

# Rules Venture Cup STARTUP

**The winner of STARTUP will be selected this way:** After completed competition round, the submitted entries will be read and assessed by our screening jury. The 10 strongest business ideas in each region will get the chance to present in front of their regional jury group. Out of the 10 nominated, the regional jury group will choose which idea that wins which prize. The winners will be revealed during the regional final on stage.

## Format

To get the chance to meet the jury and compete for prize money, we require that a Pitch Deck is submitted. For more information about a Pitch Deck and what it should include, see our "Pitch Deck Guide" here: [venturecup.se/sv/pitch-deck-guide](https://venturecup.se/sv/pitch-deck-guide)

**Please observe:** Your Pitch Deck can not include more than 20 slides.

Other formats for competition entries:

- The video presenting your idea can be a maximum of 8 minutes.
- Any descriptive complementary text can be a maximum of 1000 words.

Remember — sensitive information that you wish to keep hidden should be written in the fields under "hidden information". This information is only available to the jury, network and Venture Cup employees, who all have signed confidentiality agreements.

## Team

Remember to include all team members under Co-Creators, see our guide "How to add Co-Creators". This is to not miss out on any prizes and also to give access for each team member to change in the business idea.

## Language

You choose whether you wish to compete in Swedish or English, selection of language does not affect your chances of winning.

## Residence in Sweden

All competing teams need to have at least one person that resides or is written in Sweden. You count as a resident in Sweden even if you are here on a temporary student visa.

## Financing

Financing, profits or investments can not exceed a total of 1,000,000 SEK. Loans, financial support and other fundings are not included in the stated amount.

With financial support and funds we refer to:

- Grants
- Prize money or winnings from other competitions
- Business aid funds from VINNOVA
- Innovation checks

Financing through sales to customers is something we view as positive, however while competing in Venture Cup STARTUP the sales can not exceed 1,000,000 SEK. Any investments can be done, but only

up to the maximum amount of 1,000,000 SEK. For questions regarding financing, contact our support at [support@venturecup.se](mailto:support@venturecup.se), and we will look at your specific situation.

## Owning your Idea

To be able to compete in Venture Cup you need to own the rights to the idea and the intellectual property that is used. The business idea can not be stolen. If an institution or holding company owns the intellectual property rights of the idea it needs to be addressed between the involved parties before entering the competition.

## Recurring in the competition

You can compete with the same idea again, given that you haven't presented your idea in front of the jury previously.

## Confidentiality

You have the option of keeping the information hidden from the public when uploading your idea on the competition platform. Make sure that what you want to hide is limited to the field "hidden information". This information can only be seen by the jury, network and Venture Cup employees, which all have signed a confidentiality agreement.

## If nominated

At least one team member needs to be able to participate in the regional as well as the national jury meeting and finals to be able to win.

## Can everyone compete?

Everyone can compete, except full time employees at Venture Cup and the network of Venture Cup. These have a waiting period of six (6) months from their ending of employment or involvement before being able to participate in the competition.

## In case of doubt

In case of doubt, Venture Cup reserves the right to make final decisions regarding any stated rules or situations that would lead to disqualification due to fouls or violations.

## Questions?

If any questions arise, please contact Venture Cups support: [support@venturecup.se](mailto:support@venturecup.se)