**Business** **Ideas and Innovation Den**run in association with Black Country Radio and   
Steve Parker ICD International Company Development

**APPLICATION FORM**

Please give as much information as necessary to enable us to assess your business idea.

Name:

Tel:

Email:

Home or office location:

About me – (tell us anything you wish about you and why and when you thought about the idea)

About the product, service or company – (tell us briefly about your idea, within this box)

Success would be? (tell us what you would ideally like to achieve and by when)

**To apply:**

Please complete this form and email through to to **dave.homer@blackcountryradio.co.uk**

**DEADLINE FOR APPLICATIONS IS: FRIDAY 27 JANUARY 2017 at 5pm.**

**Competition Process:**

Once applications are submitted they will be forwarded to ‘The Panel’ for assessment and selection. Those applications shortlisted will be invited to the Business Ideas and Innovation Den to attained and pitch their idea to ‘The Panel.’

The actual ‘pitch’ will include:

* Introduction to the panel
* 5-10 minutes – your pitch to the panel
* 10-15 minutes – questions, feedback and discussion
* 5 minutes – Panel feedback “I would like to think if I was you I would……………

The Den sessions may be recorded for editing and airing at a later date on Black Country Radio.

The final four shortlisted applicants will be invited to an on air interview on the Friday Afternoon Show. Following the interview the final winner will be selected by ‘The Panel.’

The winner will receive a prize of up £1,000 of business assistance, advice and support from Steve Parker I.C.D. and ‘The Panel’ plus a package of ongoing business help including access to finance and publicity and introduction to business networks, to help them succeed.

Please note: There are no runners-up prizes, though everyone invited to attend a Business Ideas and Innovation Den will received honest, valuable advice and guidance and the potential for ongoing support.

**Terms and conditions**

* The aim of the Business Ideas and Innovation Den is for you, your product, service or company to succeed and join the growing ranks of Black Country entrepreneurs and successful micro, small, medium and large companies (and individuals) that trade profitably in the UK and globally.
* This competition is run by Steve Parker, ICD International Company Development in association with Black Country Radio.
* ‘ The Panel’ includes Steve Parker, ICD International Company Development and is made up of a number of business experts.
* All Ideas and Innovation Dens are on an individual basis and are entirely confidential.They are held under Chatham House rules, i.e. anything discussed remains confidential between you and those participating and anything commercially sensitive will not be disclosed without your express permission.
* Advice, guidance and information provided by ‘The Panel’ is given with the best intentions. Before pursuing, you may wish to consider and to seek other professional advice where appropriate.
* No liability can be accepted by Black Country Radio and ‘The Panel’ for expenses or losses incurred from the advice given at the time, or in the future.
* ‘The Panel’ will consider all applications carefully - however, only those people who are shortlisted will be contacted.
* Prizes and business introductions are offered at the discretion of the Panel and our decision is final. These and ongoing support can be withdrawn at any time. Prizes are supplied via Steve Parker, ICD International Company Development and Black Country Radio takes no liability or responsibility for the supply of the prizes.
* Within your application you accept that the use of any recorded content, any photos or videos taken during the process of and any ongoing publicity from the Business Ideas and Innovation Den may be used by Black Country Radio for publicity and marketing purposes. Use of any recordings, photos or video as part of the Business Innovation and Den is at the discretion of Black Country Radio.
* Failure to accept appointments with the panel at the designated time may invalidate your participation.
* As part of normal selection process we may approach entrepreneurs, or they may apply direct. In each case all applications are processed in the same way. To be considered all candidates need to submit an application form and these are then subject to the same casting criteria.
* All information provided is subject to and will be treated in accordance with the Data Protection Act 1998, and will not be used for any purpose other than assessing applicants to take part in the named Black Country Radio programme, within Black Country Radio’s and Steve Parker ICD privy policy.
* We regret that members of staff or volunteers of Black Country Radio and Steve Parker ICD and their immediate families are not eligible to apply.
* All applicants must be aged 18 or over.
* Black Country Radio Terms & Conditions apply - please visit: http://www.blackcountryradio.co.uk/about/competition-terms-and-conditions/