



- Integrity and originality
  - Submissions must be the original work of the applicant(s) and free of plagiarism.
  - Any evidence of plagiarism or fraudulent claims will result in immediate disqualification.
- Confidentiality
  - All entries will be treated confidentially, and proprietary information will not be shared without prior consent from participants.
  - Judges and organisers will sign non-disclosure agreements (if requested) to protect the intellectual property of applicants.
  - The top 10 finalists must sign a privacy notice to protect the confidentiality of the business ideas of other applicants.
- Disqualification
  - Entries failing to meet the eligibility or submission requirements will be disqualified.
  - Failure to comply with competition rules may result in disqualification at any stage.
- Judges' decision
  - The decision of the panel of judges will be final and cannot be appealed.
- Participation fee

- Participation is free.
- Pitch guidelines
  - Pitches during the finals must not exceed 3 minutes.
  - Participants will have 3 minutes for a Q & A session with the judges.
- Travel support
  - The organisers will arrange and pay for the travel arrangements for the finalists to participate in the pitching event and award ceremony.
- Prizes
  - As the main prize, the 10 finalists will each receive tailored support through a pre-incubation/acceleration programme worth up to EUR 20 000, providing them with the resources and guidance needed to take their businesses to the next level.
  - Following the pitching event and award ceremony, the top three applicants will get media coverage and promotional support, plus a free trip to the SME Assembly taking place in November 2025 in Denmark.
  - The winner will also receive a trophy.