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# **ASPiH Conference 2025**

## **Guidelines for Completing the Dragons Den Application Form**

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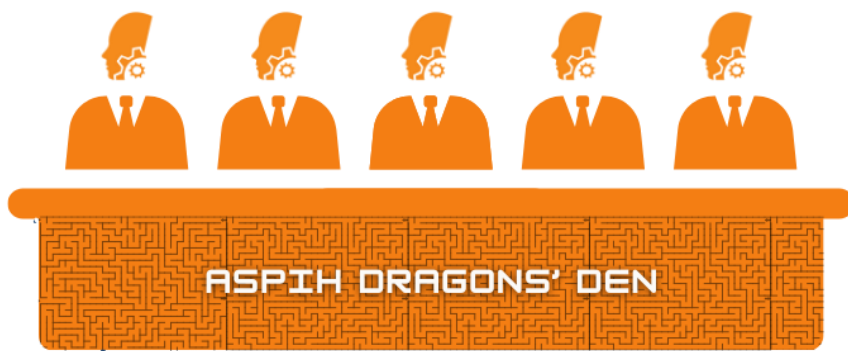
*Please use in conjunction with Application Form*

### **Overview**

The Dragons' Den TV show has become very popular in the UK and Ireland. As part of this show members of the public present their products to a panel of judges (the Dragons) who decide whether they want to invest in their business (or not).

The ASPiH executive committee are delighted to announce the launch of the ASPiH Dragons Den **Sponsored by Limbs and Things** which will form part of our celebrations at the ASPiH 2025 conference in Bournemouth from the 11<sup>th</sup> - 13<sup>th</sup> November 2025. The ASPiH Dragons Den **Sponsored by Limbs and Things** will create a space to develop new collaborations and partnerships through the exchanging of knowledge and expertise. The ASPiH Dragons Den **Sponsored by Limbs and Things** will be similar to the TV show but there will be some notable differences.

A small group, or a team, will present their innovative product or concept to a panel of Dragons at the annual conference in Bournemouth. The panel of Dragons will be from the simulation community or they will have experience of investing in new innovations or bringing new products to market. These Dragons will decide whether they will 'invest' in this small group or team. The investment from a Dragon will be in the form of mentorship over a set period of time (most likely 12 months) or it might be financial (please note this will be a nominal contribution and definitely not at the same levels at the TV show).



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The deadline for submitting applications will be **5pm on Friday 15th August 2025**. Shortlisted teams will be contacted around **Friday 5<sup>th</sup> of September 2025** and depending on the number of applications there may be a process of interviews to shortlist the best teams to meet the Dragons at the ASPiH conference in Bournemouth. Shortlisted applicants will qualify for the Early bird Rate at Conference.

## **Guidance Notes**

### **Lead applicant details**

Please enter the contact details for the lead applicant so that the review committee can communicate with your team throughout this process. The lead applicant must be a current member of ASPiH.

### **Section 1: Summary of the product**

Please provide the name of your product, the project duration (this will be the period of mentorship or funding) and the area where your product might be utilised.

### **Section 2: Elevator Pitch**

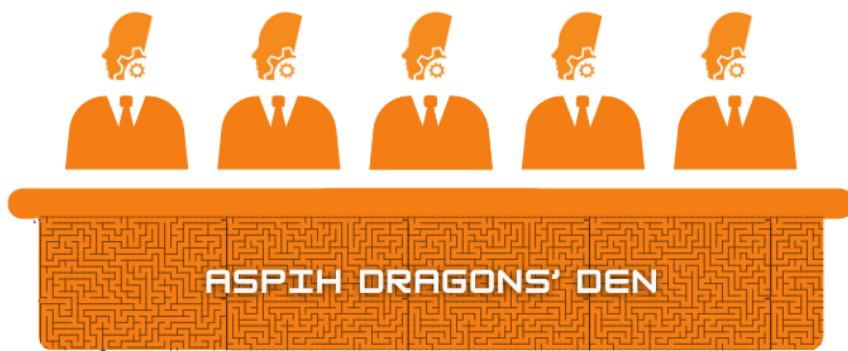
An Elevator Pitch is a brief way of introducing yourself, your product and sharing one or two key points. The applicant should provide a succinct summary of no more than 200 words.

### **Section 3: Product Details**

This entire section should be no more than 3 pages in length.

#### **Section 3.1.**

The summary should be written in language accessible to a non-expert audience. This should build on the Elevator pitch. At a minimum, this section should outline the product in a good level of detail, the value it brings to healthcare education, the current status of the product (is it a concept? have you a working prototype?).



