

# Rules IDEA

## What happens next?

Once the deadline has past the submitted ideas will go through the screening and jury process. After that, each respective regional jury decides which five ideas will represent their region on the Venture Cup Top 20 list, for Venture Cup IDEA. In IDEA the jury will assess the company's idea, scalability, and credibility (read more under Award Criteria).

## Format

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

- Maximum 1 min video
- Maximum 1500 words
- Maximum 3 images

## Language

You may choose whether you would like to submit your idea in English or in Swedish. This will not affect your chances of winning.

## Residency in Sweden

All teams must have at least one person who is a permanent resident of Sweden. Residents on temporary student visas qualify as a permanent resident.

## Finance

Business funding, revenue or investment connected to the idea may not exceed 100,000 SEK in total. Loans, financial support, **equity funding** 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 IDEA, the sales may not exceed 100,000 SEK throughout the period of the competition. Investments can be made but may not exceed 100 000 SEK when entering the competition.

## Own your idea

To enter the competition with your idea, you have to own the rights to the idea that you compete with and also own 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, before participating in the competition.

## Recycling your business ideas

You are allowed to participate in the competition more than once with the same idea, but only if you have not been recognized on the Top 20 list or have pitched before the regional jury with that same idea.

## Secrecy

When uploading your business information on our digital 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.

## When chosen as a finalist

At least one team member must attend all jury meetings and the Top20 event.

## May anyone compete?

Everyone can compete except for full-time employees at 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.

[www.venturecup.se](http://www.venturecup.se)