

## Rules for competing in Water Challenge.

### How will the winners be selected?

Once the deadline has past the submitted ideas will go through two different processes. First, we have a screening process where the 10 best ideas are selected by a screening jury. After that, the jury will hear the 10 nominated teams pitch and decide after that who will win. In the Water Challenge the jury will assess the company's idea, team, credibility, sustainability and effect on water scarcity.



### Format

You are allowed to present your idea in any of the following ways. However, the jury will not assess more than:

- Maximum 4 min video
- Maximum 1000 words
- Maximum 3 images
- Pitch deck with no more than 13 slides

### Language

You have to submit your idea in English.

### Financing

Business funding, revenue or investment connected to the idea may not exceed 3 000,000 SEK in total. This includes equity capital and investments. Loans, financial support, and grants are excluded from the above-mentioned amount. By financial support and grants, we refer to:

- Scholarships
- Wins or prize money from other competitions
- Business support from VINNOVA
- Innovation vouchers

Funding through sales to customers is something we encourage, but to compete in the Water Challenge, the sales may not exceed 3 000 000 SEK at the time of applying to

the competition.

### **Secrecy**

When uploading your business information in the digital competition platform (for instance your business model), you have an option to keep some information hidden from the public by making sure this information is restricted to the fields marked as “hidden information”. This information can only be seen by the jury members, as well as the staff at Venture Cup, who have all signed confidentiality agreements.

### **Own your idea**

To enter the competition with your idea, you have to own the rights to the idea that you compete with and the intellectual property that is supposed to be utilized. The business idea must not be considered stolen. If an institution, or its holding company, owns the intellectual property rights, it needs to be clear, between the parties, which part (if any or all) of the idea may be used without rights, before participating in the competition.

### **When chosen as a finalist**

At least one team member needs to attend and represent the team at all jury meetings and the prize ceremony.

### **May anyone compete?**

Everyone can compete except for full-time employees at Innovation Skåne, Win, Microsoft or Venture Cup and Venture Cup jury members, who are not allowed to compete due to the possibility of a conflict of interest. Full-time employees and jury members are banned from participation in the contest for six (6) months starting from his or her employment or panel commitments has expired.

### **When in doubt**

In doubtful cases regarding the rules of the competition, Venture Cup reserves the right to make final decisions regarding any of the above stated rules or situations.

Read more about Venture Cup: [www.venturecup.se](http://www.venturecup.se)