

Rules STARTUP

In this competition the winner in STARTUP will be appointed in the following way; 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.

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 way to get more publicity in the community, and therefore more feedback.

Format

The competition is open for all types of ideas and in order to meet the jury and have the possibility to win, you need to present your startup by using a pitch deck. You can find more information about what a pitch deck is and what it needs to contain in our guide "How to create a pitch deck".

Observe that:

- 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 information you don't want to share with the public, use the hidden information fields.

Language

You can choose English or Swedish when submitting your pitch deck. Both languages are equal and the option is yours.

Residence in Sweden

All teams must have at least one person who is a permanent resident in 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
- Prize money from other competitions

- Business support from e.g. VINNOVA
- Innovation vouchers

Funding through sales to customers is something we see as a positive thing, and until the day you submit to the competition the sales may not exceed 1 000,000 SEK.

If you have any questions regarding finance in the competition, please do not hesitate to contact the support team who can look into your unique situation: support@venturecup.se.

Own your idea

You have to own the rights to the idea you compete with and dispose of the intellectual property that is supposed to be utilized. If an institution, or a holding company, owns the intellectual property rights, this need to be clarified between the parties before participating in the competition.

Compete again

If you didn't make it all the way to the jury, you may compete again with the same idea.

Confidentiality

If you have some information you don't want to share with the public, use the hidden information fields. It is your responsibility to 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 nominated

At least one team member needs to attend the regional jury meeting, regional final and potential national jury meeting and final. This in order to qualify.

May anyone compete?

Everyone can compete except full-time employees at Venture Cup, Venture Cup's jury and network due to possible conflict of interest. Full-time employees, jury and network are kept from participation in the contest for six (6) months from his or her employment/panel operation ceased.

When in doubt

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