



# Regional Startup Accelerator

*A catalyst for new venture creation helping the North East to emerge stronger.*

Information Pack and  
Terms and Conditions

COHORT 2022

*Funded through the North East Economic Recovery and Skills Fund (NEERSF)*

Delivered by:



Funded by:



Scottish Government  
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Scottish Funding Council  
Comhairle Maoineachaidh na h-Alba

Supported by:



# Programme Overview

The Regional Startup Accelerator programme delivered by Robert Gordon University seeks to support early-stage entrepreneurs living in the North East of Scotland to develop and grow their entrepreneurial ventures and support our region to recover faster through impactful innovations.

Through the programme, successful teams will test their concepts, accelerate the development of their offerings, and have access to valuable training, equity-free seed funding, resources and guidance to advance their journey to creating commercially sustainable and scalable ventures. In the year of COP26, we welcome ideas for technologies or solutions which address the challenge of climate change but the programme is open to teams with ideas for innovative applications for any sector.

The teams accepted to the programme will be able to access support and benefits including:



This year's Regional Startup Accelerator programme has been funded by the North East Economic Recovery and Skills Fund (NEERSF) from the Scottish Government and Scottish Funding Council as an investment to boost our regional economy and support the accelerated launch of new ventures.

Due to this funding, the programme is open to applications from anyone living in Aberdeen City or Aberdeenshire. The purpose of this funding is to support the region to recover through the creation of new enterprises that will create jobs. The programme will consider inclusivity in order to create the greatest impact such as offering places to those not in employment.



## Programme Theme

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The Regional Startup Accelerator is open to teams from any business sector who have ambitions to scale, create jobs and boost the economy of the North East of Scotland.

**Core Programme** – The accelerator is open to all technologies and innovations with no specific theme. The training programme will apply to all startups regardless of their focus with all teams needing to undertake a process of validating, developing, and testing their ideas. All teams will need to demonstrate a commitment to sustainable and responsible business practices.



**Climate Change Challenge** – For applicants whose idea responds to the climate crisis with a net zero innovation, they can opt to be considered for a place as part of the Climate Change Challenge. Teams who are offered a place as part of the challenge will be part of the same cohort and attend the same core learning sessions but will be offered some additional bespoke training, specialised mentors and networks, and connection to external funding and investors for green projects to support them to contribute to Scotland's net zero ambitions.

## Programme Eligibility

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The Regional Startup Accelerator is open to applications from teams which have an innovative and scalable idea which meet the following eligibility criteria:

- The lead applicant who must be a founder of the business must define their permanent residence as being in the North East of Scotland with an Aberdeen City or Aberdeenshire postcode.
- The business must intend to operate and create impact in the North East of Scotland.
- The business must be early-stage and have the intention of registering an entity (as a company, social enterprise or otherwise) as a result of the programme.
- The business must be early-stage and must not have raised more than £100,000 in investment or revenue.
- The business must intend to have at least one founder working on the business full time within twelve months of the end of the programme.

All applicants will be asked to confirm their intentions and alignment to the entry criteria as part of the application process.

## Programme Inclusivity

Beyond the formal entry criteria, the programme shall be inclusive to applicants no matter their circumstances or background aligned with the North East Economic Recovery and Skills Fund's (NEERSF) intentions of upskilling and supporting individuals to enter or remain in work and to create new businesses to boost the economy. Judges may consider applicants wider circumstances when evaluating who will gain the most benefit from the programme.

Areas where the programme will seek to be inclusive include, but is not limited to, individuals who are not in full time or permanent employment or education, individuals have been made redundant or are at risk of redundancy, or individuals who face significant barriers to traditional employment where entrepreneurship may be a better option. These barriers may include having a disability, being a parent or carer, lack of access to further or higher education, or being a care leaver. The programme will seek to be inclusive and open opportunities to those who would benefit most but these circumstances are not a requirement for acceptance to the programme.

## Programme Dates

The programme is designed to be flexible around work or studies with sessions in evenings and weekends. Participants will be required to actively engage with all sessions. The dates for the sessions are outlined below, however these may be subject to change.

