



# BT Infinity Lab – Better World Applicants Briefing

**Closing date for applications – 18<sup>th</sup> June 2018**



# Welcome to the better world innovation challenge.

Our latest BT Infinity lab competition, Better World, aims to find the best start-ups and small companies who have the passion – and the technology – to make life better for others.

And we're not alone. We're partnering with the TechHub to find SME companies with unlimited potential. Together we're giving small companies the opportunity and support to apply their solutions to real world challenges.



# Introduction

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The BT Infinity Lab programme was established to pro-actively identify, engage and support the start-up & scale-up (SME) community in the UK and beyond. Our aim is to bring innovative new experiences to our customers through partnership not direct investment.

We operate the programme in partnership with [TechHub](#), one of the leading independent entrepreneur communities. We are delighted to operate this, our 15<sup>th</sup> Infinity Lab competition with them.

We will keep the website up to date with any updates as we progress through the competition. We are looking for solutions not just good ideas, so you will need to demonstrate that you have at least a Minimum Viable Product (MVP).

The finals will be held as a live pitch session at the BT Tower, London on the afternoon / evening of **26<sup>th</sup> July 2018**, please keep this date firmly locked in your diary.



# How to complete your entry

We have two ways to enter:

- a) Complete a web form at: [www.techhub.typeform.com/to/WI3FFr](http://www.techhub.typeform.com/to/WI3FFr)
- OR
- a) Via our partners F6S at: <https://www.f6s.com/btabetterworld/about>

A short video is optional but it brings to life your product and your enthusiasm, and it is highly valued by the judging panel. It would be great to hear from you in your own words and if possible see the customer experience. It really helps. Please keep it below 5 mins.

Some examples from previous competitions below:  
[https://www.youtube.com/watch?v=hL2DH82\\_pvo](https://www.youtube.com/watch?v=hL2DH82_pvo)  
<http://www.youtube.com/watch?v=swqQd4rqGnU>  
<https://youtu.be/RmHSmPwlkpw>

Please upload onto a file sharing web site like youtube or vimeo.  
You can make it non searchable or password protect it if required.

You will be asked for:

Your contact details (person applying)

Company details

Basic information including: address, company registration no., web site, etc...

Also, we want to know about the team, how you formed and about any backers behind your company. (200 words max).

Product information

Please tell us about:

The background to your product or service innovation (200 words max)

Product/service description and what differentiates it - (200 word max)

Also, how would you work with BT and partners – (200 words max)

Video URL & any additional links

# FAQ 1 of 2



## What is BT looking for out of this activity?

Our aim is to find partners to help our own operational transformation as well as solutions we can offer to our customers through a potential joint go to market offering.

## I don't have a video, is it important?

It is not essential but it does help us understand your product and passion. We do not assess the production quality. A simple pitch to camera explaining your solution is better than nothing.

## Can I edit my submission?

Sorry no, but if you re-submit we will use your last entry. It is worth keeping a copy of your submission so you can update if required.

## What sort of support is offered?

The support is bespoke and it very much depends on where you are in your company/product lifecycle. The key next step for us is to trial your service with customers and we offer support to do this.

## Is the competition limited to UK companies?

No, it is open globally but we need you to be able to work with us in the UK to test and develop the proposition.

## If we win, what is expected from us?

We are looking for companies that share our ambition and will work collaboratively to launch new services. We mainly work out of offices in London and our research centre at Adastral park, we do not expect you to be resident. We can offer hot desks and meeting rooms at these locations.

## FAQ 2 of 2



### **How do you define SME company?**

We use the EU definition, see: [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

### **What will happen at the finals?**

We are aiming for 8 finalists who will be invited to pitch to our panel of judges. The session will be held at the BT Tower on the afternoon of 26<sup>th</sup> July and it is a great opportunity to showcase your company and product.

### **When will the winner be announced?**

The winner will be announced on the night but this may not be made public on the day. We will look to optimise the impact of your success and thus have follow-up PR activity to promote the winner & finalists following the event. This will be discussed nearer the time.

### **How many winners will there be?**

We aim for one winner. That said, we have had joint winners in the past.

### **What happens to the other finalists?**

The winner will be the short term priority but we would like to explore opportunities with all the finalists in the coming months.

### **What happens after the finals?**

We will work with you to understand and support the development and trial of your solution. You will take up your TechHub flex membership and have £10,000 to spend as you see fit to best develop your business.

## And finally ...

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We will keep the [Competition](#) web site up to date with the latest information.

Please think about the judging criteria:

- **Your solution:** Originality, creativity & innovation (IPR).
- **Collaboration with BT:** technical and operational feasibility
- **Team** – capability & passion.
- **Market:** USP & long term viability

**Submit your entry at:**  
**<https://techhub.typeform.com/to/WI3FFr>**  
**or F6S :** **<https://www.f6s.com/btabetterworld/about>**

Entries close on 18<sup>th</sup> June 2018, 12:00 GMT, so don't miss it!

All enquires to: [infinitylab@bt.com](mailto:infinitylab@bt.com)



Be There