

EUNICE START CUP 2025

Local phase at the University of Cantabria

Rules and conditions

Welcome to the local phase of the EUNICE Start Cup 2025!

This document outlines the rules and conditions for participating in the pre-selection of the UC team that will take part in the international competition in **Vaasa (Finland) 24th-25th April 2025**.

1. DEFINITION OF THE COMPETITION

The EUNICE Start 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
- Immerse themselves in a networking environment filled with international opportunities
- Compete for the coveted prize and the prestigious title of the best EUNICE startup of the year

You can find more information about the event and previous editions at the following link: [here](#).

2. PURPOSES AND PRINCIPLES

The EUNICE Start 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 international 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 and international entrepreneurs and industry experts.

3. PARTICIPATING TEAMS

- The EUNICE Start Cup features teams selected by their home universities through a preliminary local phase.
- Students of the University of Cantabria can participate in the UC local phase alone or in teams.

All participating teams must meet the following essential requirements:

- All team members must be currently enrolled (bachelor's, master's, or doctoral level) at the University of Cantabria in the current academic year 2024-2025.
- Their 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.
- Teams chosen in the UC local phase are expected to travel to Vaasa, Finland, and participate in person in the international competition that will take place 24th-25th April 2025. At least one team member is required to attend the face-to-face international event, with the option for up to 3 team members to join.

4. SUBMISSION REQUIREMENTS

- The EUNICE Start 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 (eunice@unican.es) by end of day on **10th March, 2025**. This report, in PDF format, should detail their startup idea following this structure:
 - **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.
- The report length is capped at 2,500 words.
- The jury will make an initial selection from the proposals received. Selected teams will be contacted to make an oral presentation of their business plan to the jury between **17th-21st March, 2025** (specific dates to be agreed upon by the chosen teams and the jury). The presentation will meet the following requirements:
 - **Pitch:** 10 minutes
 - **Q&A:** 10 minutes

5. JURY COMPOSITION

The jury shall be composed of:

- Gabriel Moncalián Montes. Vice-Rector for University Transformation.
- Miriam Gómez Sánchez. EUNICE Project Officer.
- Andrea Pérez Ruiz. UC Business Administration Department.

6. 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

7. CONFIDENTIALITY AND DATA PRIVACY

In accordance with articles 12 and 13 of the General Data Protection Regulation (EU) 2016/679, the personal data provided by the participants in the competition will be processed by the Organizing Committee for the sole purpose of managing the competition described in these rules.

The personal data will be kept for the time necessary to fulfil the purpose for which they have been collected and to determine any possible liabilities that may arise from this purpose and from the processing of the data.

Participants may exercise their rights of access, rectification, deletion or limitation of the processing of personal data or to object to the processing, in the event that the requirements established in the General Data Protection Regulation and in Organic Law 3/2018 of 5 December on Personal Data Protection and guarantee of digital rights are met, by sending a letter to the data controller, in this case, the EUNICE Office, to the following address: eunice@unican.es. The contact details of the Data Protection Delegate of the University of Cantabria are as follows: dpd@unican.es.

8. 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.
 - The participation in this competition is compatible with the participation in other UC entrepreneurship awards or trainings.

