

# Plain English Terms for HouseMark Evolve

The team at HouseMark Evolve has put together a condensed, plain English version of our Official Terms for your convenience. This is not a legally binding document and you should refer to the full terms and conditions for further details.

## Introduction

HouseMark Evolve is a business accelerator programme from HouseMark Ltd and L Marks, along with a number of partner organisations (see full list below). No more than six companies will join the programme. Participants will be challenged to develop products and services that will shape the future of the social housing sector.

## Partner Organisations

A number of leading UK social housing providers are involved in the programme through HouseMark Ltd. These are:

- RHP – who will host the programme in their offices
- Flagship Group – who are sponsoring the Engaging People category and will therefore have additional input into it and work more intensively with the team in this area.
- London Borough of Camden
- CHP
- Curo
- Metropolitan Housing
- Mhs homes
- Peabody
- Together Housing Group
- Viridian Housing
- River Clyde homes
- Torus
- Whg

The partner organisations will provide mentoring, product validation and piloting opportunities to teams.

## Schedule

- Applications Open: 5<sup>th</sup> September 2016
- Applications Close: 9<sup>th</sup> October 2016
- Pitchers Announced: 2<sup>nd</sup> November 2016
- Pitch-Day: 17<sup>th</sup> November 2016
- Deadline to accept invitation to Programme: 24<sup>th</sup> November 2016
- Accelerator Commences: 5<sup>th</sup> December 2016
- Accelerator Ends: 12<sup>th</sup> December, 2016
- Demo Day: 15<sup>th</sup> February 2017

## Eligibility

Anyone can participate, no matter where you're from. If you are planning to join us from abroad, visa restrictions may apply.

If you're unable to be based in RHP's offices in London for the vast majority of the 12 week programme, this could affect your chances of acceptance, however this should be discussed with the HouseMark Evolve team.

Each team must select a representative who is responsible for registering and applying to HouseMark Evolve.

## Application Period

Applications are open from the 5<sup>th</sup> September 2016 until 9<sup>th</sup> October 2016.

## Application

Your product or service must fit into one of our innovation categories: House building, use of data, repairs and maintenance, digital channels, engaging people and older and vulnerable people.

We'll ask you questions about your team, product and company. We'll also ask you for a video and a pitch deck. We strongly recommend you include at least one of these items.

You can enter more than one application, but they must be substantially different from one another and must not violate anybody else's intellectual property.

## HouseMark Evolve

After an initial screening process, between 15 and 25 teams will be invited to pitch to a panel.

## Selection Criteria

At pitching events, you'll be judged against the quality of your: team, idea, user experience, presentations as well as the market size, commercial potential and fit for the programme.

## Verification of Potential Finalists

The Official Terms ensure the smooth running of the programme. Complying with the Terms throughout the programme will allow you to get the most out of the programme.

## Follow On Funding

Participants on the programme may be able to pitch to L Marks for funding.

## Liability

We can't take responsibility for anything that might go wrong whilst you're participating in the accelerator. Our liability is limited to £100.

## Publicity

We'll take your agreeing to the Official Terms as consent for us to use your name, company name, photograph, etc. for promotional purposes. We will never use this information to portray you or your company in a negative light.

## General Conditions

We're not expecting this to happen, but should something beyond our control arise to undermine the programme, we may have to cancel the programme.

If a participant is found to be undermining the programme or tampering with it in any way, we may disqualify them. We'd never ask someone to leave the programme without first exploring every other alternative.

## Privacy

We respect your privacy and will do all we can to protect it. For more information see our privacy policy.