<b>BOOTCAMP</b> <i>Introduction to programme, value proposition and business models Teams will compete for a limited number of final places</i>	<b>PHASE 1: DESIRABILITY</b> <i>Understanding customers, defining personas, testing desirability and customer discovery</i>	<b>PHASE 2: FEASIBILITY</b> <i>Understanding competitors, operations, key partners, and prototyping to make an idea a reality</i>
<b>Saturday 29<sup>th</sup> January 2022</b> [9:00am – 5:00pm – In-Person]	<b>Tuesday 1<sup>st</sup> February 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 3<sup>rd</sup> February 2022</b> [5:30pm – 7:30pm – Virtual] <b>Saturday 5<sup>th</sup> February 2022</b> [10:00am – 4:00pm – In-Person]	<b>Tuesday 22<sup>nd</sup> February 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 24<sup>th</sup> February 2022</b> [5:30pm – 7:30pm – Virtual] <b>Saturday 26<sup>th</sup> February 2022</b> [10:00pm – 4:00pm – In-Person]
<b>PHASE 3: VIABILITY</b> <i>Setting prices, calculating business costs, resources, partnerships, funding, and scaling a business</i>	<b>PHASE 4: ADAPTABILITY</b> <i>Considering challenging scenarios, measuring impact, designing a marketing campaign, and pitching</i>	<b>FINAL</b> <i>Preparing for the showcase, planning a pitch, creating an action plan, funding ecosystem support</i>
<b>Tuesday 15<sup>th</sup> March 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 17<sup>th</sup> March 2022</b> [5:30pm – 7:30pm – Virtual] <b>Saturday 19<sup>th</sup> March 2022</b> [10:00am – 4:00pm – In-Person]	<b>Tuesday 5<sup>th</sup> April 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 7<sup>th</sup> April 2022</b> [5:30pm – 7:30pm – Virtual] <b>Saturday 9<sup>th</sup> April 2022</b> [10:00am – 4:00pm – In-Person]	<b>Tuesday 26<sup>th</sup> April 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 28<sup>th</sup> April 2022</b> [5:30pm – 7:30pm – Virtual] <b>Saturday 30<sup>th</sup> April 2022</b> [10:00am – 2:00pm – In-Person] <b>Tuesday 10<sup>th</sup> May 2022</b> [5:30pm – 7:30pm – Virtual] <b>Thursday 12<sup>th</sup> May 2022 – Startup Showcase</b> [5:30pm – 7:30pm]

At least one founder must attend all sessions, with many held virtually, and some in-person (subject to Covid-19 restrictions and Public Health Scotland guidance). Sessions will be live streamed for those not able to attend in person. In addition to workshop sessions, participants will be required to attend meetings with mentors.

## Programme Details

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The purpose of the programme is to support new ventures to test ideas, collaborate with entrepreneurs and launch their businesses. The entrepreneurial process is not straightforward, and the accelerator is designed to be flexible around participant's commitments. The key components of the programme will be:

- **Workshops:** During the programme there will be online training and in-person sessions focusing on key aspects of running a business; from understanding customers, developing a business or implementation models, accounting, to setting up your legal structure and more.
- **Seed Funding:** Participants on the programme will have the opportunity to access equity-free non-repayable funding from a prize pot of £250,000. This will begin with up to £5,000 for each team following the completion of key milestones with considerable additional prize funding available at the showcase event.
- **Mentor Sessions:** Each team will be connected to both RGU mentors and industry mentors who they will meet with regularly and will provide guidance, challenge and connections. These meetings will be in addition to the learning workshops and teams will need to prepare and provide documents, evidence or updates on their progress or challenges to share with mentors at these meetings.
- **Co-working:** All teams are expected to undertake significant business development activities outside of the structured sessions. Co-working space and facilities will be provided to allow teams to undertake market research, develop prototypes, meet with suppliers or customers, and build the business using the lessons learned through the schedule.
- **Startup Showcase:** At the end of the programme all teams host an exhibition to showcase their achievements, and a selection of teams will have the opportunity to pitch to a live audience for cash prizes; the selection process is competitive. All teams will be required to contribute to this event including providing video content or hosting a stall or preparing a pitch.
- **Online Resources:** As teams work through the structured programme, they will have access to a wide range of digital materials, online topics, downloadable templates, virtual courses and more to help advance the concept.
- **Other Events:** Beyond the core programme and meetings, EIG host a range of events such as Innovation Masterclasses, Innovation Skills workshops and networking events which all participants are invited to attend. While these additional events are not compulsory as part of the programme, they are useful, and all teams should make an effort to attend.

**APPLICATION DEADLINE 23:59GMT SUNDAY 16<sup>TH</sup> JANUARY 2022**

# Application Questions

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The application process is through an online form submitted at [www.rgu.ac.uk/accelerator](http://www.rgu.ac.uk/accelerator). The programme is seeking teams who are passionate, ambitious, and creative who have an innovation idea which solves a clear problem and has potential to scale and employ people in the region. The questions which teams should prepare for are:

## Summary

- Describe your business  
*[This should identify the problem the business seeks to solve, the customer it will focus on, what the innovative idea is, and why it is unique. This may repeat from other answers but should be an impressive summary of the concept that will capture the judge's attention and make an impression.]*
- Do you wish to be considered as part of the Climate Change Challenge?  
*[This is an optional tick box if any applicants wish to be considered for the allocated places in the challenge]*

## About the Problem

- What is the problem you are addressing and what is the scale of it?
- Who does the problem affect and why will you target them?

