

## Mayor's Entrepreneur Competition

Looking for student business ideas to help deliver good growth for our city - growth that makes London cleaner, greener and ready for the future; and, to ensure students get the skills they need to succeed in a fair, inclusive society and thriving economy

NB Each idea can only be entered into one of the below awards. There is one £20,000 prize available for the winner of each award. The Challenges are there for inspiration and to guide applicants but all submissions to each Award including all of its Challenges will be judged against each other to find the Award winner.

<b>Environment Award</b> For innovations to reduce carbon emissions in London	<b>Tech Award</b> For technological innovations	<b>Creative Industries Award</b> For innovations in the creative industries
<p><b>Challenge 1. Air quality</b> How would you improve air quality in London both indoors and outside?</p>	<p><b>Challenge 1. AI &amp; London's Ageing Population</b> How would you use data, AI, chatbots, machine learning or cognitive technologies to help support London's Ageing Population?</p>	<p><b>Challenge 1. Green Fashion</b> How would you make fashion greener?</p>
<p><b>Challenge 2. Circular Economy</b> Do you have an idea to make London's economy more circular? Particularly in the textiles, electricals, packaging, the built environment and food industries?</p>	<p><b>Challenge 2. Digital Technology and mental health</b> How would you use data, mobile technology, virtual reality or augmented reality to create solutions to support the mental health of Londoners?</p>	<p><b>Challenge 2. Lighting for theatres and live events venues</b> Can you find a suitable alternative to live venue lighting that meets EU regulations while providing the same quality and innovation that current options do?</p>
<p><b>Challenge 3. Energy</b> Do you have an idea to produce more renewable energy or reduce energy use?</p>	<p><b>Challenge 3. Virtual Reality, Augmented Reality and London's health and creative industries</b> How would you use immersive technologies to help make London the most active city in the world? Could you also use immersive technologies to support the creative industries?</p>	<p><b>Challenge 3. Cultural tourism</b> How would you make tourism more sustainable in the city?</p>

<p><b>Challenge 4. Transport</b> Do you have an idea to improve, add to or change transport in the city?</p>	<p><b>Challenge 4. Data centres</b> What processes, efficiencies, energy source or energy recycling systems would you put in place to reduce the environmental impact of data centres?</p>	<p><b>Challenge 4. Theatre &amp; Film</b> Is there an innovative product or service that can support the theatre or film industries in London in logistics like reusing costumes and scenery?</p>
<p><b>Challenge 5. Water</b> How would you reduce water use in London in our homes, at work and at play?</p>	<p><b>Challenge 5. Data Privacy Rights and Security</b> How would you make it easier for individuals to securely identify, audit and reduce their digital footprint, taking control of their personal data and reducing their risk profile online?</p>	<p><b>Challenge 5. Supporting night time workers</b> Is there an innovative product or service that can support London's night time workforce and bring commercial benefits to businesses?</p>
<p><b>Other</b> New ideas often don't fit into existing definitions. If you have an innovation that would reduce carbon emissions but doesn't fit any of the above Challenges we want to hear about it!</p>	<p><b>Other</b> New ideas often don't fit into existing definitions. If you have a tech innovation that doesn't fit any of the above Challenges we want to hear about it!</p>	<p><b>Other</b> New ideas often don't fit into existing definitions. If you have an innovation within the creative industries that doesn't fit any of the above Challenges we want to hear about it!</p>

<p>Judging Criteria:</p> <ol style="list-style-type: none"> <li>1. Originality</li> <li>2. Capacity for commercialisation</li> <li>3. Clarity</li> <li>4. Longevity of proposed impact</li> <li>5. Relevance to overarching Low Carbon Award aims and/or ability to address one of the Award Challenges</li> <li>6. Wider sustainability impacts (environmental and other)</li> </ol>	<p>Judging Criteria:</p> <ol style="list-style-type: none"> <li>1. Originality</li> <li>2. Capacity for commercialisation</li> <li>3. Clarity</li> <li>4. Longevity of proposed impact</li> <li>5. Relevance to overarching Tech Award aims and/or ability to address one of the Award Challenges</li> <li>6. Impact on sustainability (environmental and other)</li> </ol>	<p>Judging Criteria:</p> <ol style="list-style-type: none"> <li>1. Originality</li> <li>2. Capacity for commercialisation</li> <li>3. Clarity</li> <li>4. Longevity of proposed impact</li> <li>5. Relevance to overarching Creative Industries Award aims and/or ability to address one of the Award Challenges</li> <li>6. Impact on sustainability (environmental and other)</li> </ol>
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