



Creative Business Cup



creative
hub

Terms of Participation - Creative Business Cup

Start-ups are the story

Any start-up from the Creative Industries with a good business idea and a registered company is eligible to compete at Creative Business Cup, as long as they uphold the rules and criteria described in this section.

There are no specific requirements for the participating company in relation to age, turnover or number of employees. However, the competition is for creative start-ups, which may be defined in accordance to the local context.

Participants in Creative Business Cup can be:

- Start-ups utilizing creative skills in the production of a creative industries product / service.
- Start-ups utilizing creative skills in the development of a product or service for/ in collaboration with other industries.

Participants in Creative Business Cup must:

- Have the core asset of the business based on creative competencies.
- Be commercial. Their concepts must have market potential.
- Own the rights to the idea with which he or she is entering the competition.
- Be registered as a legal entity in their country.
- Not have received more than 1'000'000'000 USD of external capital investment in the past.

Creative Business Cup will allow start-ups from the following areas to participate:

- Advertising
- Architecture
- Craft & Artisan
- Design
- Experiences technologies
- Fashion
- Film, Video & Photography
- Gastronomy
- Leisure Activities
- Music
- Performing Arts
- Publishing
- Radio & Television
- Software, Computer Games & Electronic
- Publishing (for Creative Industries)
- 3D Printing maker
- Toys & Games

More information:

Creative Hub: www.creativehub.ch/en/creative-business-cup/

Creative Business Cup: cbnet.com/cup/