## About the Idea

- What is your business idea and how does it solve the problem?
- What makes your business innovative and stand out in the market?

## About the Business

- How will your business generate revenue?
- How will your business create impact in the economy and environment?

## About the Team

- Who is part of the team and what value and experience do they bring?
- What progress have you made so far with your idea and what is your ambition for the future?

## Additional Information

As part of the application, you will be asked for some personal information both for the management of the programme, but also as part of our inclusion monitoring.

- Founder's names, e-mail addresses phone numbers, residential addresses, and postcodes.
- Inclusion information such as ages, gender identities, nationalities, ethnicities, employment status, educational achievement, disability, caring responsibilities, or care experience.

## Application Process

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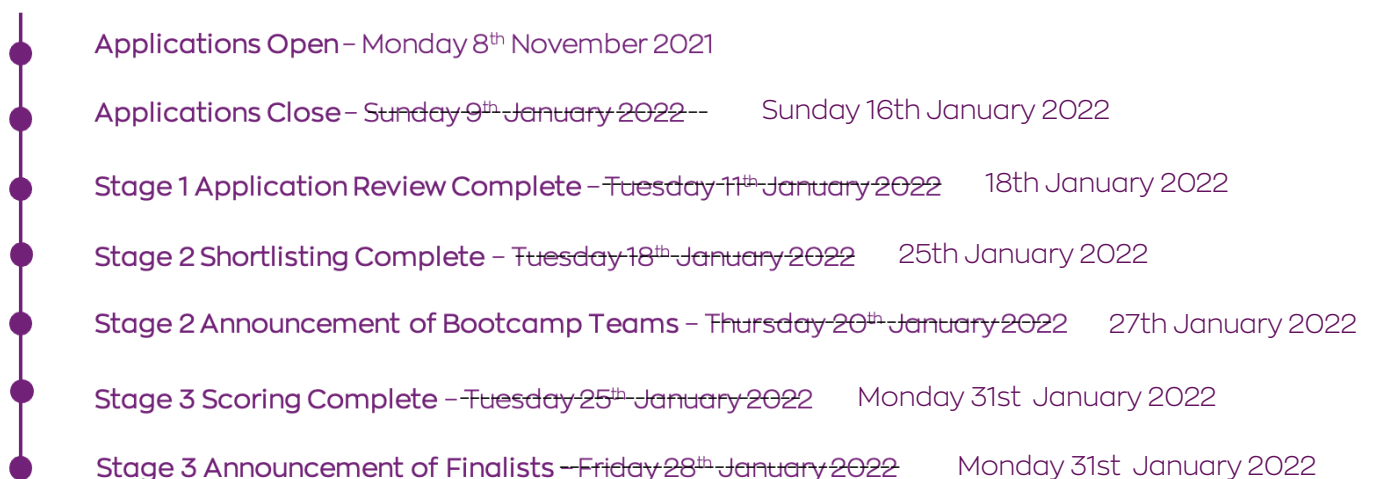
If you are interested in applying for the Regional Startup Accelerator competition, then the process is:

- Teams to submit an online application form outlining their innovative idea;
- Applications reviewed in Stage 1 to check they are all for eligible, complete and to identify industries to distribute to relevant judges;
- In Stage 2, judges will review the applications and provide a score and feedback before a shortlist is invited to attend the bootcamp.
- In Stage 3, after the bootcamp, judges will consider the application, pitch video from the bootcamp and judges scoring to define which teams will progress to the programme.
- In the event applications are too close to identify clear winners, then some teams may be invited to participate in a live interview before judges either physically or virtually;
- Finally, following the bootcamp, a selection of finalists will join the full cohort which will run from February to May.

## Application Dates

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The following outlines the planned key dates for the competition phase, however these may be subject to change. In the event that pitches, or interviews are required with the shortlisted applicants this may contribute to a delay in the process set out below



The application deadline for the Regional Startup Accelerator has been extended from Sunday 9th January 2022 until Sunday 16th January 2022.



## Funder Information

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The regional RGU Startup Accelerator programme has been funded by the **North East Economic Recovery and Skills Fund** (NEERSF). The fund is a £14.3 million investment by the Scottish Government to support economic recovery and enhance skill levels in Aberdeen City and Aberdeenshire through key sector growth, employment, training, and skills development opportunities.

The Fund is delivering twenty-nine employment, upskilling and reskilling, and business growth and innovation projects that will benefit more than 3,000 people across the region. The projects focus on entrepreneurship, accelerated business start-up, development, and growth; increasing digital skills in the workforce; equality and inclusion; and upskilling and reskilling people to enter or remain in work and take advantage of new, green jobs as part of the energy transition.

Additional seed funding and cash prizes to support high-potential teams to create a greater impact in the region has been kindly contributed by Opportunity North East from their NEERSF allocation for accelerator programmes in the region.



