

# Business & IP Centre Cambridgeshire & Peterborough Jumpstart programme

## Audio File Submission Guidance

### Key information

- Format – Please use a file format playable by VLC Media Player e.g. MPEG, MP3, MOV, WMV, H.263, WAV, FLV, and AVI
- Length – Total audio file must not exceed 10 minutes
- All questions must be answered in order. Please differentiate each answer by calling out the question number at the start of your response.

### 5 Critical Questions

1. **Tell us about yourself** – *It's important for us to know who we're investing in. How did you get to this point of starting or running a business?*
2. **Tell us about your business or business idea** – *Your elevator pitch.*
3. **Why will your business be successful?** – *What sets your business apart? Is there a market for your product/service?*
4. **Your business impact** – *Tell us about the sustainability and ethical impact of your business. How will your business contribute positively to the Cambridgeshire and Peterborough area?*
5. **Your plan for the £10K grant** – *You will be required to spend the grant within 3 months of receiving it. Tell us what you will spend the grant on and what impact will this grant have on your business? What is your plan?*

### Best practice

We highly recommend that you take the following best practices into consideration. We want you to have the best possible chance when being reviewed by our judges; therefore, it is your responsibility to ensure the quality of your submission.

- Find a quiet room to record. Is there any background noise that will make hearing your responses difficult? Are you speaking loud enough for the judges to clearly hear your responses?
- Pace – are you speaking clearly and at a reasonable pace? You want to make the most of the time you have, but speaking too quickly may make it difficult for the judges to take in what you're saying.
- Where applicable, ensure that volume capture level is at it's highest.
- Test run: Do a few minutes and listen back checking the above.



### How to submit

We cannot accept large files over email. Please choose one of the following options for submitting your audio file and application form.


#### **Option 1 – Submit both your audio file and application form through WeTransfer**

##### *Using a desktop*

- Step 1 - Head to <https://wetransfer.com> in your internet browser, adjust your cookie settings and review Terms of Service.



- Step 2 – Drag and drop or click the blue plus button  to upload your audio file and application form.
- Step 3 – Select the ‘Send email transfer’ option by clicking on the 3 horizontal dots .
- Step 4 – In the ‘Email to’ box, type [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk)
- Step 5 – In the ‘Your email’ box, type your email address
- Step 6 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 7 – Click ‘Transfer’ and follow any verification requests
- Step 8 – Wait for confirmation that your files have been sent

#### *Using mobile*


- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser
- Step 2 –Click the blue plus button  and locate your audio file and application form.
- Step 3 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 4 – Select the ‘Send an email’ option
- Step 5 – In the ‘Email to’ box, type [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk)
- Step 6 – In the ‘Your email’ box, type your email address
- Step 7 – Click ‘Transfer’ and follow any verification requests
- Step 8 – Wait for confirmation that your files have been sent

#### **Option 2 – Use WeTransfer to generate a transfer link which you can then email to us with an attached application form**

#### *Using a desktop*

- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser and select the ‘I just want to send files’ option.
- Step 2 – Drag and drop or click the blue plus button  to upload your audio file
- Step 3 – Select the ‘Get transfer link’ option by clicking on the 3 horizontal dots .
- Step 4 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 5 – Click ‘Get a link’
- Step 6 - Click on the ‘Copy link’ button
- Step 7 – Paste this link in an email with your attached application form and send it to [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk) putting ‘Jumpstart Application –’ followed by your full name in the subject line.

#### *Using mobile*

- Step 1 - Head to <https://wettransfer.com/upload> in your internet browser
- Step 2 –Click the blue plus button  and locate your audio file
- Step 3 – In the Title box, type ‘Jumpstart Application –’ followed by your full name
- Step 4 – Select the ‘Get a link’ option and hit the blue ‘Get a link’ button
- Step 5 – Click on the ‘Copy link’ button
- Step 6 – Paste this link in an email with your attached application form and send it to [bipcjumpstart@cambridgeshire.gov.uk](mailto:bipcjumpstart@cambridgeshire.gov.uk) putting ‘Jumpstart Application –’ followed by your full name in the subject line