

## Here, you can find answers to many popular questions about our global Battle of Minds competition.

### ➤ **How do I register?**

Go to [bat-battleofminds.com](http://bat-battleofminds.com) and fill in the form online. You will get an email welcoming you to Battle of Minds within 72 hours.

### ➤ **I have filled in the online form but have not received the email within 72 hours. What should I do?**

If you do not receive a confirmation email within 72 hours, please check your spam and junk folders. If nothing has arrived, you should email us at [battleofminds\\_russia@bat.com](mailto:battleofminds_russia@bat.com) to ensure successful registration.

### ➤ **Who can apply?**

Applications are open for 18+ students (20+ in Japan and Uzbekistan) in all years of study (Bachelor's and Master's degrees) including one year out of study. Your degree can be within any subject, but you'll need to be from one of our participating countries. We cannot accept entries from people who are already working at BAT, family members of those working at BAT or former employees of BAT. For further information on who can apply please see our Terms & Conditions.

### ➤ **What are the benefits of entering as an individual?**

Entering as an individual allows you to demonstrate your strengths and us to recognise your achievements. It proves to us you're capable of bringing your own ideas to life in ways that will deliver commercial value. If you reach our regional finals and/or global final, you will then join other local winners to show us how well you collaborate in a team.

### ➤ **How important is the video submission in this year's global Battle of Minds competition?**

The video is EXTREMELY important. It is not merely a vetting criterion, but will have significant influence in determining your chance of advancing to the final rounds of the competition.

### ➤ **What are the requirements for video submissions?**

Entries can be in your local language, but please bear in mind that our regional and global rounds will be held in English. Your video must be under three minutes and no more than 500MB. Please use mp4 or mov file formats.

### ➤ **Do I need to upload a written version of my business plan?**

Yes, definitely! It will be essential to the judging process, so you must submit it alongside your business pitch video. This should be submitted as a pdf, doc or docx and no more than 2,000 words.

- **If non final-year students apply, does this mean that they cannot participate in future editions of Battle of Minds or will this otherwise hurt their credentials while they seek for a job afterwards?**

NO. Non-final year students can apply again in future editions immaterial of their performance in this year's competition and it will have no bearing on their future status as job-seeking graduates.

- **Why does Battle of Minds still remain an exciting opportunity for final year students?**

Final year students can use global Battle of Minds as an exciting and unique way to showcase their skills and expertise to BAT. In addition to this, taking part will give students an advantage when aiming for our Global Graduate program due to the opportunity to complete an internship with us for 3-6 months.

- **What language should I submit my entry in?**

Entries can be submitted in your local language, however the regional and global rounds will be held in English.

- **If I have a question about the competition, how long will it be before I receive an answer?**

If you have emailed us at [battleofminds\\_russia@bat.com](mailto:battleofminds_russia@bat.com), we will respond to you within three business days.

- **What is the judging criteria?**

Your idea should demonstrate the crucial parts of a business plan: *Market research; Product development; Supply chain; Marketing strategy (including digital marketing); Financial projections; Communication and people skills; and Persuasive techniques*. It should be innovative, thought provoking and presented in a way that creates intrigue and confidence in what you are proposing. Overall, your entry will be judged on six core areas:

- **Strength & originality of idea** - How creatively does your idea solve the unique needs of its audience?
- **Depth of research** - Is your idea based on a solid understanding of your market from a customer and competitor point of view?
- **Business feasibility** - Do you have a realistic business model that could successfully operate in your market?
- **Business plan quality** - How well have you considered how to fund your business and projected its profitability?
- **Marketing of idea** - How have you branded your product and what marketing channels have you used?
- **Presentation skills** - How confidently and articulately have you pitched your business plan in your video entry, face-to-face individual and team presentations?

You will also be awarded extra points by judges at different stages of the competition based on:

Local online judging round

- o **Influence & votes** – The number of votes your business plan receives on our video hub after you've shared it on your social media channels.

Local 'in person' judging round

- o **Q&A** – How well you demonstrate your business knowledge and react to questions under pressure when face-to-face with our judges.

Regional judgement round

- o **Q&A** – How well the three of you perform in front of judges as a team. Giving answers that consider and complement each other's points.

**➤ How will I progress at different stages?**

After submitting your competition entry, you will be judged and progress in the following ways:

**Local Competition (selection round - Nov-Dec)** – The individuals with the best videos will reach the local final.

**Local Competition Final (Nov-Dec)** – Three individuals from the previous round will progress to regionals together as a team.

**Regional Finals (Jan-Feb)** – The three best teams in regionals will progress to Global Finals.

**Global Finals (Mar 30 - Apr 3)** – We will organise visas for the three winning regional teams to travel to London for the Global Finals.

**➤ What are the timelines for each step of the competition?**

Battle of Minds is open from 17 September. You will begin working on all stages of your entry from this date and must submit your finished entry before 17:00 GMT on 25 October 2019. Voting will take place between 5 November and 12 November. The judging will then start in mid-November with local winners announced across November and December. Those with the most votes are then invited to our regional event. This will be held between 2 January and 14 February 2020 and will decide who will go head-to-head in London. Following this, our global judging event will take place in London between 30 March and 3 April 2020 – determining our global winning teams.

**➤ How do I delete my entry?**

Email [battleofminds\\_russia@bat.com](mailto:battleofminds_russia@bat.com) and request details to be deleted from our system.

**➤ Who should I email if I experience a technical issue while using the website?**

Email [battleofminds\\_russia@bat.com](mailto:battleofminds_russia@bat.com) and provide details on the issue you're experiencing. We will respond to you within three business days.

We hope you have all the information you need from these FAQs, but if your question hasn't been answered, please email [battleofminds\\_russia@bat.com](mailto:battleofminds_russia@bat.com) and we'll do our best to help.