D&AD Side Hustle

Launching Autumn 2020

A creative competition to start-up or scale-up your passion projects. Pitch your big ideas to investors and creative directors, with a chance to win the mentoring and resources needed to help you succeed.

Why Enter?
D&AD Side Hustle is an important step towards turning your side hustle into a main hustle. Make the grade and you'll be pitching to a panel of creative entrepreneurs and investors. As well as global exposure, we offer training and mentoring to the winners. Previous hustlers have gone on to create fashion shows, draw attention to the climate crisis and incite social change.

Who Can Enter?
Entry is open to anyone with a Side Hustle, so long as it demonstrates flair and creativity. Is your Side Hustle on the way to becoming your main hustle? Then our scale up categories are for you. A reduced entry fee applies to students and emerging professionals.

What Can I Enter?
Entrants are encouraged to present their Side Hustle in its best light. Your entry could take the form of a video, slideshow, presentation film, image, URL or audio piece. You will need to answer six questions relating to the idea, challenge, operation, ambition and eligibility and upload a cover image. Physical material cannot be submitted.

Winners could receive...
D&AD Side Hustle Pencil
Their name in the D&AD Annual
2 hours of mentoring with a D&AD judge
D&AD Masterclass of their choice

Keep your eye on dandad.org/d-ad-side-hustle for more information.