



JUDGES' COMMENTS

Innovation

The Judges

Geoff Burch
Sales Trainer & Public Speaker

Adam Henson
TV Presenter & Farmer

Nicky Godding
Editor & Co-Owner of the
Business & Innovation magazine

Phil Duff
Business professional with experience in the
international equestrian market

Verity Manners
Co-Owner of Wrag Barn Golf Club

Caroline Summers
Sales Director of The Paperback Shop

Jeevan Thandi
Entrepreneur & creator of Karhoo.com

The Comments

Dulcie Baker – Special Mention

- *Warm, kind and thoughtful. (Geoff Burch)*

Charlie Clarke – Highly Commended

- *Charlie started his business by mending mobile phone screens for friends. This has developed into a business and he has started to re-purpose broken phones with the aim of reducing the number that are thrown away. This isn't an entirely new idea, but he has done his research and is able to operate at a lower cost than established enterprises. He has a website and Instagram page and has ideas for expansion. I think a cash prize will have a large impact on his business. (Verity Manners)*
- *A good idea that has already proved to be working for him. (Geoff Burch)*
- *What Charlie lacked in presentation, he made up for with his concept. There would be a huge market for this and, given that he is already working on this and proved its viability, I can see this taking off. (Caroline Summers)*
- *A really good start-up business that has great potential. There's plenty of competition and not a new idea, but I like the way Charlie is collaborating and building up relationships as well as exploring worldwide opportunities. Impressive. (Adam Henson)*

Honor Clutterbuck – Special Mention

- *A brilliant idea for a diabetic – equipment case and facemask with eye protection. I'd be very interested to see how practical this idea is to develop. (Verity Manners)*

Max Drury – Commended

- *Max has addressed a significant issue in education which is surely in need of a fresh approach. Our age of advanced technology holds that key and Max's idea is worthy of development for the betterment of those still disadvantaged by the conditions it sets out to address. (Phil Duff)*

William Green – Special Mention

- *I really like the idea of an app which tells me which carrier is best in my area and which contracts would be best for my usage. I would like to know what challenges there are with its development. (Verity Manners)*

Sam Groves – 1st Place

- *Sam has had a mowing business since the age of 12 and obviously has good work ethic. He identified a problem in the design of bird boxes and has come up with solutions which he has developed and used in the bird boxes he now makes up and sells. The process of identifying a problem, devising a solution for that problem, raising the cash and selling in the right market place are all core business principles which will be very useful for him in the future. (Verity Manners)*
- *Nicely presented and a charming product. (Geoff Burch)*
- *Samuel has not only had an idea, but he has also developed his idea and realised demand. I hope he carries on making woodwork that can encourage nature back into our gardens and communities. (Jeevan Thandi)*
- *Sam is clearly a very innovative person and I absolutely love the simplicity of this idea and how he has created something which plays to their strengths and interests. Clearly a bright future awaits and I cannot wait to hear more! (Caroline Summers)*
- *When you think "Why hasn't anyone thought of that before", the idea is a winner. And he's actually taken the time to build one. I don't know whether such a bird box has been built before – but I do know that if it has, it's not widely available as I haven't seen any in the shops. (Nicky Godding)*
- *Sam addresses a common problem experienced by many, many hundreds of people who enjoy bird nesting. Sam has applied a logical approach to the issue and, whilst improving on an age old design, his design brings the added value of being far safer to attend bird boxes, whilst standing on a ladder. (Phil Duff)*
- *A really well thought through innovative idea that is well worth recognition and I would definitely buy some. I'm unsure how saleable it is, but a very good small business. (Adam Henson)*

Lottie Jaques – Commended

- *A seemingly simple solution to producing energy close to where it's needed. She seems to have a reasonable grasp of the chemical processes and has done some research. (Nicky Godding)*
- *Lottie sets out to find a good use for horse muck in a scaled down format. If achieved, this would be popular whilst helping to protect the planet. (Phil Duff)*
- *Green energy is an important part of the government initiative to go zero fossil fuels. There are hundreds of companies thinking along the same lines, so it would be sensible to glean information from those who have already developed similar systems. (Adam Henson)*

