



How to compete

Are you dreaming of starting your own company? Working with your hobby, being your own boss and structure your own day?

Venture Cup can help realize your business idea and make your dream a reality.

The IDEA competition is for you that wants to test if your business idea works and might become the next success story! Lensway, Naked Juicebar and Hövding are all alumni competitors of Venture Cup. Through Venture Cup you get access to entrepreneurial success factors such as: feedback, inspiration and our professional network. Everything you need to keep motivated during your process to make your business idea real. All ideas are welcome to compete in Venture Cup IDEA as long as the idea you enter the competition with is your own and the revenue is below 100 000 SEK (external equity capital included).

While you are competing you have the opportunity to get feedback from our professional network. The network, which contains of a vast mixture of competence in connection to entrepreneurship from all over Sweden. You even have a chance to win a modest cash prize and through our platform reach potential clients and spread the word about your business. Maybe even find your new team member in the community?

Curious about the competition and how it works?

We have made a film that explains most of it. [Take a look at this link!](#) You can find more about our rules and criteria under Dokument. There you can see what criteria the jury consider when the winners are appointed.

How do I compete?

To compete you register your business idea here at Venture Cups digital competition platform. You describe your idea with maximum 1000 words, 60 seconds video pitch and 3 pictures, or a mix of these. This is also the maximum amount of material that the jury will consider. Don't forget that all team members need to be registered in the competition entry (a guide for this can be found in Dokument). Now it's time, click on [CONTRIBUTE](#) to get started!

About Venture Cup

Venture Cup is Sweden's largest competition for new business ideas and startups. Since the start in 1998 Venture Cup have helped more than 30 000 entrepreneurs to test ideas, get feedback and compete for prize money and recognition. Venture Cup has offices in Stockholm, Göteborg, Lund and Umeå and is a small, close knit, non-profit organisation with strong ties to the country's largest universities where most of the competitors are studying. The purpose of Venture Cup is to get more to try out their business ideas and create sustainable companies through competitions with feedback, education, inspiration and network.