



## Case Study – Competition and Funding support

Incremententa have been helping to support students entering the Santander Universities Awards from the University of Lincoln. The Santander Entrepreneurship Awards give student and graduate entrepreneurs the chance to win a share of £90,000 (non-equity) plus a support package to take ideas to the next level.

- **Target participants**
  - Any student or graduate within the last two years with a business idea meeting the criteria of the Santander Awards.
- **Support provided by Incremententa**
  - Training around the Business Model Canvas.
  - Workshops on pitching skills.
  - 1:1 business advice and guidance.
  - Continued follow up and liaison with the university.
- **Learning outcomes for the participants**
  - Greater knowledge of their business idea.
  - How to work through their idea using the Business Model Canvas.
  - Increased awareness of how to successfully pitch their idea.
  - Next steps to develop their idea further.
- **Outcome**

The success of Incremententa’s support speaks for itself, as the university has seen students reach the semi-finals in both 2017 and 2018 since Incremententa have been involved

The workshops provided by Incremententa enabled the students to learn from professionals, who were able to support them further with their idea and make it pitch ready.

Three students from the university reached the semi-final of the awards in 2018, with their idea for an App that provides a tailored platform for students engaging in group work.

- **Testimonial**

“Incremententa’s support has aided University of Lincoln businesses to get to the semi-finals of the Santander national competition two years running. Stuart from Incremententa has provided 1:1 mentoring for both businesses to assist them to prepare for the pitch in the semi-finals. The feedback from students for this has been excellent with those who received 1:1 support stating how invaluable it was to them in the competition”

Claire Butler, Student Enterprise Co-ordinator – University of Lincoln

**For further information about how Incremententa can help to support your Enterprise activity email [enquiries@incremententa.co.uk](mailto:enquiries@incremententa.co.uk) or call 0116 2793652**