



## What is STARTUP?

STARTUP is the competition for you who wants to test out if your business idea has what it takes to become Venture Cup's Startup of the Year.

## Can I participate?

All ideas are welcome to compete in Venture Cup STARTUP if you compete with your own idea and the turnover as well as the external equity capital does not exceed 1 000 000 SEK at the time of the submission to the contest. After the submission you are welcome to continue working with the business idea, sales, and any type of investments. Venture Cup does not support any ideas that do not follow Swedish legislations and we reserve the right to disqualify any idea that does not support the Swedish law and regulations.

## How do I compete?

To be able to participate in the competition you must submit your business idea on the digital platform. Describe your idea with the help of a pitch deck with the maximum of 20 slides (obligatory to progress in the competition process). You can also complement your application with a maximum of 1000 words and/or an 8-minute video pitch. That is the total that the jury will judge. Read more about the pitch deck [here!](#)

## What happens next?

Feedback will be given both during the ongoing competition as well as after the deadline. Whether you get nominated or not you are welcome to our finals event that is arranged in our four different regions for top class networking and inspiring stage programs.

## Who will give me feedback?

Feedback is given by Venture Cup's professional network. The network is divided into feedback givers and jury members. Under the name you will see a mark that shows the person's role in the network and where he/she is located geographically. Remember that you can update and change your

application until deadline based on the feedback given to you. Therefore, remember to check the platform after your submission!

### Who wins?

After the deadline a screening jury will go through all submitted ideas. The ten best in each region will be nominated and meet with the regional jury groups. The nominated teams will then pitch their business ideas in front of the jury who will then choose the regional winners. The winners will be revealed during each region final. Note! If the idea is to be nominated, each Venture Cup-office will contact the team for eventual meetings. Therefore, remember to check emails after deadline. Venture Cup is open during office hours and will then be able to answer any questions. Remember to submit your entry in time!

Tip: write your business idea in an external document and then post it on the platform.

Good luck!