



# NHS Clinical Entrepreneur Programme Application Guidance 2024

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# Introduction



## NHS Clinical Entrepreneur Programme

The NHS Clinical Entrepreneur Programme, delivered by Anglia Ruskin University, is the biggest entrepreneurial workforce development programme of its kind. Founded in 2016, the programme supports and equips NHS staff with the entrepreneurial knowledge, skills, and experience to develop their innovations alongside their NHS careers.

### The 12-month programme aims to:

Allow entrepreneurs and creative thinkers to pursue their innovation without having to leave the health service.

Support the healthcare workforce to develop and scale their most innovative ideas for the benefit of patients, staff and the wider NHS.

Develop the skills, knowledge and experience needed to successfully develop and spread innovative solutions to the challenges facing the NHS.

Provide a wider benefit to economic growth through inward investment in the health, social care and life science sectors.

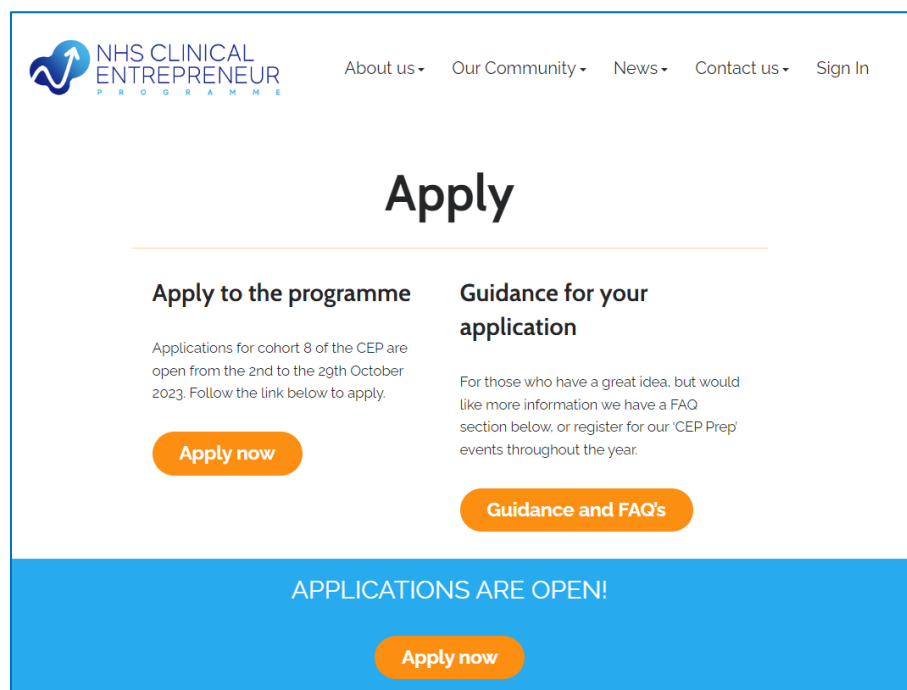
# Key application dates – Cohort 9

## NHS Clinical Entrepreneur Programme



# How to apply

## NHS Clinical Entrepreneur Programme



The screenshot shows the homepage of the NHS Clinical Entrepreneur Programme. At the top left is the logo. To its right are navigation links: "About us", "Our Community", "News", "Contact us", and "Sign In". The main heading is "Apply". Below this, there are two columns of text. The left column is titled "Apply to the programme" and contains the text: "Applications for cohort 8 of the CEP are open from the 2nd to the 29th October 2023. Follow the link below to apply." Below this text is an orange button labeled "Apply now". The right column is titled "Guidance for your application" and contains the text: "For those who have a great idea, but would like more information we have a FAQ section below, or register for our 'CEP Prep' events throughout the year." Below this text is an orange button labeled "Guidance and FAQ's". At the bottom of the page, there is a blue banner with the text "APPLICATIONS ARE OPEN!" and an orange button labeled "Apply now".



The screenshot shows the "NHS Clinical Entrepreneur Programme Cohort 8 Applications" page. At the top right, there are navigation links: "SIGN IN" and "REGISTER". The main heading is "NHS Clinical Entrepreneur Programme Cohort 8 Applications". Below this, there is a "Deadline" section with the text: "Sunday, October 29, 2023 at 11:55 PM". Below the deadline is a "Description" section. To the right of the main content, there is a sidebar with the NHS Clinical Entrepreneur Programme logo and an orange button labeled "APPLY". Below the main content, there is a section titled "NHS CLINICAL ENTREPRENEUR PROGRAMME COHORT 8 APPLICATION" and a section titled "Introduction and Background" with the text: "Established in 2016, the NHS Clinical Entrepreneur Programme supports healthcare staff to develop entrepreneurial skills, knowledge and experience needed to successfully develop ideas, innovations and startups within the NHS, for the benefit for patients, the public, and the wider NHS."

You will need to create an account on our application portal to apply. For this you need provide a valid email address and your first and surname.

