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(For office use only)

### Summary and Background

Please note: You will NOT be judged on the public summary or the background. The public summary is purely to be made public at the prize giving ceremony and in WestFocus publications and media releases if you are a finalist. We recommend you write a very basic overview and DO NOT reveal any sensitive information within this field, as it will be made public.

<p><b>Public Summary:</b> (What is your idea?)</p>	<p>Kingston Pub Culture helps Kingston students to find their ideal pub experience by providing local reviews, information on costs and specials, and a calendar of events.</p>
<p><b>Inspiration:</b> What was the inspiration for your idea?</p>	<p>We got to know one another while hanging out at the pub after class, and we quickly found our common thread: we love chatting at the pub over a few pints, but we hate being blindsided with high prices and bad atmospheres. We realised that there is a pub for everyone but not every pub fits, and so Kingston Pub Culture was born.</p>

### Bright Ideas Entry

You should answer these questions with the help of the guidelines document, where the content of each section is expanded upon.

<p><b>1) Elevator Pitch</b></p> <p>Provide a short summary of your idea, intended to impress a potential investor – 100 words maximum</p>	<p>Pub culture is unique to the United Kingdom, and pubs are prime venues for socialising. But with dozens of pubs in Kingston – each with its own appeal – it can be difficult for students to plan the social experience they want when they want it.</p> <p>Kingston Pub Culture makes it possible for students to find their ideal pub by offering a one-stop online service with pub reviews from the <i>student</i> point of view, as well as an area-wide calendar of events and specials to help students choose the pub atmosphere that appeals to them without breaking their budgets.</p>
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<p><b>2) <u>The need or problem you are addressing, and the target group</u></b></p> <p>Provide key information about the problem or need you have identified, and the market or group of people who experience the problem. Who will buy / use your product or service?</p>	<p><i>'Need' addressed above.</i></p> <p>Our primary target market is the student population in Kingston upon Thames. There are over 22,000 students at Kingston University and a further student population at Kingston College. We also intend to serve students who commute to other schools but reside in Kingston area and recent graduates living on a tight budget.</p> <p>It goes without saying that a large number of students like to socialise over food and drinks. One can easily see this by scanning the pub crowd on any given night. Nevertheless, we have all been to pubs that we did not enjoy, or we have had to pay unexpectedly high prices, which put a damper on our social experiences. With well over 20,000 students in the Kingston area, we know there will be a large market of people interested in knowing what events and specials are going on at Kingston's pubs in order to limit the possibility of having a bad night out.</p> <p>While our target market is made up of students, our service is completely free to them. We intend to generate income by selling advertising space to pubs featured on our site, local businesses, university clubs and the student union, and other businesses geared towards students (e.g. Student Travel Association, National Union of Students). We also intend to hold raffles for pub vouchers at Kingston University's trade fairs.</p>
<p><b>3) <u>The product/ service</u></b></p> <p>Provide an outline of the product / service or project and how it meets the identified needs. How does it work? What are its key features and how does it benefit the target market?</p>	<p>In short, Kingston Pub Culture is a website that provides pub reviews and event information for students. We benefit our market by helping them limit the possibility of having a bad night out and by helping them choose their ideal pub atmospheres. We hope to sell advertisement space to other companies who wish to reach our same target market.</p> <p><b>Unique Selling Point</b></p> <ul style="list-style-type: none"> <li>◆ We have a specific focus on the Kingston area</li> <li>◆ We appeal to the student point of view</li> </ul>

	<ul style="list-style-type: none"> <li>◆ We promote pub culture and social experiences</li> <li>◆ We will have a well-organised site with search features</li> <li>◆ We will have a standard scale for each pub review</li> </ul> <p><b>Other Pub Review Services</b></p> <ul style="list-style-type: none"> <li>◆ They are broad, covering all of London</li> <li>◆ They have no specific user in mind</li> <li>◆ They do not always account for social experiences</li> <li>◆ Their sites tend to be unorganised and difficult to navigate</li> <li>◆ They have no standard means of reviewing and often rely on user-submitted reviews</li> </ul>
<p><b>4) Alternatives &amp; Competitors</b></p> <p>Who are your competitors? Explain how your product or service is different from what is already available in the market. Why should your customers buy from you, rather than your competitors?</p>	<p>We have no <i>direct</i> competition because no companies provide the same unique selling point as Kingston Pub Culture. There are online pub review sites, but none have both a student and Kingston-area focus.</p> <p><b>Competitors</b></p> <p>Some of the existing pub review websites are Beer in the Evening, London View, and Visit London. Most of these (with the exception of Beer in the Evening) focus on many attractions other than just pubs and bars. None of them focus on the Kingston area with a student point of view.</p> <p><b>Potential Collaborators</b></p> <p>Kingston People is a Kingston-based website that reviews local businesses, including pubs. They are not a competitor because they rely on user-generated content, which can lead to an uneven rating standard. It would be possible for us to collaborate with Kingston People by exchanging publicity opportunities.</p> <p>Kingston First, which lists most of the businesses in the Kingston area, is another potential collaborator as we could have our business linked on their website.</p> <p>Pubs in Kingston and the Kingston University student union can eventually become collaborators by providing us with</p>

	<p>vouchers to give to students. They are also great locations for us to publicise our service.</p>
<p><b>5) Market entry</b></p> <p>How will you attract your first customers? How will your product/service be made available or distributed to your target market/audience? What longer term plans do you have?</p>	<p>Our first customer is the student. We understand that we will be unable to sell any ad space without first getting traffic on our website. We will target students with a publicity campaign (video, raffle at Trade Fairs, flyers passed out on campus, posters hung up in pubs and local businesses, Facebook and Twitter to reach Kingston students online, links on collaborators' websites, etc.) before approaching possible advertisers. Our publicity campaign will take place during the majority of February 2011. During this time we will be 'blitzing' to review as many pubs as possible, with intentions of having 20 pubs on our site by the beginning of March 2011.</p> <p>We intend to sell space to advertisers that want to reach the student market, and we will do this by showing the pull we have with students in Kingston. We want to begin selling ad space by March 2011, and we hope to sell at least 20 ads by the end of April 2011. By the end of April 2011, we hope to have 40+ pubs reviewed on our site.</p> <p>In the future, we want to expand our area to cover other towns in the Kingston area, such as Surbiton, Hampton Wick, and Richmond.</p>

Bright Ideas Entry section word limit: 1,000 **maximum**. (The word count for the downloaded form, including terms and conditions, amounts to 1,987).

### Submission Details

**Submission deadline: 5pm, Monday 13 December 2010.**

This entry form should be read in conjunction with the attached Terms and Conditions.

Submit the form through the WestFocus website, using the 'Register Now' button.

Problems with the form or submission ? Email: [entrepreneurship@westfocus.org.uk](mailto:entrepreneurship@westfocus.org.uk)

You may enter as an individual and as part of any number of teams of up to 6 people. If you make more than one team entry, yours can only be the lead name on ONE of them.

Please give the name of the other members of your team (if applicable) in the box provided on the first page.