



STARTUP COMPETITION 2023

GUIDANCE FOR STARTUPS

20
August

Application deadline

1. Application to Startup Competition is open until 23:59 20th August, 2023.
2. To apply, please fill in the form: <https://bit.ly/3Cmeh2s>
3. Eligibility:
 - Founders have to be ready to arrive in Lviv at IT Arena on 29-30th September and 1st October
 - A startup runs at least a demo version of the product and first traction;
 - A startup has raised no more than \$500 000 of investments.
 - You are ready to undergo the interviews to confirm your participation in the pitch with 30 startups.

21 - 1
Aug Sep

Startup interviews

1. Dates: 21st August - 1st September.
2. Format: online calls with the organizers of the competition (duration up to 20 minutes).
3. Interview language: English and Ukrainian.
4. A person who will pitch at the startup competition should be present at the interview.
5. The assessment and selection process is based on a rating scale that includes the following criteria:
 - The problem that is solved by the startup;
 - Validation of the idea;
 - Composition and expertise of the team;
 - Business model;
 - Knowledge and analysis of competitors on the market;
 - Traction.

2

September

Announcing the semi-finalists

The list of successful candidates is announced after the round of interviews in your e-mail.

2-4

September

Confirm your participation status and fill out the form

1. To enter the competition and the conference, buy a start-up ticket with discount
2. Fill out the form. It will be necessary to provide updated information that IT Arena may use to communicate with investors and create banners for Startup Alley

18-22

September

Online workshop & mentoring. Pitch & Presentation

1. 30 shortlisted startups undergo preliminary preparation of pitches and presentations at online workshops.
2. The online workshops are held on September 18, 2023. All participants will be informed in advance.
3. The individual mentoring will be held online on September 21-22. A mentor will offer some tips for the pitch & presentation.

20

September

Online Meetup. How to be successful at conferences.

Active startup founders will be invited, who will share their experience on how to prepare for the conference, how to network, etc. All participants will be informed in advance.

27

September

Submission of final presentations for the competition

Presentations in .pptx formats should be sent to organizers by 5:00 PM on September 27. Templates will be provided.

29

September

Startup Competition. Semi-Final / Mentorship Madness / Startup Alley

1. The Semi-Final takes place on September 29, 2022. Organizers decide the sequence of speeches. The presentation should last no more than 3 minutes. The Q&A section lasts for 3 minutes. The language of pitches is English.
2. 5 startups proceed to the Final of the competition.
3. At the end of the first day of the competition, additional workshop sessions are held for the finalists to enhance their presentations and pitches.
4. Mentorship Madness will take part during all day 1 of the conference in offline/online mode. You need to book time with mentors from the list provided in the telegram chat on 28th of September.
5. Startup Alley will take up the whole of Day 1 of the conference. Startup Alley is an exhibition area designed for startups to showcase innovative products and solutions. Every startup will have a banner or a stall and some private zone.



Location

Lviv, Mariya Zankovetska Theater

30

September

Startup Competition. Grand Final / Mentorship Madness / Startup Alley

1. Finalists have to send updated presentations to the organizers in .pptx formats before 12:00 on September 30.
2. Organizers choose the time and the order of pitches in the final.
Language of pitches - English.
Presentation - 5 min.
Q&A - 5 min.
3. Mentorship Madness will take part during all day 2 of the conference in offline/online mode. You need to book time with mentors from the list provided in the telegram chat on 28th of September.

4. Startup Alley will take up the whole of Day 2 of the conference. Startup Alley is an exhibition area designed for startups to showcase innovative products and solutions. Every startup will have a banner or a stall and some private zone.



Location 1

Lviv, Mariya Zankovetska Theater



Location 2

Lviv, National Opera Theater

1

October

Topical Workshops. Offline

There will be 4+ workshops throughout the third day. Where experts from different fields will share their experience. Workshop topics and invited experts will be announced later.