



Rules of the competition

- Any start-up from the Creative Industries with a good business idea and 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:

- Startups utilizing creative skills in the production of a creative industries product/ services.
- Startups 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 Czech Republic.
- Not have received more than 1,000,000,000 USD of external capital investment in the past.