

BORN TO BE

The Deutsche Bank youth engagement programme

Life in the lead-up to graduation can be daunting at the best of times, not least for students of the arts. Finding your path as a creative professional can be a confusing and risky process.

At Deutsche Bank we believe that being able to articulate your vision within a professional context is an invaluable skill that can turn talent into career success. For 21 years, the Deutsche Bank Awards for Creative Enterprises have offered training to thousands of students in their final year of study, helping them develop business plans for life after art school.

15 winning individuals and groups will go on to receive £10,000 in start-up capital to realise their business plan, along with business training and a mentor - to support graduates in their first year as creative entrepreneurs.

Deutsche Bank Awards for Creative Enterprises Applications 2014

WHO IS ELIGIBLE?

If you are a graduating student from a relevant department of a participating college, and if you intend to follow a freelance career or develop a specific project then you are eligible to apply. Students leaving to go into full-time work with established companies or continue in full-time study are not eligible. For further details on entry requirements at your college, contact your college administrator (see overleaf for contact details).

APPLICATION DETAILS

Please print out this page and affix to your business plan.

If you are unsure about any aspect of the award, the application process or your eligibility please contact the coordinating office within your college (see overleaf). Dates for final interviews will be decided and communicated to applicants by the individual colleges.

Date submitted:

Award applying for:

College:

Qualification on graduation:

Name:

Company name:

Email:

Website:

Address:

Mobile:

Referee:

GUIDANCE ON PROJECT PROPOSALS AND BUSINESS PLANS

We recommend that you attend the classes/workshops on business and project planning offered in your college in advance of preparing and submitting your plan. As guidance, your project proposal or business plan should include:

1. Project summary, including objectives and method.
2. Detailed statement: provide a full description of the project. You need to give detailed information about the context, the objectives and exactly how they will be achieved.
3. Budget: provide details of your budget for the year under the headings 'Costs' and 'Income'. Figures should be as realistic as possible.
4. Results: explain how you will measure the success of your project.
5. Experience: provide details of any relevant experience highlighting your suitability for leading this particular project, attaching a CV if appropriate.

Supporting visual material such as photographs and illustrations should be provided where relevant.



The Awards, which have been running for 21 years, are part of *Born to Be*, Deutsche Bank's youth engagement programme in the UK. It is committed to helping the next generation to develop the skills they need to succeed in life.

For more information about the programme and other projects that Deutsche Bank supports please visit:

db.com/borntobe [fb.com/dbborntobe](https://www.facebook.com/dbborntobe) [@dbborntobe](https://twitter.com/dbborntobe)



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For more information, enterprise learning resources and sample business plans, visit: dbawards.db.com