The North East Economic Recovery and Skills Fund delivery partners are Aberdeen City Council, Aberdeenshire Council, Skills Development Scotland, Robert Gordon University, University of Aberdeen, Opportunity North East, Energy Transition Zone Limited, and Aberdeen & Grampian Chamber of Commerce. Funding support has been provided by the Scottish Funding Council.



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# Programme Terms and Conditions

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All teams entering the Regional Startup Accelerator will be required to abide by the terms and conditions set out in this document. There are two sets of terms outlined – one for the **competition phase** which applies to all applicants and another for the **accelerator phase** which applies to all those selected for the programme including the bootcamp.

## Definitions for Terms and Conditions

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The following definitions shall apply across both sets of terms and conditions:

- **“Alumni”** – refers to any student having received a formal qualification from RGU (including formerly RGIT) and any other higher education institution;
- **“Applicants”** – refers to the collective group of individuals applying for the competition as a team;
- **“Company”** – refers to the enterprise set up by teams applying for the programme which is formally registered at Companies House;
- **“Competition”** – refers to the annual Regional Startup Accelerator Programme;
- **“EIG”** – refers to the Entrepreneurship and Innovation Group of Robert Gordon University who facilitate and manage the Regional Startup Accelerator Programme and competition;
- **“Funder”** – refers to the Scottish Government and the North East Economic Recovery and Skills Fund (NEERSF) which has provided funding for the Regional Startup Accelerator;
- **“Judges”** – refers to individuals both external and within EIG with a role of selecting finalists;
- **“Lead Applicant”** – refers to the member of the founding team who shall be the primary contact for the application and must reside in Aberdeen City or Aberdeenshire;
- **“ONE TechHub”** – refers to the Opportunity North East TechHub in Schoolhill run by ONE Codebase registered under SC437306 which is based at ONE Tech Hub, Schoolhill, Aberdeen, AB10 1FR. The building is run in partnership with RGU and where our co-working space Startup Station is based;
- **“Opportunity North East”** – refers to the Opportunity North East Ltd, a Scottish company registered under SC520110 with its principal offices at 11 Queens Gardens, Aberdeen, AB15 4YD and are strategic partners with the Regional Startup Accelerator;
- **“Region”** – refers to the North East of Scotland geographical area which includes Aberdeen City and Aberdeenshire and all premises and residences with postcodes starting with ‘AB’;
- **“RGU”** – refers to Robert Gordon University, a Scottish charity registered under SC013781 with its principal offices at Garthdee House, Garthdee Road, Aberdeen, AB10 7QB;
- **“Staff”** – refers to any person with a current contract of employment with RGU;
- **“Student”** – refers to any current enrolled student with RGU or another higher education institution;
- **“Team”** – refers to the individual or group who apply for the competition with an idea.

# Competition Terms and Conditions

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## 1. Eligibility

All applicants to the Regional Startup Accelerator must meet the following eligibility criteria:

- 1.1. The lead applicant, who must be a founder of the business, must define their permanent residence as being in the North East of Scotland with an Aberdeen City or Aberdeenshire with a 'AB' postcode, this will include individuals in the region who have not studied or worked at RGU. This will include:
- 1.2. The business must intend to operate and create impact in the North East of Scotland.
- 1.3. The business must be early-stage and have the intention of registering an entity (as a company, social enterprise or otherwise) as a result of the programme.
- 1.4. The business must be early-stage and must not have raised more than £100,000 in investment or revenue.
- 1.5. The business must intend to have at least one founder working on the business full time within twelve months of the end of the programme.

## 2. Judging Criteria

The judges shall consider the following factors and inclusion policies in making decisions.

- 2.1. Applications will be scored based on the quality and clarity of the applicant's explanation of the problem, idea, innovation, business model and team. Judges shall have discretion over how they score applications and will be trusted to use their expertise to evaluate the quality and clarity of the applications.
- 2.2. Applications will be considered through a lens of inclusion to ensure places are allocated to those who would gain the most benefit from the programme. This will include, but is not limited to, individuals who are not in full time or permanent employment or education, individuals have been made redundant or are at risk of redundancy, or individuals who face significant barriers to traditional employment where entrepreneurship may be a better option. These barriers may include having a disability, being a parent or carer, lack of access to further or higher education, or being a care leaver.
- 2.3. Applicants may only enter the Competition each year with the same idea a maximum of three times in total. Any unchanged applications which have been submitted and rejected three times will not be considered by the judges.
- 2.4. Applications from previous participants who completed the RGU Startup Accelerator or RGU Innovation Accelerator will not be eligible to re-apply with the same idea.
- 2.5. Team applications will be accepted and are encouraged. Only one member of the team must satisfy the conditions of eligibility under Clause 1. That team member must be a founder of the business and will be named as the Lead Applicant and all other members of the team must be individually named. The Lead Applicant will be the point of contact and the assumed prize winner (if applicable), unless otherwise agreed in writing to the Head of Entrepreneurship and Innovation. The same business idea cannot be entered by a person both individually and as a member of a team. Judges will not consider ideas where the Lead Applicant is not a founder of the business and is part of the application for the purposes of satisfying the eligibility criteria.