Immy Jones – Special Mention

- *Fun idea, innovative design. (Geoff Burch)*

Louis Jones – Highly Commended

- *I like the idea of linking up people who need a service with those who can provide it. An issue which wasn't addressed is how people are vetted before they are accepted on to the platform. (Verity Manners)*

- *This was a very hard decision to make as the presentation was not the most beautifully constructed but what a great idea! Speaking as a business expert, this idea ticks all the boxes. It is easy to run, there is a clear idea, a ready market and an opportunity for it to be profitable both for the young people who are offering the various services and for Louis who is operating it. It could be started on a shoestring and yet gain considerable popularity. (Geoff Burch)*
- *The idea of having some help to get jobs done with the click of an app is a brilliant one. There are similar websites for trade people that are accredited to make sure the work is up to standard. Perhaps the workforce could gain a recommendation standard or star rating to give the potential employers confidence. (Adam Henson)*

Daisy Keen – Commended

- *I love this idea and I think it is the future. Home ownership and the cost of renting is making accommodation harder for more of the population. We will need to be thinking of these kinds of solutions to ensure everyone in the future has a place they can call home. Even if it's only temporary. (Jeevan Thandi)*

Benjy Lamb – Commended

- *I like this because it seeks to create new communities. In our 21st century world, there appears to be so much loneliness, such a relatively simple app could create new friendships. It's also potentially very commercial – there would be a great income stream from festivals seeking to advertise on it. (Nicky Godding)*

Lucas Lin-Vines – Highly Commended

- *A great idea, nicely presented, which solves one of the big problems of the cashless society. I felt that a lot of effort had been put into this entry and I was impressed. (Geoff Burch)*
- *Although this idea did not detail much on the technical side and there is no prototype / demonstration of the end result... This brief is one of the most altruistic submissions I saw. What Lucas is describing is a new kind of bank account for the homeless that would ultimately assist them out of poverty long term. This kind of thinking is what we need for a better future. (Jeevan Thandi)*
- *Lucas has come up with a great idea. It recognises the age we live in and an issue made more difficult by the reduction in the public carrying cash and it could also address the concerns that money given to homeless/street people, may not be being used responsibly. Judges Suggestion: instead of the scan card redeeming cash from banks, better it is redeemed for food, getting the supermarket chains on-board will be easier than the banks, besides the supermarkets might see the advantage of sponsoring the initiative. (Phil Duff)*
- *This is a very good idea and could be a safe and sensible way to get help to those who need it. There are existing voucher systems, but a redeemable QR code system could work well. It's sometimes problematic giving money, as this can fuel addictions. (Adam Henson)*

Jacob Matthews – Commended

- *This idea is a game to educate children about the environment. It has already been developed and I liked the attention to detail of aligning the game with the school curriculum for pupils in a specific age group. The importance of education in looking after the environment is hugely important. (Verity Manners)*
- *Jacob has put a lot of thought into transforming the theme of an old favourite traditional British board game. His ideas are modern, fresh and very much of the age we now live in. His game highlights critical issues and is therefore also educational. (Phil Duff)*
- *Looks like a great game. Board games are still very popular even in this digital age and an Eco game is very topical and prevalent. I like it that you can play and learn at the same time. (Adam Henson)*

Trinnity McClymont – Commended

- *I really like the idea of knowing how harmful the plastic packaging is in the products I buy. (Verity Manners)*