# Completing the application

## NHS Clinical Entrepreneur Programme



### READ THE FAQ's

Make sure you read our FAQ before beginning they can be found at [www.nhscep.com/apply-now](http://www.nhscep.com/apply-now)

### USE A VALID EMAIL

Make sure you set your account up with a valid and used email address – we will use this address to contact you

### CHECK YOU ARE ELIGIBLE

We cannot take applications from people who DO NOT WORK as part of the NHS workforce

### KEEP YOUR ANSWERS CONCISE

You have generally a 200 limit word count. Keep it clear avoid jargon

### COMPLETE ALL SECTIONS

You need to complete all required questions. If they are not complete your application will not be considered

### VIDEO PITCH

Don't forget to enable sound! You can re listen and record as many times as you like so make sure you check your final recording.

# Don't forget..

## NHS Clinical Entrepreneur Programme



There are resources on the website to support you through each question – they can be found on the apply now page



This application is for you as an individual. If you have a colleagues, partners or co-founders working on the same innovation or idea (and that is also part of the NHS workforce) they will need to submit their own application. We will not accept any joint applications.

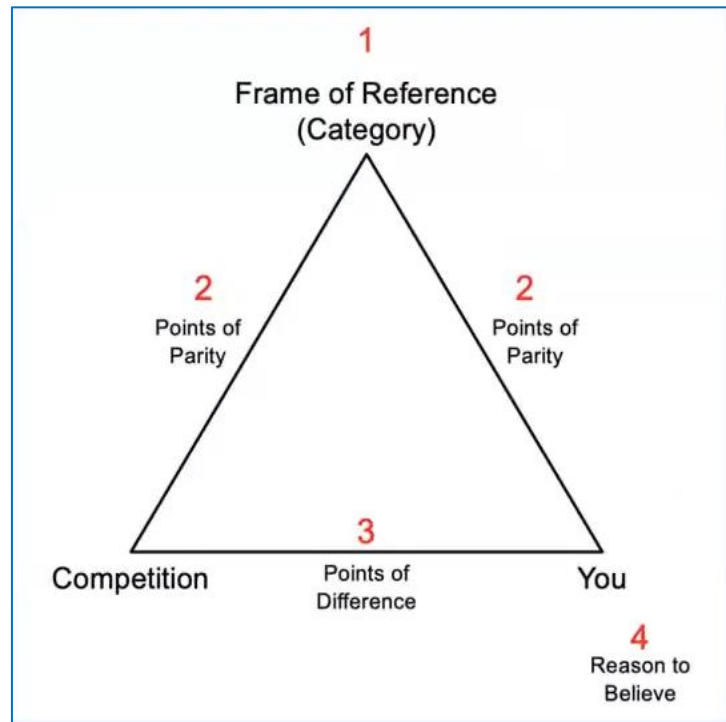


Make sure you have your letters of support ready! These need to be loaded as part of your application before it closes.

# Pitching Hints and tips

## NHS Clinical Entrepreneur Programme

Tips first interaction to make the other party interested, class this as a 'first meeting' the pitch just needs to enough to establish relevance and interest, details can follow in a second meeting. A useful tool for this is the following diagram:



Check List:

- 1) Have you provided something
  - a) Desirable to a customer
  - b) Differentiated from a competitor, and
  - c) Deliverable
- 2) What is the frame of reference
- 3) What are your points of parity
- 4) What are your points of difference
- 5) What is a customer's reason to believe.

# Pitching Hints and tips

## NHS Clinical Entrepreneur Programme



For \_\_\_\_\_ (Target customer)  
\_\_\_\_\_ ( the new brand) is  
\_\_\_\_\_ (main Point of difference) among  
\_\_\_\_\_ (Frame of reference) because  
\_\_\_\_\_ (Reason to believe)



### DHL Example:

- **For** Business managers and professionals engaged in making time sensitive decisions about international business,
- **DHL Is**
- The **most punctual** service among
- **Professional courier companies**
- **Because** its pickup, transportation and delivery system is wholly owned and managed by DHL personnel

# Pitching Hints and tips

## NHS Clinical Entrepreneur Programme

This is the method Pixar used when pitching a new idea.

### The Pixar Pitch

Once upon a time...

Every day...

One day...

Because of that...

Because of that...

Until finally...



Finding Nemo – what is it about ?

**Once upon a time...** a little fish and his dad lived in the ocean

**Every day ...** The little fish and his dad argued as he wanted to go out swimming and his dad said it was dangerous.

**Once day ..** The little fish went out and got lost in the ocean

**Because of that..** The dad had to go find him

**Because of that..** They had lots of adventures and bonded

**Until finally..** they got home and had a healthy relationship about what nemo was allowed to do..

Family dynamics that's what the movie is about (it's not about fish!) this technique give you a human story.. So, apply this to your idea.

- **What the situation without your innovation /idea or project?**
- **What is the situation will your innovation/idea or project?**

# Contact us

## NHS Clinical Entrepreneur Programme

Let's talk. If you have a question, please use the contact information below and we will get back to you as soon as possible – thank you!

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Website: [www.nhscep.com](http://www.nhscep.com) or use the QR code.



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