- 2.6. Applicant must either own or have the right to use and to commercially exploit all intellectual property rights, including know-how, related to/involvement in the business idea on which they base their application. EIG and judges will have the right to require any participant to the Competition to provide evidence of the right to use and to commercially exploit intellectual property rights. Failure to provide such evidence may have a detrimental effect on the eligibility of the participant to progress in the Competition and judges will have the right not to consider the applicant on these grounds.
- 2.7. EIG reserve the right to make decisions on whether an application fits the criteria or amend any aspect of the criteria if required.

### 3. Application

- 3.1. Applications must be submitted online through the web link at [www.rgu.ac.uk/accelerator](http://www.rgu.ac.uk/accelerator) using the F6S platform in full in each part.
- 3.2. Applications should include a summary as well as a clear and detailed explanation of the problem, idea, market potential, business model and team with appropriate evidence provided when requested.
- 3.3. The deadline for applications shall be 23:59pm GMT / UTC on Sunday 16<sup>th</sup> January 2022. Late or incomplete applications shall not be accepted and EIG and/or RGU shall have no responsibility for applications lost or delayed in submission.

### 4. Judging

- 4.1. Stage one of judging shall involve the EIG screening applications for eligibility, and completeness, before applications are issued to judges for scoring.
- 4.2. Stage two of judging shall involve applications being allocated in to judges who will read, score and provide feedback to determine which teams will be offered a place on the bootcamp.
- 4.3. Stage three of judging shall take place after the bootcamp involve judges meeting to consider the summary, full application, judges scoring, bootcamp performance and bootcamp pitch to determine which teams will be offered a place on the programme.
- 4.4. An invite to join the bootcamp does not guarantee a place on the programme. Applicants must attend and actively participate in the bootcamp to be considered for the full programme.
- 4.5. Judges shall be bound by confidentiality and applicants may not contact any member of the judging panel in relation to the competition. Any unauthorised contact shall be considered as an attempt to influence the judging process and will result in immediate disqualification.
- 4.6. In the event of a tie between applications, or judges are unable to come to a decision on application alone, then the judges may decide to initiate a judges interviews. Participation in an interview stage is compulsory for all teams that are asked, and any teams not willing to participate will not progress in the competition.
- 4.7. All decisions made by judges are final and there will be no opportunity to appeal.

## 5. Data Protection and Use of Information

- 5.1. All applicants through entering the competition agree voluntarily and without compensation to authorise RGU to hold data, and publish information regarding the application, including business or idea name, founders' names, idea summary, and photographs, images or videos relating to the business or founders submitted with the application.
- 5.2. Individual's personal data shall be collected and processed for the purposes of running the competition which will include name, e-mail address, address, phone number, relationship with the university, age, gender identity, nationality, date of birth, disability, ethnicity, employment status and photograph. Personal data will be processed and stored in accordance with provisions in the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018.
- 5.3. Data submitted voluntarily by applicants shall be shared with judges and stored internally for the purposes of administering the competition. EIG may share data with RGU, sponsors, funders and any other party that the EIG deems necessary for the purposes of operating or promoting the competition but shall not share any data with third parties for any marketing purposes.
- 5.4. All information collected by RGU will be kept confidential and only used for the purposes of running the competition. Only a limited number of individuals including the EIG team and selected judges will have full access to application information. Any other use of the information provided or external promotion shall require applications to be anonymised or require the written permission of the applicant.
- 5.5. EIG reserve the right to contact all applicants with regards to the competition or additional support opportunities, or use information provided for reporting or publicity with regards to entrepreneurship activities at RGU.
- 5.6. The applicant acknowledges that RGU is a public authority under the terms of the Freedom of Information (Scotland) Act 2002 and has statutory obligations to disclose certain information if requested. Both parties agree to indemnify each other in respect of any unauthorised disclosure or other processing of personal data.



# Accelerator Terms and Conditions

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The following terms and conditions detail the rights, duties and obligations of the participants and participating organisations (hereafter “you”) and Robert Gordon University (hereafter “the University”) during the Regional Startup Accelerator Programme 2022.

These terms sit alongside the Application Terms and Conditions, and in the case of ambiguity or contradiction, these accelerator participation terms shall take precedence. Through participating in the Regional Startup Accelerator Programme, you accept both the Competition Terms and Conditions and Accelerator Terms and Conditions and shall at all times comply with all applicable legislation and University policies. This forms a contract between you and the University.

