

Mitie Business Boost 3.0 – Competition Rules & Process

1. How to Enter

- Applicants must submit a written business plan by the published deadline.
 - Business plans must not exceed the word count (refer to Business Plan Guidelines). Any submission over the word count will be automatically disqualified.
 - Submissions must follow the published business plan structure and be submitted in the required format (refer to Business Plan Guidelines).
 - Workshops will be offered to support applicants in preparing their business plans. Attendance is encouraged but not mandatory.
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2. Eligibility Criteria

To enter, applicants must:

- Be an entrepreneur, start-up, or SME based in, or actively operating within, West Cumbria.
 - Demonstrate a clear business idea or existing enterprise that falls within the theme of *Digital, Technology & Innovation*.
 - Be open to mentorship, collaboration, and growth.
 - Submit their business plan by the deadline and agree to the Terms & Conditions of the programme.
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3. Selection of Finalists

- All eligible business plans will be reviewed by a Selection Panel of experts from Mitie and partners.
 - Business plans will be assessed using a published scoring matrix (see Business Plan Guidelines).
 - Judges and panel members must declare any conflicts of interest and recuse themselves from scoring affected applicants.
 - The highest-scoring applicants will be invited to progress as finalists.
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4. Final Stage

- Finalists will have the opportunity to refine their business plan based on feedback from the Selection Panel.
 - Each finalist must submit their refined business plan by the deadline provided.
 - Finalists will then be required to pitch their business idea in person to a panel of judges at the final event. Participation in this pitch is mandatory; failure to attend will result in disqualification.
 - Judges will assess both the refined business plan and the live pitch using a scoring matrix.
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5. Judging & Award of Funding

- The judging panel will consist of experts from Mitie, the partners and industry experts.
 - Judges will score each finalist independently, before discussing and agreeing final outcomes.
 - Up to £40,000 in funding will be awarded. This may be allocated to one winner or shared between multiple winners at the discretion of the panel.
 - Funding must be used in line with the submitted business plan and validated by Mitie. Misuse of funds may result in withdrawal of support and recovery of disbursed amounts.
 - Decisions of the judging panel are final and not subject to appeal. However, unsuccessful applicants may request summary feedback to support their future development.
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6. Notification of Winners

- Winners will be announced at the final event on the day of judging.
 - Winners will be required to sign a separate funding agreement setting out disbursement schedules, reporting requirements, and permitted use of funds.
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7. Code of Conduct

- All participants are expected to act respectfully and professionally during workshops, mentoring sessions, communications, and the final pitch event.
 - Disrespectful, disruptive, or inappropriate behaviour may result in disqualification from the programme.
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8. Accessibility and Inclusion

- Mitie is committed to inclusive participation. Applicants may request reasonable adjustments to support accessibility, including for applicants with disabilities or neurodiverse needs.
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9. Data Protection

- All applicant data will be collected, stored, and processed in accordance with UK GDPR and Mitie's data protection policies.
 - Information will only be used for the administration of the programme and related promotional activity.
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10. Key Dates

- Business plan submission deadline: **15 December 2025**
 - Notification of finalists: **16 January 2026**
 - Final business plan submission deadline: **9 February 2026**
 - Final pitch event: **12 March 2026**
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11. Additional Information

- Full Terms & Conditions apply (see separate document).
- Mitie and partners reserve the right to amend timelines or processes if required. Any changes will be communicated to all registered applicants.