

Competition Rules



- ✓ The competition is open to anyone with the formal requirement of residence in, or clear connection (e.g. University studies) to, the Venture Cup region of Sweden in which the contestants are intending to participate. A team is bound to the region to which the team leader has its connection.
- ✓ You may participate individually or in a team. Each individual may participate with a maximum 5 submissions per competition year.
- ✓ The submissions for each stage must comply with the Venture Cup criteria regarding content and scope (with reference to Venture Cup's formal requirements), for the participants to be granted full utilization of the support system, such as tutorial and feedback.
- ✓ Business ideas in companies with existing operation and turnover are not allowed to participate in the competition, except for such a case that the idea results in a spinoff and forms a whole new independent company.
- ✓ Prior to the 30th of June in the year the competition starts, products sales should not have taken place. However some initial test sales may have occurred. After the given date, any type of business activity may be conducted.
- ✓ Prior to the 30th of June in the year the competition starts, the company may not have received external equity capital. In practice this means that if a company has sold shares (e.g. to a business angel or a venture capitalist) it is not allowed to participate in the competition. In contrast, companies that belong to a business incubator may compete as long as they have not transferred any ownership rights or received external equity capital. Startup loans from banks or Almi and grants obtained from Vinnova, Innovationsbron or other similar organizations, in form of authentication, grants or scholarships, are allowed.
- ✓ The participants must have the intellectual property rights at their disposal and the business idea must not be considered "stolen". If the immaterial rights are owned by an institution such as a university or its holding companies, a certificate where the owner gives the participant rights to take part in Venture Cup, will be required.
- ✓ The Venture Cup management decides who has the right to compete in uncertain cases.
- ✓ The Venture Cup Jury selects the winners in each competition stage. The decisions are final and cannot be appealed.
- ✓ If a business idea has participated in stage 1 or 2 in a previous competition year, it is possible to participate with the same idea in stage 2 and 3 on a following year. If the business idea has participated in stage 2 and 3 in one year it is not allowed to participate in stage1 in following years.
- ✓ To be able to once again compete with the same business idea in the same stage as in a previous competition year, the participant is obliged to have made essential alterations in the plan with regard to either business idea, business model or marketing plan.

If you have any questions or concerns, please contact your Venture Cup project management in the region where you belong.