

**What’s The Big Idea Application Form**

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| **Name:** |  |
| **Student number:** |  |
| **Degree:** |  |
| **Expected year of graduation:** |  |
| **Email address:** |  |
| **Are you applying as part of a team? If yes, please provide their names, student numbers, and email addresses:** |  |

*Please note that the deadline to apply to this competition is* ***Midday, Monday 24th November 2025 - applications should be returned via email to*** [**su.enterprise@qub.ac.uk**](mailto:su.enterprise@qub.ac.uk)**.**

All ideas will be automatically considered for **Best Overall Business Idea (£2,000)** and **Most Innovative Business Idea (£1,000)**. Please indicate which **two additional categories** you would like your idea to be considered for:

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| **Category** | **Please consider me for:** |
| Best Climate Impact Idea |  |
| Best Idea for a Social Enterprise |  |
| Best Use of AI in a Business Idea |  |
| Best Business Idea from the Creative Industries |  |
| Best Business Idea from a Postgraduate |  |
| Best Business Idea from an International Student |  |
| Best Business Idea from a Woman |  |
| Best Business Idea from a First Year |  |

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| 1. **Describe your product/service idea? (Max 200 Words)**   *Describe the product/service clearly and concisely including how it works, its features and how it will be used. Pictures may be used to illustrate.* |
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| 1. **Describe what problem your product/service idea solves (Max 200 Words)**   *Clearly describe the purpose of your product/ service - is it to solve problems? satisfy basic needs? or simply a luxury item? Give clear identification of customer problems that your product /service can solve, or need that it will meet.* |
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| 1. **Who might buy your product/service? (Max 200 Words)**   *Clearly identify who your product /service is aimed at (target market) ensuring that one or more type of potential paying customers are described, or is there any community benefit?* |
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| 1. **Who are your current market competitors?**   *Remember, you ALWAYS have a competitor. If nobody else is providing your product/service, consumers are buying something else that fulfils the need/solves the problem. i.e. a substitute* |
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| 1. **Please provide a 100 word summary of your business idea**   *This summary may be used in the information pack at the awards ceremony and will serve to provide guests with a synopsis of your business idea. We may also use this summary for promotional purposes.* |
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**Terms & Conditions**

The competition is open to all Queen’s University Belfast students aged over 18.

Competition is open from Friday the 12th of September 2025. The closing date for receipt of all entries is Midday on **24th November 2025**. Shortlisted applicants will be notified via the e-mail address collected on the application form on **Friday 28th November 2025.** The shortlisted applicants will be invited to the awards ceremony on **Tuesday 2nd December 2025.**

The prize consists of the cash amount for each category only. If a team win the category each member will win an equal share of the total prize. Maximum of two categories can be entered, in addition, each idea will automatically be entered into 'Best Overall’ and ‘Most Innovative' categories. The prize is non-transferable. No purchase necessary. View full terms and conditions [here](https://www.qubsu.org/EnterpriseSU/Opportunities/WhatsTheBigIdea/).