

## VOOM 2018

### 1. The Promoter

The Competition is run and operated by Virgin Media Business Limited, Media House, Bartley Wood Business Park, Hook, Hampshire, RG27 9UP (**Virgin Media Business**).

### 2. The Competition

2.1 The title of the competition is VOOM Pitch 2018 (**Competition**).

2.2 The Competition is a pitch competition in which entrants submit their [business idea] in one of two (2) entry categories and secure public votes in order to qualify for down-selection to the subsequent judged stages of the Competition. In addition, entrants can also elect to enter one of four (4) award categories, the winners of which are selected by judges selected by the award sponsor.

### 3. How to Enter

3.1 Entries open on 7 March 2018 at 9.00am and close on 8 May 2018 at 7pm (**Closing Date**) inclusive.

3.2 Proof of entry shall not be proof of delivery or receipt. All Competition entries received after the Closing Date will be automatically disqualified. The decision on whether entries have been validly received or are eligible for the Competition shall be at the sole discretion of Virgin Media Business and its decision shall be final and binding.

3.3 Only entries uploaded as directed on the Virgin Media Business VOOM Pitch 2018 Competition website at [www.virginmediabusiness.com/voom](http://www.virginmediabusiness.com/voom) (**Website**) will be eligible for the Competition. Incomplete or fraudulent entries will be rejected. Virgin Media Business will not be responsible or liable for Competition entries that are lost, mislaid, damaged or delayed in transit, regardless of cause, including for example, equipment failure, technical malfunction, systems, satellite, network server, computer hardware or software failure of any kind.

3.4 No purchase necessary.

3.5 By submitting an entry to the Competition, you:

- a. agree to be bound by these terms and conditions;
- b. consent to being filmed at each stage of the Competition;
- c. confirm that all information you submit is true and accurate; and
- d. warrant that the entry is your own original work or the original work of your business.

3.6 Entries must be registered in the name of the individual who will represent the entry throughout the duration of the Competition. There can only be one representative per entry. The representative will be required to provide valid contact details including:

- a. name;
- b. full business name and company number (if applicable);

- c. telephone number;
- d. business address; and
- e. email address

Virgin Media Business will validate the email address before the entry is uploaded to the Competition Website.

- 3.7 All entrants will automatically be registered for an account with Virgin Media Pioneers. Further information on Virgin Media Pioneers is available at <https://www.virginmediapioneers.com>.
- 3.8 Entrants agree to allow their details and entries to be used by Virgin Media Business without compensation, for advertising, publicity or promotional purposes on any sites or media as chosen at Virgin Media Business' discretion, or for such other promotional purposes as Virgin Media Business may decide.
- 3.9 Virgin Media Business accepts no responsibility or liability for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of, or unauthorised access to entries, or entries lost, incomplete or delayed whether or not arising during operation or transmission as a result of server failures, virus, bugs or other causes outside its control.

#### **4. Eligibility**

- 4.1 The Competition is only open to residents of the UK, Ireland or the Isle of Man aged 18 years or over with a UK, Ireland or Isle of Man based business.
- 4.2 If you are entering the Competition as a co-owner, you must have consent from the co-owner(s). If you are entering the Competition as part of, or on behalf of, a corporate or business entity, your entry to the Competition shall be deemed confirmation that you are duly authorised to submit your entry for and on behalf of that entity and to representative them in the Competition.
- 4.3 Entrants may submit their entry in one of the following categories (each a **Category** and together the **Categories**) only;
  - a. 'Spark & Start' for businesses with between 1 and 19 employees; and
  - b. 'Scale & Grow' for business with between 20 and 250 employees.
- 4.4 In addition to entering a Category, entrants may choose to submit their entry in one of the following award categories (each an **Award** and together the **Partner Awards**);
  - a. Impact Award, sponsored by Virgin Unite
  - b. 'International Voom' Award, sponsored by PayPal
  - c. 'Leaders with Voom' Award, sponsored by Grant Thornton
  - d. 'Crowdfunder Award, sponsored by Crowdfunder, Crowdcube and JCDecaux

- 4.5 By entering the Competition, you confirm that you are eligible to do so and eligible to claim any prize you may win. Virgin Media Business may require you to provide proof that you are eligible to enter the Competition.
- 4.6 Entrants must be available to participate in each stage of the Competition as set out in paragraph 5. If you are unable to attend any stage of the Competition, your entry will not be permitted to progress.
- 4.7 Virgin Media Business reserves all rights to disqualify any entrant if their conduct is contrary to the spirit or intention of the Competition and/or for providing untruthful, inaccurate, misleading details and/or information and/or are otherwise in breach of these terms and conditions.

