

4th EUNICE Imagine Innovation Cup (2026)

April 23rd and 24th, 2026

Poznan University of Technology, Poznan, Poland

Welcome to the EUNICE Imagine Innovation Cup 2026!

This document outlines the rules and conditions for participating in the competition.

Article 1 – Definition of the Competition

1. The EUNICE Imagine Innovation Cup is an annual business plan competition showcasing the best startup ideas from each EUNICE partner university. It fosters innovation and entrepreneurship among student teams from ten European universities as they present their business plans in an international competition. This event provides a platform for aspiring young entrepreneurs to:
 - Showcase their business ideas
 - Receive valuable feedback from experts
 - Compete for the prestigious title of the best EUNICE startup of the year.

Article 2 – Purposes and Principles

2. The EUNICE Imagine Innovation Cup aims to:
 - Cultivate a culture of entrepreneurship within academia and the European economic landscape.
 - Encourage the development of both business ideas and companies.
 - Offer participants the opportunity to assess the feasibility of their startup ideas.
 - Help participants create the necessary conditions for developing their own business plans.
 - Provide a privileged opportunity to connect with the business community to advance startup ideas.

Specifically, the competition aims to:

- Encourage entrepreneurial spirit and innovation among university students.
- Promote collaboration and knowledge exchange between startups from different European universities.
- Identify promising business ideas with high potential for success and growth.
- Provide an opportunity for students to network with local entrepreneurs and industry experts.
- Award the winning team with a prize of €1,000.

Article 3 – Participating Teams

- The EUNICE Imagine Innovation Cup features teams selected by their home universities through a preliminary local phase.
- Teams chosen in the local phase are expected to travel to Poznan, Poland, and participate in person in the international competition.
- To ensure smooth logistics, universities must submit information about their selected teams to the Organizing Committee (start_cup@put.poznan.pl) by **April 6th, 2026**.

All participating teams must meet the following essential requirements:

- All team members must have been enrolled at a EUNICE partner university at the start of the local competition phase. Recent graduates from the previous academic year (2024/2025) are still eligible.
- Only teams that do not conduct business activity related to the subject matter of the competition project during the local competition phase may participate in the competition.

- **The business idea must be in the development stage.** Established startups will be excluded based on criteria such as formal company registration, imminent incorporation plans, commercialization of a product/service, or formal employee hiring. The Organizing Committee will assess these factors and hold full discretion in determining the eligibility of applications.

Article 4 – Submission Requirements

- The EUNICE Imagine Innovation Cup utilizes English as its official language. All materials will be created and distributed in English.
- Participating teams are required to submit a report via email (start_cup@put.poznan.pl) by end of day on **April 6th, 2026**. This report, in PDF format, should detail their startup idea and the information they plan to present during the competition.
- The report length is capped at max. 2,500 words. This report serves for informational purposes only and will not directly influence the selection of the winner.
- Teams must also submit their final pitch deck in PDF format via email (start_cup@put.poznan.pl) by **April 20th, 2026**.

Article 5 - Startup Presentation Guidelines

- **Presentation Format:**
 - Pitch: 10 minutes maximum
 - Q&A: 15 minutes
- **Presentation Content:**
 - **Core Idea:** Clear and concise explanation of the startup's core idea and value proposition.
 - **Problem/Need:** Identification of the specific problem or need addressed by the startup.
 - **Target Market:** Definition of the target market and customer segments.
 - **Value Proposition:** Explanation of how the startup will create value for stakeholders.
 - **Financial Plan:** Overview of the startup's financial projections and funding needs.
 - **Feasibility & Sustainability:** Demonstration of the startup's long-term viability.
 - **Timeline & Roadmap:** Detailed timeline for key milestones and achievements.
 - **Team:** Presentation of the team members and their relevant skills and experience.

Article 6 - Jury Composition

- **Jury Composition:**
 - University Representatives: One representative from each of the participating Universities.
 - Professional Members: 2 local entrepreneurs and industry experts from Poland.
- **Jury Responsibilities:**
 - Evaluate the business plans and presentations to identify finalists and winners.
 - Prepare thoughtful questions to assess the teams' understanding of their business model, market potential, and ability to address potential challenges.
 - Actively participate in the Q&A sessions following each presentation.
- **Compensation:** Participation in the Jury does not include any fees or compensation.

Article 7 - Evaluation Criteria

The Jury members will evaluate the submitted business plans and team presentations based on the following criteria:

- **Business Plan Evaluation (60%)**
 - **Feasibility and Novelty of the Business Idea (20%)**
 - Technical feasibility
 - Market novelty
 - Originality of the concept
 - **Value Creation, Scalability, and Sustainability (25%)**
 - Potential for significant value creation
 - Scalability of the business model
 - Long-term sustainability of the business

- **Appealing for Stakeholders (15%)**
 - Strong value proposition for customers
 - Attractive investment opportunity for investors
 - Potential for positive social and environmental impact
- **Pitch Presentation and Q&A (40%)**
 - Clarity and conciseness of the presentation
 - Persuasiveness of the pitch
 - Ability to answer questions effectively
 - Overall presentation skills and stage presence

Scoring and Selection:

- Each Jury member will score 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.
- University members of the Jury will be excluded from evaluating teams from their own university.

Article 8 - Winner Selection and Prize

- **Winner Selection:**
 - The Jury will evaluate all team presentations and select the winning team based on the highest overall score.
 - The Jury's decision will be final.
- **Prize:**
 - The winning team will receive a prize of €1,000.
 - The prize money will be distributed equally among all team members (bank transfer).
- **Host University:**
 - The home university of the winning team will host the next edition of the EUNICE Imagine Innovation Cup.
 - The next competition will be held on-site at the host university.

Article 9 - Confidentiality

To protect the confidentiality of all information shared during the competition, all participants, including:

- Members of the Organizing Committee
- Members of the participating teams
- Jury members

are required to sign a Non-Disclosure Agreement (NDA). The NDA will prohibit the disclosure or unauthorized use of any confidential information presented by the participating teams.

Article 10 - Data Privacy

The personal data provided by participants will be collected and processed by the Organizing Committee solely for the purpose of managing the competition and awarding prizes. The provision of personal data is mandatory to participate in the competition. The Organizing Committee will process personal data in accordance with the General Data Protection Regulation (GDPR).

Article 11 - General Conditions

- **Regulations:**
 - The Organizing Committee reserves the right to modify these regulations at its discretion.
 - Any changes to the regulations will be communicated promptly to all participating teams.
- **Participant Agreement:**
 - By participating in the competition, teams agree to abide by these regulations and any additional guidelines issued by the Organizing Committee.