demonstrate your leadership capabilities and don't be afraid to show your drive and passion.

Clarity is key!

You don't have a lot of time to pitch your enterprise, whether it's a **1 minute video pitch** or **5 minute live pitch**.

Make sure your proposition is clear.

It's difficult to get the message across in so little time, so **clarity on the proposition and needs required for best value-add** is important when pitching for DBACE.

You will only build on your strengths

Be kind to yourself!

By the time that you have made it to the shortlist or the judging panel, you will already have successfully developed, pitched and gained interest in your idea.

Even if you are not a successful prize winner, you will have already developed many of the creative and entrepreneurial skills that you will need for future success - **you really have nothing to lose!**

Remember, the process should be a positive one so please **enjoy it!**