

## **2nd EUNICE IMAGINE INNOVATION CUP (EIIC)**

**11-12 July 2024 - Santander**

### **RULES AND CONDITIONS**

#### **Article 1 – Definition of the Competition**

1. The EUNICE Imagine Innovation Cup is a business competition between the best startup ideas of each EUNICE partner university. Anually, it fosters innovation and entrepreneurship among teams of students from ten European universities that present their business plans in an international competition. This event provides a platform for aspiring young entrepreneurs to showcase their business ideas, gain valuable feedback, and compete for the prestigious recognition of being the best EUNICE startup of the year.

#### **Article 2 – Purposes and Principles**

1. The EUNICE Imagine Innovation Cup is focused primarily on spreading the culture of innovation among the academic world and the economic environment in Europe, encouraging the development of business ideas and companies.
2. The competition offers to the participants the opportunity to evaluate the feasibility of their startup ideas and to create the conditions to develop their own business plans. Admission to the international contest also represents a chance for a privileged contact with the business community for the development of the startup ideas of the participating teams.
3. In detail, the competition is organized with the following objectives:
  - Encourage entrepreneurial spirit and innovation among university students.
  - Promote collaboration and knowledge exchange among startups from different European universities.
  - Identify promising business ideas with potential for success and growth.
  - Provide an opportunity for students to network with local entrepreneurs and industry experts.
  - Reward the winning team with a cheque of 1,000€.

### **Article 3 – Participating Teams**

1. The teams participating in the EUNICE Imagine Innovation Cup will be selected by their respective home universities in a preliminary local phase.
2. Teams that are selected in the preliminary local phase must commit to travel to Santander and participate in person in the international competition.
3. The teams selected by each of the universities will be communicated to the Organising Committee of the international competition ([area.eunice@unican.es](mailto:area.eunice@unican.es)) before 28 June 2024, in order to properly manage the logistics of the international event in Santander on time.
4. In order to participate in the international competition, the following are essential requirements that all local teams must meet:
  - All team members must be enrolled in one of the universities of the alliance, either at bachelor's, master's or doctoral level, in the current academic year.
  - The business idea must be in the development phase. Consolidated startups will be excluded based on criteria such as the existence of a formally constituted company or one in the process of imminent constitution, commercialisation of a product/service in any market or formal hiring of employees, among others. The Organising Committee of the international competition will assess the concurrence of any of these circumstances and will have full capacity to decide on the suitability of the candidatures to participate in the EUNICE Imagine Innovation Cup.

### **Article 4 – Submission Requirements**

1. English is the official language of the EUNICE Imagine Innovation Cup. All material will be generated and distributed in English.
2. Participating teams must submit a report in pdf format via email ([area.eunice@unican.es](mailto:area.eunice@unican.es)) by 2:00 p.m. on July 5<sup>th</sup>, providing a description of their startup idea and the information that will be presented during the competition.
3. The length of the report must be a maximum of 2,500 words.
4. The presented report is only informative. It will be shared among the Organising Committee and Jury members for review but it will not be used as a criteria for

winner selection.

5. Participating teams must also submit their final pitch deck in pdf format via email ([area.eunice@unican.es](mailto:area.eunice@unican.es)) by 2:00 p.m. on July 10<sup>th</sup>.

#### **Article 5 – Startup Presentation Criteria**

1. Teams participating in the international competition in Santander must adhere to the following presentation criteria:
  - a) Each team will have a maximum of 10 minutes to present their startup idea and business plan.
  - b) A Q&A session of 15 minutes will follow each presentation.
2. Presentations should include relevant information of the business plan of the startup, including the general business idea, problems/needs solved, target markets, appeal for stakeholders, economic plan, feasibility and sustainability, timeline roadmap and team components.

#### **Article 6 – Jury Composition**

1. The Jury involved in the competition will be comprised of:
  - a) University members: one representative from each of the participating Universities.
  - b) Professional members: 2 local entrepreneurs and industry experts from the hosting country.
2. The Jury is responsible for evaluating the business plans presented by the participants, in full autonomy and discretion, in order to identify finalists and winners.
3. Participation in the Jury does not include any fees.

#### **Article 7 – Evaluation Criteria**

1. The Jury members judge, in full autonomy and discretion, the business plans submitted based on the following criteria and corresponding weightage:
  - a) Feasibility and Novelty of the Business Idea (20%)
  - b) Value creation, Scalability and Sustainability (25%)
  - c) Appealing for Stakeholders (15%)

- d) Pitch Presentation and Discussion with the Jury (40%)
2. Each Jury member scores each team's performance based on the given evaluation criteria using a scale of 1 to 5, with 1 being the lowest and 5 being the highest score. The final scores will be aggregated to determine the winner.
3. The University members of the Jury are excluded from evaluation of the team from their own university.

#### **Article 8 – Winner Selection and Prize**

1. After considering the scores from the Jury, the Organising Committee will declare the winning team based on the highest overall score. The decision of the Jury will be final and binding.
2. The final prize shall consist of a cheque of 1,000€.
3. The prize will be cashed individually and proportionally by each member of the winning team.
4. The home university of the winning team will be the organizer of the next edition of the EUNICE Imagine Innovation Cup, which will be held on-site at its institution.

#### **Article 9 – Confidentiality of Information**

1. To ensure the confidentiality of information shared during the competition, all members of the Organizing Committee, of the participating teams and of the jury and, in general, all the people present at the event will be required to sign a Non-Disclosure Agreement (NDA).
2. The NDA will prevent the disclosure or unauthorized use of any confidential information presented by the participating teams.

#### **Article 10 – Terms of Privacy Protection**

1. In accordance with Articles 12 and 13 of the General Data Protection Regulation - (EU) 2016/679, the personal data provided by participants in the competition are collected by the Organizing Committee with the sole purpose of managing the selection of the Awards described in these regulations and any subsequent additions. The provision of such data is mandatory for the purposes of assessing the participation requirements.

### Article 11 – General Conditions

1. These regulations are subject to change at the discretion of the Organizing Committee. Any changes will be communicated promptly to all participating teams.
2. By participating in the competition, teams agree to comply with these regulations and any additional guidelines provided by the Organizing Committee.