## **5. Competition Structure**

- 5.1 The Competition for the Categories consists of the following stages:
- a. Public voting;
  - b. Semi-final (held in Manchester); and
  - c. Final (held in London).
- 5.2 Public voting:
- a. Public Voting for all entries opens on 4 April 2018 at 9.00am and closes on 15 May 2018 at 7pm.
  - b. Subject to paragraph 5.2(c) below, the 40 entries from each of the two main Categories which receive the most public votes in each of the Categories will go through to the Semi-Final.
  - c. Virgin Media Business will make three (3) attempts to contact the entrants receiving the most public votes by phone and/or email. If no acknowledgement is received in response to the phone calls/email and/or the entrant fails to respond to Virgin Media Business within a reasonable time or the entrant declines selection, Virgin Media Business may reallocate the place to the entrant receiving the next highest number of public votes
- 5.3 Semi-final:
- a. Entrants must be available to attend the semi-final on 21 May 2018 in Manchester.
  - b. Entrants will be responsible for all travel expenses incurred in relation to attending the semi-final;
  - c. The entries will be judged by Virgin Media Business, nominated persons from our Voom 2018 partner companies (being organisations that have agreed to support the Competition through the provision of prizes, or who have been appointed by Virgin Media Business to support in the judging and selection process), and selected industry professionals as determined by Virgin Media Business;
  - d. Judges will consider the following criteria when selecting the entries to progress to the final:
    - i. Displays a strong vision and plan

- ii. Shows evidence of ability to achieve the vision
  - iii. Displays creativity, innovation and passion
  - iv. Demonstrates that the idea is viable
  - v. Quality of the pitch
  - vi. Meets all eligibility criteria;
- e. The top three (3) semi-finalists from each Category (six (6) in total) will be announced on 22 May 2018 and will progress to the final;

5.4 Final:

- a. Entrants must be available to attend the final on 23 May 2018 in London;
- b. Reasonable economy class travel costs will be covered between the finalist's home in the UK and the location of the live finale;
- c. The three (3) finalists from each Category (six (6) finalists in total) will pitch their business idea to the judging panel led by Sir Richard Branson.;
- d. The judges will consider the following criteria when selecting the entries to progress to the final:
  - i. Displays a strong vision and plan
  - ii. Shows evidence of ability to achieve the vision
  - iii. Displays creativity, innovation and passion
  - iv. Demonstrates that the idea is viable
  - v. Quality of the pitch;
  - vi. Meets all eligibility criteria;
- e. The winner of each Category will be announced [at the final on 23 May 2018]
- f. The remaining finalists will be the runners-up for the purposes of winning prizes from the Prize Fund;

5.5 The decision of the judges as to which entries are selected finalists and winners of each Category are final and no correspondence will be entered into.

5.6 The competition for the Partner Awards consist of the following stages:

- a. The entrant must check the respective box as part of the entry process to indicate that they would like to be considered for the Partner Awards.
- b. Entrants will receive an email notification within 7 working days of completing their entry, requesting further information for evaluation, to be made available to the Sponsor of the Award. Responses received after 10 May will not be considered for the Partner Award.
- c. Each sponsor of the Partner Awards (as set out in paragraph 4.4 above, each a “**Sponsor**” and together the “**Sponsors**”) will evaluate the entrants to each Partner Award against selection criteria determined by the Sponsor in their sole discretion.
- d. After initial evaluation against their criteria, Sponsors will provide a shortlist and carry out telephone or face-to-face interviews. Full details for each Partner Award can be found on [www.virginmediabusiness.co.uk/voom](http://www.virginmediabusiness.co.uk/voom)
- e. The winner of each Partner Award will be announced [at the final on 23 May 2018]

- 5.7 The name and county of the winners can be obtained by writing to Virgin Media Business and entrants agree to the publication of his or her name and county of residence.