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### **Section 3.2.**

The present membership of the team should be declared. The contribution of each team member to the design, development and testing of the product should be stated in the table provide. Any lapsed members who may still have intellectual rights relating to the product should be declared in this section.

### **Section 3.3.**

The lead applicant should describe the market analysis that has been undertaken in relation to their product. The Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis format should be utilised to state the target market for your product, the limitations of your product or the team, the potential for sales or growth in your identified market and an overview of the main competitors in this field.

### **Section 3.4.**

The lead applicant should state the expected impact of their product. Any benefits should relate to the SWOT analysis and relate directly to the target market.

### **Section 3.5.**

The lead applicant should provide an outline of the planned programme of work which should highlight significant phases of the project with key milestone/timelines. This should be stated for a period of 12 months.

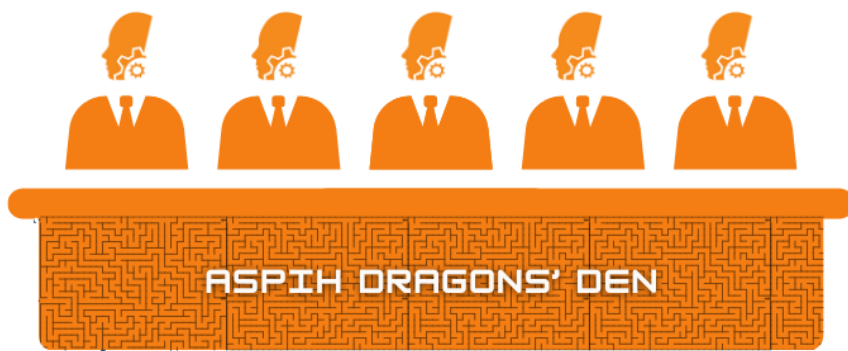
## **Section 4: Mentorship and Funding**

In this section, the lead applicant should request the form or mentorship required and the amount of funding required to support the ongoing development of their product.

### **Section 4.1.**

The lead applicant should state the type of mentor/mentorship they think would best support the development of their product. This section should include a clear justification for why the lead applicant believes that a specific company or companies are a good fit in relation to their product.

### **Section 4.2.**



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The total investment fund available for the ASPiH Dragons Den is £2500. The lead applicant should state how much of this £2500 they require to support the ongoing development of their product. A clear rationale should be given for this requested amount of investment.

#### **Section 4.3.**

The lead applicant should summarise and justify the request for mentorship and investment in this section.

#### **Section 4.4.**

The lead applicant should describe the unique aspects of this product and their potential for patenting or other commercially viable opportunities. If a patent is pending or in progress this should be stated in this section. If there are any funding or intellectual property relating to this patent the this should be declared (for example, has an university funded a patent application or provided consultancy which might result in them having an intellectual property claim on this product).

#### **Section 4.5.**

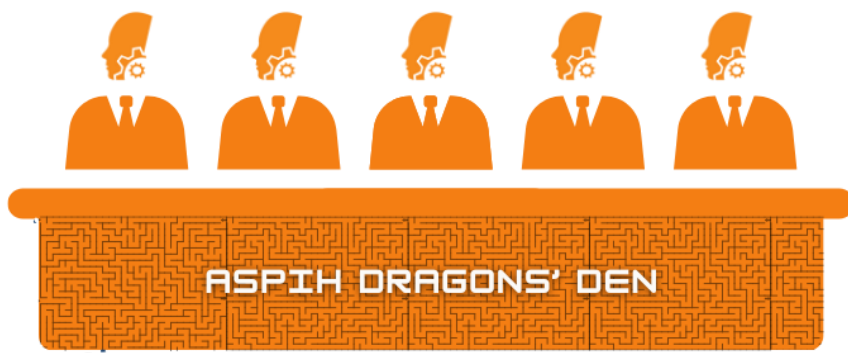
The lead applicant should describe any current or previous collaborations with commercial partners, educational institutions, healthcare providers or any other group which may have an intellectual property claim on this product or might pose a conflict of interest.

### **Section 5: Peer review**

The lead applicant should provide details of an independent referees whom ASPiH might approach for further information about this product. A referee should be someone who has a good understanding of this product but is not a member of the development team (either now in in the past).

### **Section 6: Declaration**

The lead applicant should insert the name of their product in the yellow highlighted area. They should then indicate 'Yes' or 'No' for each statement. The lead applicant should then enter their name, signature and date of application.



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Completed application forms should be returned to [events@aspih.org.uk](mailto:events@aspih.org.uk) by  
5pm on Friday 15<sup>th</sup> August 2025.

**- END -**