## 1. Programme Details

- 1.1. Participants on the programme shall be provided with the following benefits as part of the competition prize:
  - i. Opportunity to access and participate in all activities and sessions as part of the regional RGU Startup Accelerator programme;
  - ii. Access to limited seed funding at the discretion of the EIG, in which the University shall expect no equity or repayment (except in the case of a breach of terms or misuse of funds);
  - iii. A schedule of free skills development sessions with a range of speakers to enhance venture growth;
  - iv. Occupancy of a free city-centre co-working office space for an incubation period including facilities such as meeting spaces, printing, kitchen, and internet access as long as this facility is open and available under Government guidelines;
  - v. Opportunity to present at a final showcase event for prizes and potential introduction to investors;
  - vi. Direct mentoring from members of EIG or external industry mentors during the course of the programme;
  - vii. Invitations and participation on a range of events, collaborative working or networking activities to help connect founders with the entrepreneurial ecosystem;
  - viii. Access and use of communications tools, such as Microsoft Teams for the duration of the incubation period.
- 1.2. Participants in the programme shall have access to resources for a full year, even after the showcase event and training sessions have concluded in May 2022.
- 1.3. All participants accepted to the regional RGU Startup Accelerator Programme shall be expected to attend all sessions, which would run from 22<sup>nd</sup> January 2022 – 12<sup>th</sup> May 2022. Dates and times of compulsory sessions shall be outlined in the information pack, website and e-mailed to all participants. EIG reserves the right to adjust the dates if and when required and expect compulsory attendance with reasonable communication provided.
- 1.4. Sessions for the accelerator shall typically run on Tuesday and Thursday evenings or weekends, to allow participants with full time study or work commitments to attend.

- 1.5. Sessions shall be delivered in a mix of online workshops and face-to-face sessions. EIG shall ensure that all sessions are accessible virtually for those who are unable or uncomfortable attending in-person sessions, however participants are encouraged to attend and engage in face-to-face activities.
- 1.6. For individuals living in the region with personal or financial barriers to engaging in either virtual or face-to-face activities, the University shall seek to provide appropriate support through the Inclusion Team for participants on the programme.
- 1.7. Teams must continue to meet the eligibility requirements of the programme throughout and may be disqualified if their circumstances no longer make them eligible, such as changing residence to outside of Aberdeen City or Aberdeenshire. EIG shall reserve the right to make final judgements on whether individuals or teams can continue on the programme if their eligibility changes.

## 2. Funding

- 2.1. Following successful completion of the initial bootcamp phase with appropriate attendance, active engagement and testing of a viable idea, teams shall be eligible to access a limited amount seed funding each at a level defined by EIG.
- 2.2. Each team must meet with a mentor either from EIG or the external pool to discuss the conditions and process for funding within two weeks of the programme and continue to meet regularly over the duration of the accelerator.
- 2.3. Teams which continue through the programme and pass the key milestones shall be eligible to participate in the final Startup Showcase event where a panel of judges will distribute additional prize funding to selected teams. The allocation and terms of this funding shall be defined by EIG and the judges.
- 2.4. Teams may access funding by having funds transferred to a business bank account. In order to receive funds, teams should designate a formal structure for the project either as a sole trader, partnership, company, social enterprise or otherwise with a dedicated bank account for the project. In exceptional circumstances, teams may make an agreement with EIG for purchases to be made directly by EIG if it is deemed inappropriate for the business to define an entity at that time.
- 2.5. Teams must submit a use of funds request to EIG justifying their proposed purchases for approval before seed funding can be transferred. The funding must be spent exclusively on items or activities which further the aims of the business or reflects and aligns with the original plan in the application form or revisions to the plan made through accelerator learning.
- 2.6. EIG reserve the right to withhold funding until a team demonstrates the achievement of key milestones or if a team withdraws from the programme. The timing of the distribution of funds will be on a team-by-team basis based on their needs and progress and will not be consistent across the cohort.
- 2.7. Funding cannot be used for the personal payment of founders but must be spent on operational or growth costs for the business. All prizes will be final, non-transferable and no cash alternative to in-kind support will be available.
- 2.8. Teams shall be responsible for implementing an accurate system of accounting, ensuring all expenditure of the funding is spent through the business bank account and that all receipts or other statements are retained and recorded.

- 2.9. The Finance Department of the University, University auditors or members of the Startup Accelerator funding bodies including the Scottish Government may at any time request financial details such as bank numbers or VAT status, as well as accurate updates and reports on the use of funds provided, and all teams must comply.
- 2.10. The University reserves the right to withhold further funding, or demand a refund of any monies awarded if a team is deemed to have violated any terms and conditions of the competition or accelerator, violated any University policies or procedures, breached the law or is unable to demonstrate the financial records required by the funding body.

