

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 September 10th and will end on November 3rd, 2019 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 Model (Document) that you upload can only be read by the jury who has signed a privacy agreement.

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

In assessing the nine areas of the Business Model, 60% of the value-creating components are focused and 40% of the components that handle efficiency. The contribution in the contest may not exceed 5000 words.

Assessment criteria

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

1. The analysis (including Pestle and SWOT) leading to the proposed Business Model
2. The contributions connection to sustainability area
3. The description of the nine components of the Business Model Canvas
4. The creativity of the contribution
5. The practical relevance and benefit of the contribution
5. The structure and presentation of the contribution.

The Business Model submitted to the competition can either describe a brand new Business Model or describe a Business Model that renovates an existing one. The first price in each category is 10 000 SEK, the second price in each category is 7 000 SEK and the third price in each category is 3 000 SEK.

How will we choose the winning contributions?

1. The competition begins on September 10th, 2019.
2. Contributions must be submitted by November 3rd, 2019 at the latest 23:59.
3. The academic nomination will be carried out on November 4th, 2019.
4. Nominated contributions will be announced on November 4th, 2019.
5. The opportunity given for groups to get feedback, November 7th at 9:00-17:00
6. Information meeting and pitch practice: November 13th at 12:00-15:00.
7. Nominated groups will get a chance to adjust/change a shortened version to be delivered to the jury. Deadline for submitting the new version to the jury: November 15th at 12:00 am.
8. Nominated groups will pitch before a jury on November 20th, 2019 at 15.00-19.00.
9. Winners will be announced on November 20th, 2019.



For more information about the SU Business Model Cup, please contact Tony Apéria,
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