

SU Business Model Cup is an annual competition arranged by SU Innovation in corporation with SU Incubator, Stockholm Business School and Venture Cup

Sustainability has become increasingly relevant and important both in Sweden and in the rest of the world. What sustainability is differs between different sectors. In Sweden we have a new law which means that all companies with more than 250 employees or a certain turnover annually must report their sustainability linked to their business model. This means that sustainability is of importance to all companies, both current and newly established

1-5 participants per group. The competition is open to all students, researches, and employees at Stockholm University.

Competed before?

No problem! You are welcome to compete with your idea again as long as you haven't met the jury before in this competition.

Application Time:

The competition will open on January 22nd and will end on April 21st, 2020 at 23:59.

What should be submitted?

The contribution should include a Sustainable Business Model. In this competition, sustainability is a key point of assessment in the developed Business Model.

NOTE: When you create your account to upload your idea the first three boxes are visible to all participants (Title, Description and Idea image). Briefly describe what your work is about. Your Business Model (Image) and Description Business Idea (Document) that you upload can only be read by the jury who has signed a privacy agreement.

The contribution in the contest may not exceed 1000 words.

Assessment criteria

Assessment points are the following five areas that include the Sustainable Business Model:

1. The contributions connection to sustainability area
2. The description of the nine components of the Business Model Canvas
3. The creativity of the contribution
4. The practical relevance and benefit of the contribution
5. The structure and presentation of the contribution.

How will we choose the winning contributions?

1. The competition begins on January 22nd, 2020.
2. Contributions must be submitted by April 21st, 2020 at the latest 23:59.
3. Screening meeting on April 22nd, 2020.
4. Nominated contributions will be announced on April 22nd, 2020.
5. The opportunity given for groups to get feedback April 27th, 28th and 29th.
6. Pitch practice with coach Jenny Lindblad, May 4th and May 7th.
7. Nominated groups submit a PowerPoint presentation to the jury: May 13th at 12:00 am.
8. Nominated groups will pitch in front of a jury on 18th of may 2020 at Invest Stockholm on Drottninggatan, where also the winners will be announced.

Questions?

For more information about the SU Business Model Cup, please contact Tony Apéria, tony.aperia@sbs.su.se.

If you have any problems with uploading contributions, please contact Venture Cup, support@venturecup.se

For more information:

The Business Model Canvas is described in detail in the book Business Model Generation: a handbook for visionaries; Game changers; And Challengers (2010). Wiley.

Test the potential of sustainability of your business idea at this [Link](#). Read more about the UN sustainability goals [here](#))