Rules STARTUP

In this competition the winner in STARTUP will be appointed in the following way; The crowd will give feedback, and like the ideas. The amount of likes you get does not determine whether you win or not but is a mere tool in order to get more publicity in the community, and therefore more feedback. On deadline, all ideas will be handed to The Network who will select which ideas that will have the opportunity to present in front of The Jury which decides the winners. In STARTUP, The Jury will assess the company's idea, team, scalability, and credibility.

Format

Your pitch deck must not be longer than 20 slides.
Record an audio or video presenting the pitch deck, a maximum of 10 minutes.
Write a manuscript for your pitch deck, a maximum of 2000 words.

Keep in mind that if you have some sort of information you want to be hidden from the public, that you don't include this in your pitch deck - but rather have it in your hidden field.

Language

We recommend that you use English when competing, but you are allowed to use either English or Swedish.

Residence in Sweden

All teams must have at least one person who is a permanent resident of Sweden. This includes residents on temporary student visas.

Finance

Funding, revenue or investment may not exceed 1 000,000 SEK in total.
Loans, financial support, 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 see as a positive thing, but until the time when you compete in STARTUP the sales may not exceed 1 000,000 SEK.

Equity capital and investments may be made, once again the maximum is 1 000,000 SEK.

If there is any uncertainties or you have any questions regarding finance questions in the competition please do not hesitate to contact the support team who can look into your unique situation, support@venturecup.se is where you can reach us.

Own your idea

You have to own the rights to the idea that you compete with and dispose of the intellectual property that is supposed to be utilized. The business idea must not be considered to be stolen. If an institution, or it's holding company, owns the intellectual property rights, the rights need to be clarified between the parties before participating in the competition.

Returning business ideas

You are allowed to participate in the same competition the following year, but only if you have not pitched before the jury a previous year.

Secrecy

You have an option to keep some information hidden from the public when uploading your business' information in IdeaHunt (for instance your business model), make sure this information is restricted to the field marked as "hidden information". This information can only be seen by The Jury, 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 finales.

May anyone compete?

Everyone can compete except full-time employees at Venture Cup and Venture Cup's jury that are not allowed to compete due to the possibility of a conflict of interest. Full-time employees and jury are banned from participation in the contest for six (6) months from his or her employment/panel operation ceased.

In order to win you must have a solution to the problem that you are trying to solve, and started to explore the possibility of starting your own company. This could be done by either doing a marketing research, initiated contact with possible partners, or any other way that shows that you have worked through your idea so that it can qualify in STARTUP, otherwise we suggest you compete in IDEA where the requirements are lower.

When in doubt, we will decide what to do

In doubtful cases, Venture Cup have the final decision regarding any of the above-stated rules or situations.