## 6. Prize Fund

- 6.1 The total value of the prize fund is over £1,000,000. The prize fund is broken down by Category as follows (each being a “Prize” and together the “Prizes”):
- a. Spark and Start:
- i. Winner
- (a) £150,000 advertising campaign to be active for a one-week period. JCDecaux to be given at least one month’s notice before live date. Display date dependent on availability and artwork copy must be approved by JCDecaux before display;
  - (b) £50,000 cash;
  - (c) 12 months full internet and fixed voice package from Virgin Media Business (including up to 1GB of MIA and MT Lync for up to 150 employees) valued at up to £100,000 (does not include hardware. If required, hardware must be purchased or leased at the winner’s cost)\*;  
\*not available to residents of the Isle of Man.
  - (d) Social media, PR and marketing mentoring support from Virgin Media Business, provided via 4 x consultancy sessions, to be scheduled quarterly for 12 months post-competition;
  - (e) 1 years access for to Virgin Money business lounge co-working spaces, valid for 12 months from 24 May 2018, details of which are at <https://uk.virginmoney.com/virgin/about-lounges/>;
  - (f) Virgin Money Business Savings account product with a starting £5K balance;
  - (g) Small Business Accounting package and digital software from PricewaterhouseCooper LLP (**PwC**) to include; free access to [My Lawpartner](#), [Scale-up programme](#) workshops (10-12 workshops), ‘Fast Track to Scale’ programme interview and/or access to select/relevant Scale events, discounted subscription to [My Financepartner](#) on signing up, [Nifty R&D](#) discount, and a selection of services from the following according to business need: Strategy Review of business, MI Review of business, Tax Review, Business Plan review, Investor Readiness Session, Finance/system diagnostic. Further details of the individual elements of this prize are available on PwC’s website at <https://www.pwc.co.uk/ux23.html>. Total package provided by PwC, valued at £30,000, for 12 months from 24 May 2018;
  - (h) Facebook for Business advertising credits to the value of £10,000, administered via a third-party media agency determined by Virgin Media Business;
  - (i) Virgin StartUp Business Advisory Support and a Personal Mentor offering 15 hours of face-to-face mentoring support over 12 months from 24 May 2018;
  - (j) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion; and

- (k) Gender alignment audit assessment, provided by Ada Lovelace-Day. This consists of a product, website and marketing analysis to identify areas where improvements can be made to ensure that products and marketing materials appeal as much to women as to men. This analysis will cover language, imagery, including photos and icons, use of colour, and any other factors as are relevant. It will help the winners understand the impact of implicit gender bias on their product, business and design decisions, and help them understand how to mitigate against that bias in future. They will also provide specific advice on how to develop gender aware hiring and HR policies, including how to write gender-aware job descriptions, understanding how to de-gender hiring practices, and how gender biases affects business practice. All advice will be compliant with the Equalities Act 2010. Estimated value of £5K.
- ii. 2 x Runners-up:
    - (a) £20,000 cash;
    - (b) 12 months full internet and fixed voice package from Virgin Media Business (including up to 1GB of MIA and MT Lync for up to 150 employees) valued at up to £100,000 (does not include hardware. If required, hardware must be purchased or leased at the winner's cost)\*;  
\*not available to residents of the Isle of Man.
    - (c) Social media, PR and marketing mentoring support from Virgin Media Business, provided via 4 x consultancy sessions, to be scheduled quarterly for 12 months post-competition;
    - (d) Facebook for Business advertising credits to the value of £5K, administered via a third-party media agency determined by Virgin Media Business;
    - (e) Virgin StartUp Business Advisory Support and a Personal Mentor offering 15 hours of face-to-face mentoring support over 12 months from 24 May 2018;
    - (f) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion;
  - iii. 40 x Semi-finalists:
    - (a) 10 passes to access Virgin Money business lounge co-working spaces, valid for 12 months from 24 May 2018;
    - (b) Free access to Virgin StartUp online Webinars; this will be a series of 6 webinars that will take place on a 3 month cycle and will focus on the 6 fundamental areas of starting or growing an early stage business. Each session will be run by a sector expert and will combine both presentation and live Q&A;
    - (c) Discounted access to Virgin StartUp Events & Masterclasses (20% off for VOOM Semi-finalists). Please note that most events take place in London. Events available listed here: <https://www.virginstartup.org/events>
    - (d) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion;

