

Kangasala BUSINESS & STARTUP -Day 9.4.2025

Rules of the Pitching Competition

17.2.2025

ELIGIBILITY

- All startup companies that have been operating for less than 5 years can participate
 - The company must have a business ID and be registered in Finland
 - Participants must be over 18 years old.
 - The entrepreneur can be a sole entrepreneur
 - The company must fit the description of a startup: the business idea is innovative, the company seeks rapid growth and scalability, and external funding.
- The competition is primarily aimed at companies/entrepreneurs based in Kangasala. The eligibility of companies based elsewhere but linked to Kangasala in some way will be assessed during the application phase.

REGISTRATION (APPLICATION PHASE)

- Registration for the competition must be done electronically using the application form by March 16, 2025.
- When registering, a form must be filled out, including a brief description of the company and the idea to be pitched.
- The preliminary jury of Business Kangasala Oy will conduct the selection process two weeks before the competition, and 5-6 companies will be selected to participate.
- Those selected for the competition on April 9, 2025, will be notified by March 24, 2025, at the latest.

COMPETITION PROCESS

- The pitch competition will be held at the "Kangasala BUSINESS & STARTUP Day" organized by Business Kangasala Oy on Wednesday, April 9, 2025, at Kangasala-sali.
- Each participant will have 3 minutes to pitch their idea to the jury on stage in front of an audience.
- After the pitch, the jury will have 5 minutes to ask questions.
- Participants are allowed to use visual aids, such as PowerPoint presentations or prototypes, during their pitch (materials must be submitted in advance).

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EVALUATION CRITERIA

- Innovation and Creativity 25 %
- Business Potential 25 %
- Feasibility 25 %
- Clarity and Persuasiveness of Presentation 25 %

The jury will consist of 3-4 individuals who will be announced later.

PRIZES

- 1st Place: 3000 €

OTHER RULES

- The decisions of the jury are final.
- The organizers reserve the right not to award prizes if the jury deems that no participant meets the award criteria.
- The organizers have the right to change the rules if necessary.
- Participants agree to comply with the competition rules and terms.
- Participants must ensure that their pitch does not infringe on the intellectual property rights of third parties.
- The organizers are not responsible for any costs or damages incurred by participants.
- The organizers have the right to use photos and videos taken during the competition for marketing purposes.
- The organizers reserve the right to cancel or postpone the competition if necessary.