

## What is it?

Venture Cup IDEA is a competition designed for business ideas in an early stage. All ideas that have commercialized revenues exceeding 100 000 SEK is therefore not allowed in this competition. Venture Cup IDEA targets new ideas with growth potential and scalability. By participating in the competition you will receive feedback which will help you to go forward and help you take your idea to the next level.

## How to compete?

To compete we want you to present your idea by using a presentation of maximum 1 000 words, a 1 minute long video and 3 images. The information you post here will be visible for all, and we therefore recommend you to take the opportunity to attract potential customers and spread the word about your idea.

When submitting your idea to the platform you may add your text in the hidden information field. The information shared here can only be read by our Jury and Network who have all signed NDAs.

A good advice is to submit to the competition and join our community as early as possible while the competition is open. By doing that, you increase the chance of receiving a lot of feedback. It also enables you to make changes to your idea all the way until the final deadline closes = iteration and customer feedback which makes better ideas.

## Who will be the winner?

After the deadline the jury process will commence as following:

The process begins by employees at Venture Cup reading through all the ideas in the IDEA competition, and establishing that the ideas have reached the requirements of the rules and therefore are approved to apply to the competition. After that there are several screening jury meetings at different locations around Sweden, where representatives from Venture Cups Network are invited to name the 50 ideas that best has met the judging criteria, and has the most potential. These 50 ideas are then handed to the Jury, who will cull them down from 50 ideas to 20 ideas, in the same way the screening jury has. These 20 ideas will make out the Venture Cup Top 20-list and win 5000 SEK each.

Best of luck!