

# FREQUENTLY ASKED QUESTIONS

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## ABOUT THE APPLICATION PROCESS

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### HOW DO I SUBMIT MY APPLICATION?

- Complete the [Online Application Form](#)
- Step 1-5 requires you to register your business details.
- Step 6-7 answers form part of your application that we score to select the top finalists.
- You are also required to submit your Pitch Deck as part of your application.

### WHO SHOULD APPLY?

- You can be the inventor of your innovation or the lead for it within your organisation.
- All applicants must have **at least one founder or owner** of an ethnic minority origin.
- The majority stake and / or ownership (51% or more) in the business must be held by individual(s) of ethnic minority origins.
- You must be a Permanent UK Resident, Citizen or on a Tier-1 Entrepreneurship Visa.
- You can enter as an individual or as part of a team.
- Your submission should address one of the challenges themes: Industry 4.0, Healthcare & Wellbeing, Sustainable Futures or Social Innovation.

### IF I APPLIED LAST YEAR, CAN I APPLY AGAIN?

Yes you are welcome to apply again, as long as you were not selected as a Top 12 Finalist in the preceding year.

### WHY IS THIS COMPETITION ONLY FOR ETHNIC MINORITIES?

For over 12 years, we have been working with global brands to support entrepreneurs from diverse ethnic-minority backgrounds. The lack of representation for minority businesses in both public and private sector not only hinders inclusive growth but deprives us of innovative solutions from an untapped pool of talented individuals. We dedicate ourselves to drive socio-economic impact in underrepresented communities by supporting ethnic minority owned businesses (EMBs) and provide them access to knowledge, investment and market to help them grow and achieve their dreams!

### AM I AN ETHNIC MINORITY?

According to the UK office of national statistics an individual of “Ethnic Minority” origin are defined as ‘non-White’. You can find more information in this [latest classification report on page 7](#). For the purpose of this application ethnic minorities can be classified under:

- Asian / Asian British
- Black / African / Caribbean / Black British
- Mixed / Multiple Ethnic Groups
- Other ethnic groups (Arab / any other)

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## THE SELECTION PROCESS

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### WHAT IS THE SELECTION PROCESS?

- **31 MAY** Application Submission Deadline
- **20 JUN** Top 20 applicants will be announced based on your online application.
- **1-12 JUL (TBC - London)** Semi-Final – Top 20 will be invited to pitch to judges.
- **13 JUL (TBC)** Top 12 Finalists will be announced on Social Media
- **13 AUG (London)** Full Day Pitch Coaching for all finalists
- **17 SEP Innovation Challenge Grand Finale & Winners Announced (London)**  
You will be pitching live on stage to a panel of judges, and an audience of senior business leaders, investors & entrepreneurs. Awards & Prizes will follow, plus networking.

### WHAT HAPPENS IF I GET SELECTED?

- You will be informed by email by our Programmes team and asked to confirm your place within 5 working days.
- If we do not hear a response or reply, we will try to contact you by phone or LinkedIn within this duration and allow an extended 2 working days to receive confirmation.
- Subsequently, if any contact is unsuccessful within 7 working days we will offer your place to the a different applicant.

### DO YOU SUBSIDISE TRAVEL COSTS?

Yes, we will subsidize your travel costs for up to a maximum limit of £100. This includes total travel costs for traveling into London for Semi-Final, Pitching Workshop & Grand Finale - and not per event. **Terms:**

- This is for organisations/individuals based **outside of Greater London only**.
- We will request proof of address and travel receipts.
- The cost will only be covered for one person (per organisation).

### WILL I NEED TO DISCLOSE CONFIDENTIAL INFORMATION ABOUT MY BUSINESS?

No, you do not need to disclose any confidential information about your business. As this is a pitching competition we do advise against it. When you apply for the challenge you only need to share information about your product or business that you consider to be in the public domain.

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## THE SELECTION PROCESS (CONTINUED)

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### DO YOU SHARE ANY OF MY INFORMATION WITH THIRD PARTIES?

- Specific information provided in your application such as diversity monitoring, business ownership, your personal contact info will not be shared with anyone without your permission
- Your Business Profile, Innovation Challenge questions & Fundraising Information (if you are looking for investment) will be shared with our judges to evaluate your application.
- All nominee specific information to be used for media purposes will be cleared with you before publication.

### WHAT IF I HAVE TO DROP-OUT LAST MINUTE?

If you have an emergency, please notify the team ASAP. If you are a no-show without reasonable cause – unfortunately we will have to blacklist you from our future events.

**Our Recommendation:** If there is a considerable chance of you not being available to pitch please do not make the commitments to become a finalist – and give the opportunity to another business. Try to be considerate. We are a not-for-profit all trying to help SMEs.

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## AFTER THE PITCHING CONTEST

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### HOW DO I RECEIVE MY PRIZES?

Our Programmes team will stay in touch with you over the course of the year and onboard you onto the mentoring program, scholarship & other business opportunities. We're a business community that provides long-term ongoing support and value.

### HOW DO I BECOME A MEMBER OF MSDUK?

- All Top 12 Finalists win a 2-Year Free MSDUK Premium Membership.
- All eligible applicants receive an in-kind 1-Year Free MSDUK Premium Membership.
- This gives you access to our amazing business community, receive multiple benefits, access to events & support to help your business succeed. [See our Member Benefits](#)

### HOW DO I GET IN TOUCH?

For any other questions regarding your application, please get in touch with our Programme Manager Ervin Picari on [ervin@msduk.org.uk](mailto:ervin@msduk.org.uk) or call us +44 (0)116 253 2520.