- iv. 3000 x Entrants:
  - (a) 3 passes to access Virgin Money business lounge co-working spaces, valid for 12 months from 24 May 2018;
- b. Scale and Grow:
  - i. Winner
    - (a) £150,000 advertising campaign to be active for a one-week period. JCDecaux to be given at least one month's notice before live date. Display date dependent on availability and artwork copy must be approved by JCDecaux before display;
    - (b) £50,000 cash;
    - (c) 12 months full internet and fixed voice package from Virgin Media Business (including up to 1GB of MIA and MT Lync for up to 150 employees) valued at up to £100,000 (does not include hardware. If required, hardware must be purchased or leased at the winner's cost)\*;
      - \*not available to residents of the Isle of Man.
    - (d) Social media, PR and marketing mentoring support from Virgin Media Business, provided via 4 x consultancy sessions, to be scheduled quarterly for 12 months post-competition;
    - (e) 1 years access for to Virgin Money business lounge co-working spaces, valid for 12 months from 24 May 2018, details of which are at <https://uk.virginmoney.com/virgin/about-lounges/>
    - (f) Virgin Money Business Savings account product with a starting £5K balance;
    - (g) Small Business Accounting package and digital software from PwC to include; free access to [My Lawpartner](#), [Scale-up programme](#) workshops (10-12 workshops), 'Fast Track to Scale' programme interview and/or access to select/relevant Scale events, discounted subscription to [My Financepartner](#) on signing up, [Nifty R&D](#) discount, and a selection of services from the following according to business need: Strategy Review of business, MI Review of business, Tax Review, Business Plan review, Investor Readiness Session, Finance/system diagnostic. Full details of each element of this prize are available on PwC's website at [www.pwc.co.uk](http://www.pwc.co.uk). Total package provided by PwC, valued at £30,000, for 12 months from 24 May 2018;
    - (h) Gender Alignment audit assessment, provided by Ada Lovelace-Day. This consists of a product, website and marketing analysis to identify areas where improvements can be made to ensure that products and marketing materials appeal as much to women as to men. This analysis will cover language, imagery, including photos and icons, use of colour, and any other factors as are relevant. It will help the winners understand the impact of implicit gender bias on their product, business and design decisions, and help them understand how to mitigate against that bias in future. They will also provide specific advice on how to develop gender aware hiring and HR policies, including how to write gender-

aware job descriptions, understanding how to de-gender hiring practices, and how gender biases affects business practice. All advice will be compliant with the Equalities Act 2010. Estimated value of £5K.

- (i) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion;
  
- ii. 2 x Runners-up:
  - (a) £20,000 cash;
  - (b) 12 months full internet and fixed voice package from Virgin Media Business (including up to 1GB of MIA and MT Lync for up to 150 employees) valued at up to £100,000 (does not include hardware. If required, hardware must be purchased or leased at the winner's cost)\*;  
\*not available to residents of the Isle of Man.
  - (c) Social media, PR and marketing mentoring support from Virgin Media Business, provided via 4 x consultancy sessions, to be scheduled quarterly for 12 months post-competition;
  - (d) £20,000 advertising campaign, provided by JCDecaux. JCDecaux to be given at least one month's notice before live date. Display date dependent on availability and artwork copy must be approved by JCDecaux before display;
  - (e) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion;
  
- iii. 40 x Semi-finalists:
  - (a) 10 passes to access Virgin Money business lounge co-working spaces, valid for 12 months from 24 May 2018;
  - (b) Financial advice from ICAEW, the nature and scope of which shall be determined by ICAEW in its sole discretion;

6.2 The prize fund for the Partner Awards is broken down as follows:

- a. Crowdfunder Award:
  - i. £10,000 cash from Crowdfunder, to be pledged by Crowdfunder directly to the winning project's Crowdfunder page;
  - ii. Free raise on Crowdcube, worth up to £40,000;
  - iii. £10,000 advertising credit to be spent with JCDecaux.
  
- b. VOOM Impact Award, sponsored by Virgin Unite:
  - i. £20,000 grant to a charity, business, or social enterprise that's making a difference to people, or communities, in need. Please note that applicants for this grant must demonstrate that their project serves a specific charitable purpose within the UK Charity Commission's definition of a 'Charitable Purpose'  
<https://www.gov.uk/government/collections/charitable-purposes-and-public-benefit>.
  
- c. 'Leaders with Voom' Award, sponsored by Grant Thornton:



- i. Prize package (worth £20,000+), one package to each of two winners, from Spark & Start Category and Scale & Grow Category, to include:
  - (a) Planning for finance – 1:1 support with a Grant Thornton fundraising expert to develop a robust business plan and discuss growth strategy
  - (b) Funding Ready – creation of an executive summary suitable for presentation to funders, plus support with developing a pitch deck and coaching around pitch skills
  - (c) Connections – support in establishing a funding strategy and reaching out to potential suitable investors
  - (d) Tax MOT – a deep dive with one of Grant Thornton’s entrepreneur tax specialists to ensure your business is structured as tax efficiently as possible
  - (e) CEO Experience – opportunity to share and learn from the UK’s most talented business leaders at one of our exclusive invite-only CEO events
  - (f) 12 month access to Grant Thornton’s central London co-working space, ‘The Lounge’ at 30 Finsbury Square
  