- *Some plastic saves lives – as has been vividly illustrated by the desperate requirement for PPE during the current pandemic. And there is an argument that using plastic on some products lengthens their useful lives (cucumbers!) But there is so much lazy use of plastic, and massive misunderstanding of the recycle symbols on plastic products that, designed and deployed well, such an app could really make a difference. I like the way that Trinnity acknowledged that “Big changes start with small steps”. She understands that such an app would be part of the answer, but nowhere near the whole answer. (Nicky Godding)*
- *This is a very prevalent and a valuable consideration. We should all have a much better understanding of plastic use. I’m unsure how practical it would be, but great if you can get people and producers engaged. (Adam Henson)*

Raphael Morter – Special Mention

- *Less to do with entrepreneurship, but Raphael is thinking like a real innovator. He sees the problems of our time and has articulated them very well. (Jeevan Thandi)*

Alissa Palmer – Special Mention

- *Alissa has realised High Streets and retail outlets need to go beyond online shopping and offer virtual immersive shopping experiences. Especially as social distancing rules keep the majority of shoppers away. This is clever thinking using technology to solve this problem for the High Street! (Jeevan Thandi)*

Molly Scrase-Kings – Highly Commended

- *I think so many people are missing school during the Covid-19 outbreak and affordable tutoring will be very important. I’d be interested to see how it develops. (Verity Manners)*
- *Home tutoring is very expensive for the children that need it the most. This kind of community entrepreneurship is the kind of disruption that's needed to make sure that everyone has access to help; and students themselves learn through teaching. (Jeevan Thandi)*
- *Such a great idea to help students when they are struggling. I know how expensive tutors can be and using ex students who are more familiar with the recent curriculum is an excellent idea. (Caroline Summers)*
- *I really like this idea where school and university students could work together. I expect there’s some important child protection legislation to consider. (Adam Henson)*

Issy Spurway – 3rd Place

- *This is a business which sells up-cycled and handmade clothes which aren’t expensive and can be available to everyone. Issy identified that a large number of discarded items end up in landfill and she decided to repurpose clothing. She uses social media to sell her products with an acknowledgement to body positive attitudes. I checked her Tiktok platform and she has a large following and approachable attitude in her marketing. (Verity Manners)*
- *This was not the most elegantly presented of the entries, but what it did demonstrate was that the entrant had got a really firm grip of social media and has already built up a following and market tested her product. This is showing signs of a true entrepreneur in the making and I think we will see more from this entrant in the future. Watch this space. (Geoff Burch)*
- *Issy has managed to take her idea and run with it. She has accumulated a large social media following and is using TikTok to share and sell recycled clothing. There were lots of ideas around the environment and fashion in the Challenge. But for me, this is a stand out due to the amount of effort invested so far and the implications of shifting culture to think about recycling instead of throwing away clothing. (Jeevan Thandi)*
- *What a fantastic idea and the Tik Tok posts are excellent. I think Issy already has a good following and is on the path to greatness with this idea. (Caroline Summers)*
- *Love the brand name and the thought process and brand values behind the initiative. There are others doing similar things, but very credible. Consideration needs to be taken on how it could scale up if that’s the long term goal. (Adam Henson)*

Jules Underwood – Commended

- *A beautifully presented entry with a very useful product which could prove extremely profitable. It is like having an engine management system that you could fit to a horse and read on your smartphone. Clever. (Geoff Burch)*
- *Jules has been innovative in addressing a real concern experienced by very many horse owners. His/her concept seeks to push technology to resolve and aid equine limb recovery. (Phil Duff)*
- *This could be hugely useful in the equine industry and, if it proves to work well, could be used on other animals too. (Adam Henson)*

Ben Waldron – Special Mention

- *An excellent entry from a clearly skilled designer. He should absolutely continue to pursue his interest in design as I could see him going far. (Caroline Summers)*

