



2007 Competition Hobby to Enterprise

Encourage your students to enter our exciting new competition and they could WIN some fantastic prizes for themselves and your school, plus a trip to London!

Two Competitions

Design and Technology

Ask students to come up with something new and useful to do with their hobby. Students will need to show designs and label each element clearly to show how the product can be used. They should also illustrate how they checked the UK Intellectual Property Office website to see if similar technologies already exist and what protection would they need for their product.

and

Business Studies

Ask students to imagine they are a business consultant, someone has come to you with a new innovation which has stemmed from their hobby. Ask students to develop a campaign to promote the product. They should consider the brand including logo, and where and how they will promote the product and why. They should illustrate how they checked the UK Intellectual Property Office website to see what Intellectual Property they will need to consider.

The Prizes

For your school

Two winners (one from each department)

£1000 to spend on Design & Technology and Business Studies/Management resources for the school
Four runners-up (two from each department)

£500 to spend on Design & Technology and Business Studies/Management resources for the school.

For the individuals/groups

Two winning students or groups (one from each department)

£250 of vouchers plus a trip to an awards ceremony in London.

£100 of vouchers plus a trip to an awards ceremony in London.

Every entry will receive a certificate.

The competition deadline is 4 May 2007.

Further details can be found inside this leaflet.

How to enter

How to enter if you are you a Design and Technology/ Technology Studies student.

1. Get your team together. You can work on your own or in a team of up to four. Remember prize money is shared.
2. Students will need to consider their hobbies and design their product around their hobby.
3. Students will need to show their process of thought drawing their designs from original concept to how they worked through to the end product. They will need to show clearly how the product is used and the benefits of using the product. You will also need to include evidence of your research into existing products. Your work must be original and illustrate how you have researched existing technologies.
4. In no more than 300 words you should explain why you have chosen the product and the benefits the product gives. Maximum size of entry should be 2 sheets of A3 (eg one for the design of the device and one for how the device can be used) and 1 sheet of A4 for the supporting text.
5. **All work must be original and your own.**
6. Complete the entry form on Page 3 and give it to your teacher with your entry to send in. Remember the deadline is 4th May 2007. Good luck!!

How to enter if you are you a Business Studies/ Management student.

1. Get your team together. You can work on your own or in a team of up to four. Remember, prize money is shared.
2. As business consultant you will need to develop a campaign to promote this new innovative product which has stemmed from a hobby. Think about the audience and how you are going to advertise and promote the product. You will need to illustrate how you would use intellectual property, such as trade marks and designs to establish your product. You will also need to take an innovative approach to advertising your product, eg what is your target audience and the best way of advertising to that audience, where would you promote the product etc.
3. You will need to justify any decisions you have made concerning the development of the brand and include any evidence of research, eg searching on the UK Intellectual Property Office website, www.ipo.gov.uk to see if your brand has already been created and registered as a trade mark.
4. Write up a promotional campaign. In no more than 500 words describe and fully justify from a business point of view, the promotion strategies you have decided on, demonstrating your understanding of copyright and branding. Maximum size of entry should be no more than two sheets of single sided A4.
5. **All work must be original and your own.**
6. Complete the entry form on page 3 and give it to your teacher with your entry to send in. Remember the deadline is 4 May 2007. Good luck!!

Competition Entry Form

Hobby to Enterprise! Competition Entry Form

School details (All entrants must complete this section in block capitals.)

School name:.....

Contact teacher name:.....

School address:.....

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Postcode:..... Telephone number:.....

Individual entries (Names recorded here will appear on certificates.)

First name:..... Surname:..... Date of birth:..... Age at 4 May 07:.....

Group entries (No more than 4 entrants. Names recorded here will appear on certificates.)

	First names:	Surnames:	Dates of birth:	Ages at 4 May 07:
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Important information

The competition is open to students aged 14-16, working individually or in groups of up to four (prize money will be shared). The deadline for receipt of entries on 4 May 2007. The awards ceremony will take place in June 2007. Please note that ideas submitted will be used only for the purpose of the competition and will be treated in confidence. They will not be used for any commercial purposes.

All work must be original and the students own.

The closing date for entries is 4 May 2007.

We look forward to receiving your students' entries!

Hobby to Enterprise competition,

Ms Susan Richards, UK Intellectual Property Office, 1L01 Concept House, Cardiff Road, Newport, NP10 8QQ

Terms and conditions

1. The competition is open only to students in the UK between the ages of 14 and 16 on the competition closing date.
2. All entries must be original and the students' own work.
3. All entries must be accompanied by an entry form and include all elements specified in 'How to enter' specific to the subject entered. Maximum size of Design and Technology/ Technology Studies entries should be two single sides of A3 and one single side of A4. Maximum size of Business Studies/ Management entries should be two sheets of single-sided A4.
4. The competition can be entered individually or in groups of no more than four students.
5. Entries may be completed at school or in students' own time.
6. Entries should be sent to **Hobby to Enterprise competition, Ms Susan Richards, UK Intellectual Property Office, 1L01, Concept House, Cardiff Road, Newport, NP10 8QQ.**
7. The closing date for receipt of entries is 4th May 2007.
8. Entries cannot be returned. Please keep a copy before entering.
9. No responsibility will be accepted for any entries lost, delayed or damaged in the post and proof of sending is not proof of receipt.
10. No substitute (cash or otherwise) is available for the prizes offered.
11. The judges' decision is final and there is no appeal system and no correspondence will be entered into.
12. The UK Intellectual Property Office reserves the right to change details of the prizes at any time and without prior notice.
13. The winners will be notified in writing by the end of June 2007.
14. A list of winners is available by writing to Hobby to enterprise competition at the address above no earlier than the end June 2007.
15. Winning schools must undertake that any prizes awarded to the group, class or school will be used for members of the group, class or school as appropriate, the department prize is spent on the appropriate resources, and that all individual prizes will be passed on to the winning students.
16. Ideas submitted will be used only for the purpose of the competition and will not be used for any commercial purposes.
17. Copyright in all entries becomes the property of the UK Intellectual Property Office and they reserve the right to reproduce the entries, for whatever reason and in any medium, at their discretion.
18. The UK Intellectual Property Office may ask the winners to take part in promotional activity arising from the competition.
19. The award ceremony will happen at a time organised by the UK Intellectual Property Office or a nominated partner. If the prize winners are unable to attend on the date specified, no alternative dates will be offered. All travel and accommodation costs will be reimbursed.
20. Entry will be deemed to imply acceptance of these terms and conditions. Promoter: UK Intellectual Property Office, Concept House, Cardiff Road, Newport, South Wales, NP10 8QQ.