



# Creative Business Cup Malta

**The jury selects the winner based on the following criteria.**

Any startup from the Creative Industries with a good business idea and registered in Malta is eligible to compete in the Creative Business Cup, as long as they uphold the following rules and criteria.

There are no specific requirements for the participating company in relation to age, turnover or number of employees.

**Participants in Creative Business Cup can be:**

- Startups utilising creative skills in the production of a creative industries product / service.
- Startups utilising 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 in Malta.
- Not have received more than 1,000,000 USD of external capital investment in the past.

**The winners of Creative Business Cup will be startups that:**

Show a high level of creativity and present a business concept with great market potential, which resulted from extraordinary business execution.

**Creativity**

- Change the value chains of the Creative Industries or use creative competencies to change the value chains in other industries. Think innovation and disruption.
- Rely on creative skills as a key to the success of the business.
- Engage customers or others in creative processes.
- Innovate in terms of their product or service, social relations, customer approach, markets or other areas.

**Market potential**

- Investment potential.
- Scalability.
- Unique value propositions.
- Create and impact new markets.
- Present a strong overview of the existing market situation.

- Present a good understanding of risks and possibilities.

### **Business Execution**

- Have a good team with complementary skills and good experience.
- Demonstrate the presence of financial and strategic flair within the team, thereby combining creative skills with business skills.
- Present a robust business model.
- Address relevant issues regarding Intellectual Property Rights.
- Have a strong rollout strategy in place.

### **Creative Business Cup will allow startups 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 • Visual Arts • Software, Computer Games & Electronic Publishing (for Creative Industries) • 3D Printing maker • Toys & Games