Ollie White – 4th Place

- *This idea integrates education and an element of challenge as subjects are identified and included in the scrap book. I like the fact that it educates and promotes tourism in the Cotswolds. (Verity Manners)*
- *Beautifully presented and thoughtful entry. (Geoff Burch)*
- *What I particularly liked about this solution was Oliver's idea to use CoreML and Flutter to develop his app idea. He's ahead of his peers even knowing what these things are. Furthermore, the idea of collectables makes this idea very attractive. Like a real life Pokemon Go! (Jeevan Thandi)*
- *Excellent presentation and I just love how useful this app could be. It would be a great educational tool and you could see this being more widely rolled out. (Caroline Summers)*
- *Making the public more closely acquainted with where their food comes from is essential if we are to respect the farmers and the food we eat. There are companies in the Cotswolds who, I think, would welcome the idea and be prepared to invest in its development. (Nicky Godding)*
- *This could be a very useful app for people as they explore the countryside and could be used at tourist destinations like farm attractions, zoos and gardens. It will take a huge amount of work to populate it. (Adam Henson)*

Apple Yeung – 2nd Place

- *A well presented idea, which has been implemented in a community using ideas to encourage people to deposit their used plastic containers and then finding a way to re-purpose the plastic in an environmentally friendly way. (Verity Manners)*
- *I think this is an innovative and great idea as 3D printing is so important now and, of course, so is recycling and for them to be able to recycle their own plastic waste means no carbon road miles between recycler and user. The only reason this entry wasn't higher up was that I felt the presentation was a bit cut and paste and didn't appear to have the same effort put into it as some of the other entries. (Geoff Burch)*
- *This young enterprise team recycled 200kg of plastic and spotted a niche market for 3d printing. Smart thinking and great action! (Jeevan Thandi)*
- *This is a brilliant idea which clearly aims to impact our environment in such a positive way and I would love to see this rolled out more extensively. A group of very talented young people. (Caroline Summers)*
- *This is a fantastic initiative that is already being used and could be rolled out into the wider market place on a global scale. (Adam Henson)*

Special Comments by the Judges:

Geoff Burch

- *I was struck by the quality and high standard of many of the entries and thoroughly enjoyed reading through them all. It was a very difficult job to choose which, in my opinion, were the best as so many of them had a lot to offer but I have come down to my top ten.*

Nicky Godding

- *I am delighted to support The Cotswold Challenge. When the going gets tough, the true entrepreneur has nothing to lose but the opportunity offered. The Cotswold Challenge offers young people from 15-19 the chance to unleash their wildest ideas, showcase their capabilities or at the very least give them confidence – whether harnessing their love of art and design, creative writing or innovative thinking. As editor of Business & Innovation Magazine, I regularly report on bright ideas and innovations. Through our publication, I'll bring the best ideas and projects received to the attention of thousands of businesses across our region.*

Verity Manners

- *Nobody who sent an entry for this award should be down hearted if they didn't win. There were many brilliant innovative thoughts and well structured arguments explaining why an idea is relevant and practical to solve a present day problem. The only way to select a winner was to select those people who could demonstrate that they have put their idea into practice. I found myself looking on Tiktok, Instagram and Websites for evidence and what I found was impressive.
I could see that marketing had been implemented and the practicality of cash flow managed. The disadvantage of using these criteria is that a far reaching idea may not receive the recognition it deserves and there were some big ideas; for example, a bacteria which could effectively eat up the plastic in the sea which would be fabulous and a Q code for a homeless person to receive a cash donation.
There were a number of ideas which used apps to help elderly people. I think the concepts were good and some silver surfers are adept at using their phones but feel that these ideas may be ahead of their time in 2020.*

Caroline Summers

- *I have to say what an absolute pleasure it has been reading all of these entries. You can clearly see how hard everyone worked on this, coming up with some excellent ideas and fantastic pitches. I felt really humbled to read how many of our younger generation genuinely are so passionate about the environment, the elderly and animals, such a wonderful thing to see when youngsters often get a bad press.*

Jeevan Thandi

- *I had a hard time deciding on these, but I enjoyed reading every submission and I'd like to recognise everybody that participated! Thank you for your efforts in facilitating this Challenge!*