**Campus and Commercial Services Group**

**Dragons’ Den Outline Proposal**

*New business venture*

*Please complete and return to Michele O’Shea, Projects Officer, CCSG*[*m.o-shea@warwick.ac.uk*](mailto:m.o-shea@warwick.ac.uk) *by 27 June 2014  
Please do NOT include any additional information or attachments at this stage.*

NAME:

STAFF / STUDENT:

EMAIL:

CONTACT TELEPHONE:

**THE IDEA**

*Describe your business proposal clearly setting out the reasons why you think it would be successful*

*(200 word limit)*

**THE NUMBERS**

*What and how big is the potential market for your business?*

*How much revenue could it generate and how much surplus could the University expect p.a. for the first five years?*

*What are the principal costs in running the venture?*

*(100 word limit)*

**IS IT THE RIGHT THING TO DO?**

*What benefits would this bring to the University? Does it fit with our strategy? Why is this the right time to do this? What is the competition? What are the risks and how could they be mitigated?*

(150 word limit)

**WHAT DO YOU NEED TO MAKE YOUR PROPOSAL REAL?**

This should not just be about a cash investment. Are you clear about what could make your idea fly?

(150 word limit)

**WHY SHOULD WE INVEST IN YOUR BUSINESS?**

(50 word limit)