

# Rules IDEA

The winner in IDEA will be appointed in the following way. The crowd will give feedback, rate and like the ideas. On deadline, the 50 best ideas according to the crowd will be handed to the Jury that will decide which of these 50 that will be presented on Venture Cup's Top 20 list. In IDEA The Jury will assess the company's idea, scalability, and credibility.

## Format

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

Maximum 1 min video

Maximum 1000 words

Maximum 3 images

## Language

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

## Residency 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 100,000 SEK in total. (STARTUP 1000k)

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 IDEA the sales may not exceed 100,000 SEK.

Equity capital and investments may be made, once again the maximum is 100,000 SEK.

## Own your idea

You have to own the rights to the idea that you compete with and dispose of the intellectual property that are supposed to be utilized. The business idea must not be considered to be stolen. If an institution, or its 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** been recognized as one of the top 20 ideas, or have 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.

## 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.