### 3. Facilities

- 3.1. Teams shall have co-working access to RGU Startup Station at ONE Tech Hub, Schoolhill using their access fob (dependant on formal building opening hours or operational restrictions). All members should sign in and out at reception at all times. This access shall be subject to Government guidelines around the use of office spaces based on infection rates of Covid-19.
- 3.2. Participants and guests working in RGU Startup Station or any other space in ONE Tech Hub shall be required to be familiar with and abide by the terms outlined in the RGU Startup Station Welcome Handbook and Code of Conduct for the building. Information on facilities available, fire evacuation, booking spaces and otherwise can be found in the handbook.
- 3.3. Teams may also be expected to attend workshops and sessions at RGU Innovation Station in the Sir Ian Wood Building, Garthdee and must abide by all building policies.
- 3.4. Parking permits for the University, Garthdee shall not be available to Regional Startup Accelerator participants, however the car park can be used without a permit after 4:00pm on Monday to Friday or on the weekends. Disabled parking bays must not be used without the appropriate disabled badge. No parking arrangements are available for RGU Startup Station at ONE Tech Hub, Schoolhill.
- 3.5. Resources such as internet access, printing, presentation screens, stationary, books and more shall be provided at RGU Startup Station, and all participants are required to be respectful in the use of these materials and abide by any communication or notice provided through e-mail, in the handbook or through signage with regards to use of these resources.
- 3.6. The EIG, the University and ONE Tech Hub accept no responsibility for personal items left in the facilities provided, and all teams must ensure the security and safety of their team and devices. All participating teams are individual companies which should have their own policies, procedures, insurance and training for their team with regards to security and health and safety. The University shall provide lockers for personal items and take all reasonable steps to ensure safety of all participants, but the participating teams also have a duty of care for their own members and guests.
- 3.7. The University does not accept responsibility and excludes liability for damage to your property or intellectual property other than through the negligence of its staff and agents. The University shall not be held responsible for any injury or damage to property caused by another student or by any person other than a University employee or representative.
- 3.8. The EIG and the University reserve the right to amend or remove any facilities it sees fit, with notice and justification provided to participants. EIG shall have sole discretion to judge whether a participant or team is misusing facilities and may suspend access or revoke permissions to use any facilities provided.

## 4. Code of Conduct

- 4.1. All participants entering the programme agree to fully engage with the activities, regularly attending, making use of co-working space where possible, and being committed to the development of their business.
- 4.2. All participants will behave in a professional, respectful and fair manner, without any bullying, discrimination, or inappropriate actions towards participants, University staff, guests or visitors which may damage the reputation of the University and programme.
- 4.3. All participants will respect confidentiality and intellectual property guidance with regards to discussing and sharing ideas about fellow businesses on the cohort.
- 4.4. All participants shall abide by the EIG and the University's reasonable instructions and all terms and conditions, policies, procedures and laws provided to them.
- 4.5. All participants must make accommodations around their work, family and study life in advance of the programme to ensure they can fully commit to the development of their business. In addition to scheduled sessions, participants should make allowance for time to work on advancing their business aims.
- 4.6. All participants will ensure that use of facilities, funding and resources shall only be for the purposes of developing the business idea submitted to the competition, and not for any other employment or personal activities.
- 4.7. The University reserves the right to remove you from the Accelerator in the event that your actions or behaviour (including your online conduct) breaches this Agreement or is otherwise deemed unacceptable or unsafe by the University.

## 5. Progress Monitoring

- 5.1. All applicants selected for the programme will be required to demonstrate that their concept aligns with the competition brief. EIG reserve the right to remove teams whose ideas do not fairly meet the competition brief.
- 5.2. Teams will be required to achieve milestones in each phase of the programme from delivering pitches, to providing documentation, to attending progress meetings. EIG will use these milestones to assess the progress of the team and evaluate their performance on the programme. Funding allocation may be dependent on achieving key milestones.
- 5.3. Teams will be requested to track and measure impacts from their activities including financial performance, economic value, environmental impact, reputational achievements and social influence with regards to how well the team's idea is affecting the global challenges.
- 5.4. All teams will be required to annually report back to EIG the impact of their idea including key figures such as external investment or annual revenue as well as jobs created, or awards won. These figures may be required for university or Scottish Government reporting as well as capturing the impact of teams.

## 6. Data Protection

- 6.1. All participants in the programme shall understand that the EIG shall collect, process and store personal data of all founders including name, e-mail address, address, phone number, relationship with the university, age, gender identity, nationality, date of birth, disability, ethnicity, employment status, relationship to the university and photograph for the purposes of administering the programme.



