

# Award Criteria

Winners are selected in accordance with the following award criteria: **credibility**, **scalability**, **idea**, and **team**. Also included in the evaluation, depending on which prize the startup is relevant to is the following criteria: **Impact Maker**, **TopTech**, **Game Changer**, **Student Superstart**, **Visual Sweden Venture Award**, and **JCE Accelerator Award**.

## Credibility

The team seems very knowledgeable within the business area and has made good assumptions for managing risk. The business concept has been tested and verified with good results against several key players.

## Scalability

There is a clear and feasible plan to attract, retain and expand the customer base. In addition, it appears to have great global potential and/or great use in other applications or development opportunities for the business concept.

## Idea

The business idea is very clear, coherent presented and well-thought-out. The idea is very good and includes a commercial potential that is underpinned by strong arguments.

## Team

The team seems to have the required competence or a plan to obtain that competence. Further, the team shows great, motivation and impulsion.

## Impact Maker

The sustainable business idea is very clear, coherent presented and very well-thought-out. The sustainable business idea could have a great impact on the surrounding businesses and industries.

## Student Superstart

Requires that at least one team member is studying or doing research at any of the universities that Venture Cup is cooperating with.

## Game Changer

The business model is disruptive and is proved to be sustainable on the target market.

## TopTech

Requires a business model with a digital/tech alignment.

## JCE Accelerator Award

The business model is clearly scalable and there is clear potential for fast profitable growth in a short time horizon.

## Visual Sweden Venture Award

The business model and business idea convincingly communicate visualization and/or image analysis technology. The market potential is clearly described.

