

MADE for GOOD

The Deutsche Bank enterprise
programme for social good



FAQ

Answers to common questions about applying to **DBACE**

DBACE
The Deutsche Bank Awards
for Creative Entrepreneurs

Partnering with



FAQ

Here are some frequently asked questions about DBACE.

Application process

Q: How do I apply?

A: You can apply by completing the application form online.

Q: Can I send in my application by post?

A: Applications will only be accepted through the online process.

Q: Can I submit more than one application?

A: No, you may only submit one application per applicant.

Q: I can't answer all the questions?

A: As applicants will be coming from a range of starting points, we understand that some respondents will be further ahead than others in being able to answer some of the questions. Don't worry, just fill in as much as you can according to what is relevant and where you are at with your creative enterprise.

Q: I have a question about the application, who can I speak to?

A: Contact dbace@mewe360.com. Please also see the listings of [information sessions](#) which include webinars and 1-2-1 meetings.

Q: What sort of supporting materials should be submitted?

A: In the online application, we ask for an elevator video pitch where you get to tell us about yourself and your idea or enterprise. The video should be between 30-60 seconds and is a brief persuasive speech or presentation that is used to spark interest in you and your idea.

Q: Are my ideas kept confidential?

A: We don't share full details of your application publicly. Your full application will only be seen by the judging panel, MeWe360 team and staff at Deutsche Bank. However, we may share more widely (e.g. on our website) a summary of the description of your idea/enterprise and video pitch you submit online. If there is any information in your application which you are particularly concerned about, please advise our team via email: dbace@mewe360.com.

Q: Will it work against me if I haven't actually started running my business as opposed to someone who's been running their business for a while?

A: No, not at all. We are interested in finding high potential rather than the finished product. As long as you and your idea are compelling, and we believe that DBACE can add genuine value to the development of your enterprise it doesn't matter whether you are at ideas stage or more established.

Q: Will I get an acknowledgement of receipt?

A: Yes, an email will be sent to the address you registered with.

Q: I submitted my entry online. How can I verify/confirm what I have entered?

A: The responses you have submitted will be sent to you with the confirmation email.

Q: When will shortlisted applicants/winners be notified /announced?

A:

- Shortlisted applicants from the first round (online application form stage) will be notified by May 12, 2022
- Shortlisted applicants from the second round (live pitch presentations) will be notified by June 9, 2022
- Winners of the final round of live pitch presentations will be announced on June 29, 2022

Q: Will I get feedback?

A: Unfortunately, we are unable to give feedback to applicants at any stage. Where possible and relevant (i.e. if common themes for constructive comment emerge), we will collate and share general feedback from the panels at all stages of judging.

Q: Can you tell me more about the pitching events?

A: The heats pitch events will take place in London. You will be asked to present a short pitch presentation (up to 10 minutes) to a judging panel on a date between June 7-8, 2022. Confirmed dates and venue, as well as guidance, will be given in May to those shortlisted. There will also be the opportunity to attend a pitching workshop on May 24, 2022 as well as practice and feedback sessions between May 30 - June 1, 2022 to help you prepare. The pitching masterclass and practice sessions will take place online. Reasonable travel expenses from outside of London will be paid to attend the heats pitch.

We will be asking the finalists to present their pitch again, this time to the finals judging panel on June 29, 2022 in central London. On the same date the winners will be announced at the award event, also taking place in London. Reasonable travel expenses to attend the finals pitch and award event will be paid for applicants coming from outside of London.

Q: If a group is shortlisted, is it okay if only the lead applicant attends the pitching day?

A: Yes, although the judges like to meet the whole team to understand the dynamics of the project. If it's not possible, think of a fun and creative way to include the personalities/credentials of the rest of your team. Your team are fundamental to the strength of your business/project plan and idea, so make sure you mention them.

Q: Is this competition run every year?

A: The DBACE competition has been operating since 1993. The competition took a rest in 2018, to review its aims and objectives. It was relaunched in January 2019.

Eligibility

Q: My business has won another competition. Can I apply with a business idea that has already won an award?

A: Yes.

Q: Are group applications allowed?

A: Yes. The majority of the group applying must fulfill the eligibility criteria.

Q: I live abroad and/or my project will take place overseas. Can I still apply?

A: We welcome business ideas that will take place abroad. However, you can only apply if throughout the process up until June 2023, you are legally resident in the UK.

Q: How does DBACE define the creative industries?

A: DBACE welcomes applications from the following sectors - advertising, architecture, art and antiques, crafts, design, fashion, film, gaming, immersive technology, music, performing and visual arts, and publishing. We are also keen to hear from applicants with software related enterprises that support the creative disciplines mentioned above.

Q: What is positive social impact?

A: Positive social impact refers to a significant, positive change that addresses a social challenge. DBACE is aimed at ambitious young people with ideas that will improve the lives of others and the communities we live in.

Below are examples of creative organisations that have addressed a social, cultural or environmental issue with their work (not all UK based). The examples are wide ranging from services to products across sectors as this reflects the breadth of social impact that can be created and the diversity of enterprises that could apply.

[Albert](#)

[Artbox London](#)

[Disability Arts Online](#)

[Do the Green Thing](#)

[gal-dem](#)

[Games for Change](#)

[Julie's Bicycle](#)

[Make:Good](#)

[Stella McCartney](#)

[The Diversity School Initiative](#)

[The Virtual Dream Foundation](#)

[TOMS](#)

Q: I am a commercial business. Can I apply?

A: Yes, as long as you can demonstrate how your business idea or service meets the eligibility and judging criteria.

The prize

Q: What does the business support offered to winners and bursary recipients consist of?

A: All winners and bursary recipients will receive a 12-month individually tailored 1:1 business support package designed to help you meet your business goals. The package will include a three-day business and leadership development training course (and follow up events) alongside other DBACE 2022 winners and bursary recipients. The experienced support provided could include developing your business model or marketing strategy; assisting you in attracting and identifying funding; plugging you into industry contacts and opportunities, as well as wider mentoring through the challenges of starting, growing or accelerating your business. The business support package is provided as part of a sponsored [MeWe360](#) membership package. MeWe360 are experts in supporting entrepreneurs and start-ups in the creative industries. Winners will also have access to additional specialist advice and inputs from Deutsche Bank expertise where needed.

Q: Can you explain a bit more about the prize money?

A: There is a cash prize fund of £60k, shared amongst 5 winners. How much will be awarded per winner is not fixed but assessed on a case by case basis. Applicants that get through to the second stage of the competition will be asked to pitch for the amount of prize money they would like to apply for from three incremental categories of £5k - £10k, £10k - £15k, £15k - £20k. The prize money is not a loan and is completely equity free.

General

Q: What is DBACE?

A: DBACE is the Deutsche Bank Awards for Creative Entrepreneurs. Visit the [History page](#) to find out more about the growth of DBACE since it began in 1993. [Deutsche Bank](#) is one of the largest financial institutions in the world. It has a history for supporting the arts and possesses one of the most significant corporate contemporary art collections in the world, [The Deutsche Bank Collection](#). The award is a natural extension of this commitment and to Deutsche Bank's core business.

The Awards are part of the bank's global enterprise programme [Made for Good](#), which supports the success of pioneering ideas and business models to help drive positive change in society.

Since 2019, Deutsche Bank partnered with the creative industries incubator and network [MeWe360](#) to relaunch the awards.