- 6.2. All teams in the programme shall voluntarily and without compensation give permission to the Entrepreneurship and Innovation Group collect, store and publish information about the business including the name, non-confidential descriptions, website addresses, names of founders, logos, or images. This information will be used internally for administering the programme but may be published on a website, shared with donors or funders, mentors, the press, any other party that the University decides in its sole discretion, without further prior notice. An opportunity will be afforded for the selected teams to opt out of this publicity and promotion.
- 6.3. All participants in the programme shall consent to the image being captured throughout the process. Any image, video or audio recording of participants, such as from live streams from sessions or videos of pitches, shall primarily be used internally for the operation of the programme. The University reserves the right to capture promotional images and video which may be used internally or externally for the promotion of Innovation projects or the University. Participants will have the opportunity to opt out of this publicity and promotion.
- 6.4. Personal data will be processed and stored in accordance with provisions in the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018. Personal data shall not be sent to third parties besides the EIG and competition judges unless anonymised or written permission is provided by the founders.
- 6.5. The applicant acknowledges that RGU is a public authority under the terms of the Freedom of Information (Scotland) Act 2002 and has statutory obligations to disclose certain information if requested.
- 6.6. All applicants agree to not disclose any confidential or commercially sensitive information obtained or disclosed to them during the competition.
- 6.7. All participants agree for the EIG to use their submitted e-mail for communications related to Innovation at the University and the Startup Accelerator Programme, and where required, use this e-mail to set up accounts with communications platforms used by the programme.
- 6.8. Both parties agree to indemnify each other in respect of any unauthorised disclosure or other processing of personal data.

## 7. Complaints

- 7.1. Where a participant has a grievance or complaint about the programme, they should first raise this with a member of EIG, or Chris Moule, Head of Entrepreneurship and Innovation at the University on [c.j.moule@rgu.ac.uk](mailto:c.j.moule@rgu.ac.uk) for an initial response.
- 7.2. If you feel that you have been unfairly treated, or that the University has not adhered to its own policies, the University has Complaints Procedures in place. Where a complainant has exhausted the University's internal processes, they are then entitled to take the complaint to the Scottish Public Services Ombudsman.

## 8. Withdrawal

- 8.1. All participants or teams have the right to withdraw from the Startup Accelerator Programme through providing written notice to Chris Moule, Head of Entrepreneurship and Innovation at Robert Gordon University on [c.j.moule@rgu.ac.uk](mailto:c.j.moule@rgu.ac.uk) providing the reason for withdrawal, agreement from all individual team members and financial information regarding the use of seed funding.

- 8.2. The EIG may decide to remove teams or participants from the programme should they violate the terms and conditions, Code of Conduct, University or facility policies, or the law. Initial warnings shall be provided where possible, but serious breaches may result in immediate removal.
- 8.3. Teams who withdraw or are removed from the programme shall have access to resources and facilities revoked and the University reserves the right to ask for any seed funding provided to be refunded if the team has not been able to meet the terms outlined or the original business plan in the application.
- 8.4. In the event that founding members of participating teams change, the lead applicant shall retain the access to the Startup Accelerator programme with the idea originally submitted. First mentors from EIG must be consulted on any significant team or idea changes. If the lead applicant chooses to withdraw from the team, they must inform the first mentor and submit in writing the transfer of the business idea to fellow co-founders to Chris Moule, Head of Entrepreneurship and Innovation at Robert Gordon University on [c.j.moule@rgu.ac.uk](mailto:c.j.moule@rgu.ac.uk)
- 8.5. In the event that for personal, medical or wellbeing reasons a participant needs to withdraw, EIG may consider a deferral to allow the participant to join again as part of a future cohort in the event the original business plan is revised and remains accurate.

## 9. General Terms

The following terms apply to both the competition and accelerator phases.

- 9.1. The EIG and the University reserve the right to amend, alter or cancel the competition and accelerator programme without prior notice.
- 9.2. The RGU Startup Accelerator Programme and the University shall not be liable to any applicant or participant in the competition for any costs, expenses, loss and/or direct, indirect or consequential damages incurred or arising out of the amendment, alteration or deletion of the competition of its terms.
- 9.3. Through submitting an application and any financial details or reporting, all applicants and participants confirm that information provided shall be honest, accurate and true and they shall comply with all applicable laws, regulations and statutes relating to anti-bribery including, but not limited to, the Bribery Act 2010.
- 9.4. This competition, accelerator and the terms and conditions are governed by Scots Law and subject to the jurisdiction of the Scottish Courts as regards to any claim or matter arising under this contract.
- 9.5. The University agrees to apply its rules fairly and consistently to all participants and give you adequate notice of any substantial change to the Startup Accelerator programme, including amendments or alterations these terms and conditions, which the University may need to change at any point.
- 9.6. EIG reserves the right to disqualify any applicant or participant if they reasonably believe that they have breached any of these terms and conditions.
- 9.7. EIG reserves the right to amend or alter these terms and conditions at any point.
- 9.8. Any queries relating to this Agreement should be directed in writing by email to Chris Moule, Head of Entrepreneurship and Innovation, Robert Gordon University at [c.j.moule@rgu.ac.uk](mailto:c.j.moule@rgu.ac.uk)





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