

## Rules Södertörn Social Cup

The winner in Södertörn Social Cup will be appointed in the following way. All contestants have to submit their pitch and pitch deck no later than March 12<sup>th</sup>. A jury will assess all submitted ideas according to the company's idea, scalability, and credibility. The 10 best ideas will be selected and these ideas get the opportunity to pitch their ideas on the final event 20<sup>th</sup> of March. Based on the pitch, in complement with the submitted entry, the Jury will select and present the winner at the final event.

### Format

You are allowed to present your idea in the following way (this is also what the jury will assess)

- Maximum 20 slides in Pitch Deck
- Maximum 1000 additional words of description.

### Who may compete?

A requirement to compete in the competition is that the team includes at least one person that has a connection to Södertörn. Please specify this in the submission (see submission form). You may compete with the same idea again, as long as you haven't met the jury in Södertörn Social Stars with this idea.

### Language

You can use either English or Swedish when competing.

### Funding

Revenues or investments related to the submitted idea may not exceed 1000,000 SEK in total.

Funding through sales to customers is something we see as a positive thing, but until the time when you compete in the competition the sales may not exceed 1000,000 SEK.

Equity capital and investments may be made; once again the maximum is 1000,000 SEK.

### Own your idea

You have to own the rights to the idea that you compete, including any intellectual property related to the idea. The business idea must not be considered to be stolen.

### Secrecy



When you upload your idea keep in mind that the three boxes in the beginning (title, description, image) will be visual for all contestants. The following boxes (pitch and pitch deck) can only be viewed by the jury as well as the staff at Venture Cup, who have all signed confidentiality agreements.