

Calling all Bournemouth University students!

This year Santander is launching a new UK wide initiative called 'Big Ideas' and they would like you to take part in it.

Santander is a partner of Bournemouth University via a collaboration agreement that provides funds for scholarships, mobility grants, internships, support to entrepreneurs and other activities.

Big Ideas gives Santander the opportunity to engage with the university community to find out what you would like your bank of the future to look like. If you are creative, good at problem solving and have a great idea that will shape the future of the financial industry, then Santander wants to hear from you.

The Competition

The competition is very simple - Santander has picked three challenges they would like you to take on:

The future of semantic search

Semantic search is a data searching technique used by search engines to identify the meanings within the language entered by a user. Semantic search analyses the structure of sentences and the relationship between any synonyms to determine the contextual meaning of the words. This could be a great tool to help Santander digest customer data. Help them to understand how.

The future of digital authentication

If someone had told you 10 years ago that, in the future, you'd be able to unlock your phone with your fingerprint, would you have believed them? What do you think is next?

The future of virtual banking

Virtual reality is the seamless transition from the physical to the virtual world. How can Santander use it to improve their customer experience?

You will have to provide solutions to these challenges whilst ensuring that they fit within a certain criteria, set by Santander.

Prizes

Santander have up to £20,000 to give away to students and graduates as part of the Big Ideas Challenge.

The prize money will be awarded as per below:

Best overall phase 1 submissions: up to 30 prizes of £50

- These prizes will be given to the 30 best entries in phase 1, which will be judged based on the entries creativity, feasibility, viability and credibility.

There will then be a further 4 prizes available for phase 2 applicants that will be:

- The future of semantic search category winner: £5,000
- The future of digital authentication category winner: £5,000
- The future of virtual banking category winner: £5,000

Creative thinkers award: £3,500

- This prize will be awarded to an entry from phase 2 that has shown an excellent level of creativity or innovation, but that did not necessarily meet the judging criteria outlined.

And there's more...

Whilst the financial prize is fantastic, finalists will also be given the opportunity to:

- Develop ideas with engagement from Santander's Innovation team, leading to solutions that could be commercialised
- Present their idea to Santander's senior or executive teams
- Gain valuable experience for their CV
- Contextualise their academic experience using a real life business challenge

Find out more about the challenge by visiting the [Big Ideas](#) website or speak to your Santander university branch on campus.

This is a great opportunity to develop your creative and technological ideas so accept the Big Ideas Challenge and... good luck!