- d. ‘International Voom’ Award, sponsored by PayPal:
  - i. PayPal processing fees to the value of £50,000
  - ii. 1:1 executive mentorship for a period of 12 months from 24 May 2018.
  - iii. Terms apply as follows:
    - (a) the winner of the International Voom Award (“Award Winner”) will receive free PayPal processing fees on the first £100,000 of payments processed by the Award Winner’s business account (“Award Prize”) after 24 May 2018;
    - (b) after the Award Winner has processed more than £100,000 (and received free processing), PayPal will, without further notification to the Award Winner, revert back to charging the Award Winner for receiving payments according to the User Agreement;
    - (c) one to one executive mentorship for 5 selected businesses in person or via virtual telepresence for a period of 6 months from 24 May 2018. Minimum 1 hour per month;
    - (d) the Award Winner must have a UK PayPal account in good standing. If the Award Winner does not have a PayPal account then they will need to open one;
    - (e) if PayPal has suspicions or knowledge that the Award Winner has been involved in any fraudulent or illegal activity, PayPal reserves the right to disqualify that Award Winner;
    - (f) in the event of circumstances arising outside of PayPal's control, which in PayPal's opinion make it necessary to suspend, change or cancel the Award Prize, PayPal reserves the right to suspend, change or cancel the Award Prize at any time. This includes the ability to substitute the Award Prize to an equivalent value or change the specification of the Award Prize if circumstances require it;
    - (g) the Award Winner irrevocably grants PayPal permission to use his or her name, likeness, biographical and PayPal related information for advertising, promotional or publicity purposes;
    - (h) PayPal shall not be liable, in contract or tort (including negligence) or the breach of statutory duty or in any other way, for the loss or damage howsoever arising suffered by the Award Winner resulting directly or indirectly from entry to this

Competition. Nothing in these terms shall limit PayPal's liability for death, personal injury or fraud; and

- (i) although PayPal will use reasonable efforts to ensure that all information relating to the Competition and the Award ("Competition Material") is accurate, PayPal is not responsible for any problems or technical malfunctions of any communications network, online system or computer hardware or software failure that may affect PayPal's operation of the Competition, the Award or the PayPal site, including without limitation the accuracy of any Competition Material.
- (j) by entering the Award, entrants agree to be bound by these terms and conditions and the [paypal.co.uk](http://paypal.co.uk) User Agreement

6.3 By accepting any of the Prizes, entrants consent to be the subject of, and participate in, a case study for Virgin Media Business, or the respective Partner Award Sponsors if so requested.

6.4 Virgin Media Business may at its sole discretion, substitute the any Prize for a prize of a similar nature and/or comparable value. Winners may not request and are not entitled to a cash alternative to any Prize and any Prize is non-refundable and non-transferable.

## **7. Competition Entries Intellectual Property Rights**

7.1 You agree that Virgin Media Business may, but is not required to, make your entry available on the Website and any other media, whether now known or invented in the future and in connection with any publicity of the Competition. You agree to grant Virgin Media Business a non-exclusive, worldwide, irrevocable licence, for the full period of any intellectual property rights in the Competition entry and any accompanying materials, to use display, publish, transmit, copy, edit, alter, store, re-format and sub-licence the Competition entry and accompanying materials for such purposes.

## **8. Crowdfunder**

8.1 When entering the Competition, entrants will have the option to set up and run a Crowdfunding project to raise funds for their entry (which is administered via Crowdfunder Limited's (**Crowdfunder**) website at [www.Crowdfunder.co.uk](http://www.Crowdfunder.co.uk) (**Crowdfunder Website**)). By selecting this option, entrants will automatically be eligible for the Crowdfunder Award. Entrants who choose to raise funds via Crowdfunder will be required to agree to Crowdfunder's terms and conditions.

### **8.2 VOOM Crowdfunding Award**

- a. The VOOM Crowdfunding Award is presented by Crowdfunder.
- b. Crowdfunding for all entries will close on 15 May 2018, at 7pm.

9. Virgin Media Business accepts no responsibility or liability for any force majeure, including but not limited to Sir Richard Branson not being available to judge the final, the cancellation/postponement/change of venue of the final event or the cancellation/postponement/change of venue of any Prize placements.

- 10.** By entering this Competition and providing your details you are providing your consent for Virgin Media Business to use your personal information to contact you with information about our group's products and services, special offers and rewards. From time to time, we may contact you by mail, telephone, email, other electronic messaging services (such as text, voice, sound or image messages including using automated calling systems) or fax for these purposes;
- 11.** Virgin Media Business may use your personal data as set out its privacy policy available at the following link <https://www.virginmediabusiness.co.uk/legal/privacy-policy/>.
- 12.** Should any individual regulation or stipulation in these terms and conditions be or become invalid the remaining stipulations remain unaffected.
- 13.** These terms and conditions are governed by and construed and performed in accordance with the laws of England and Wales. The courts of England shall have exclusive jurisdiction over any dispute or claim arising out of or in connection with these terms and conditions.