

APPLICATIONS OPENING DATE: 27th FEBRUARY 2019

Applications will be made available at the Launch Event at The Dog & Doublet Inn, Sandon, Stafford, ST18 0DJ from 4pm until 7pm on 27th February 2019.

All Bears will be present at the event and open to questions about the process. The Bears will not accept questions or requests for information from Applicants after this date.

Requests after this date can be sent to Carly Colclough at Nowell Meller.

24 hours after the Launch Event, applications will also be made available for download from the Bears' Lair Stafford website.

The Application fee is £20.00 payable as a cheque donation. Other forms of payment can be made by contacting Michael Carthy on 01785 248939.

APPLICATIONS CLOSING DATE: 10th JANUARY 2020

It is the Applicant's responsibility to ensure that postal entries are sent in good time and by 5pm on the Applications Closing Date, as any entry received outside of the stated times will not be considered in the interests of fairness to all Applicants.

APPLICATIONS SHORTLISTING EVENT: JANUARY 2020

The Bears shall attend a closed short-listing event on the above date to agree the finalists.

The applications will be shortlisted on a blind basis in terms of the Applicant's personal details so as to avoid any potential conflict in terms of existing associations with of the Bear firms. All decisions will be based on the strength of the business idea submitted. The finalists' personal details will then be disclosed to the Bears and finalists will be notified within seven days of the Shortlisting Event either by phone or in writing.

Shortlisted Applicants will also be announced on The Bears' Lair website and social media. Attempts will be made to notify all unsuccessful applicants but depending upon the amount of entries received this may only be possible by social media.

The shortlisted Applicants must submit a presentation in advance and offer a live pitch to the Bears on the Grand Final Event night. Any resources in addition to the presentation must be submitted one week before.

Shortlisted applicants will be required to participate in associated marketing and social media activities during the process.

GRAND FINAL EVENT: SPRING 2020

The Grand Final Event will be held at The Moat House Acton Trussell in spring 2020.

Shortlisted Applicants must present their pre-submitted presentation pitch to the Bears on the Grand Final Event night.

The presentation will be immediately followed by questions from the Bears regarding their business proposal.

The Bears' decision as to the winner is final and will be announced at the end of the evening. The Bears' decision will be based upon which application is, in their view, the strongest proposal for a new business venture or expansion of a current business in the Stafford Area.

THE
Moat House
ACTON TRUSSELL

PRIZE (subject to Terms & Conditions)

The non-transferable prize is:

- 12 months' legal assistance from Nowell Meller Solicitors' commercial team (limited to £3000 inclusive of VAT)
- 12 months' accounts assistance from Carthy Accountants
- An initial branding package from Verso Creative
- 12 months' Business Buddy mentoring from Bespoke Creations
- 6 mentoring sessions over the first year from Stafford Railway Building Society and 2 invitations to their Annual Dinner in 2020
- A heavily discounted degree course from the University of Wolverhampton in Stafford
- 5 complimentary meeting spaces at The Moat House Acton Trussell, including tea and coffee, courtesy of The Lewis Partnership

There is no cash alternative to the prize. The Bears reserve the right to change these Terms and Conditions or to cancel, alter or amend the competition or the prize at any stage, if deemed necessary in their opinion, or if circumstances arise outside their control.

DATA PROTECTION

Applicants must supply their full name, date of birth, postal address and phone number. Personal details are used for administering the competition and will not be published to third parties outside of these Terms and Conditions, without prior permission.

All information provided is subject to and will be administered in accordance with the Data Protection Act 1998 and will be destroyed within 12 months of the Shortlisting date, save for their name and contact details which the Applicant consents to be held on the marketing database for each Bear company and our nominated charity only.

LEGAL STATEMENTS

This competition has no involvement, connection or affiliation with the BBC television programme, "Dragons Den".

The Bear Companies/Bears are:

- Nowell Meller Solicitors
- Carthy Accountants
- Verso Creative
- Bespoke Creations
- Stafford Railway Building Society
- University of Wolverhampton in Stafford

Each Bear has made a donation to the Hospice or the Event in consideration of their involvement.

The Bears' address for correspondence is:

The Bears' Lair, c/o Carly Colclough, Nowell Meller, 7 & 8 St Mary's Grove, Stafford ST16 2AT

The competition is subject to the laws of England and Wales.

No liability is accepted by the Bears/Bear Companies or our nominated charity for any claim, damage, liability, loss, including consequential loss or expense of any kind occurring to the winner, arising directly or indirectly out of the competition as a result of their application.

All proceeds go to our nominated charity. No Bears nor any company associated with this event receive any profits directly from the event.

All proceeds raised from The Bears' Lair will be donated to our nominated charity. Special thanks go to our partners:

nowellmeller
solicitors
friendly • professional • approachable

Carthy
Accountants

verso
branding agency



STAFFORD RAILWAY
BUILDING SOCIETY



IN STAFFORD

LP Kindly supported by The Lewis Partnership