

SPARKUP 2025 RULES

1. Eligibility Criteria:

- If the participant is a student, he should be enrolled in a college/university, or, the participant must be running or part of a startup
- Both individual and team entries (up to 4 members) are allowed.
- Each team must designate one member as the team leader for communication purposes.
- The business or startup must be in the **early stage of development** or currently seeking funding for growth (ideation, prototype, or pre-revenue stage).
- Businesses that are fully operational but looking to scale or diversify are also eligible.

2. Entry Guidelines:

- Participants must submit their ideas through the official online registration form by the deadline of **December 15, 2024**.
- Only one idea submission per team/individual is allowed.
- The idea should be original, innovative, and focused on solving a real-world problem.
- Plagiarism or copying ideas from other sources will lead to disqualification.

3. Selection Process:

- Ideas will be evaluated based on originality, feasibility, market potential, and social impact.
- The competition will consist of three rounds:
 1. **Online Entry Round (December 15, 2024)** – Initial submission and screening.
 2. **Physical Screening and Elimination Round (January 15, 2024)** – Presentation of ideas in front of a panel of judges.
 3. **Final Pitch (February 15, 2024)** – Presentation to investors and potential stakeholders.

4. Workshops and Mentorship:

- Shortlisted participants will be invited to attend **mandatory workshops and mentorship sessions** to refine their ideas and pitches.
- Dates for the workshops: **January 31 - February 7, 2024**.
- Mentors will assist with the preparation of prototypes, presentations, and business plans.

5. Pitch Guidelines (Final Round):

- Each team/individual will be given **15 minutes** to present their idea, followed by **5 minutes** of Q&A with the investors.
- Participants must come prepared with a working prototype (if applicable) or a detailed business plan.
- Visual aids (e.g., slides, videos) are allowed and encouraged but should be shared in advance.

6. Judging Criteria:

- Ideas will be evaluated on the following criteria:
 1. **Innovation and Originality** – How unique is the idea?
 2. **Market Feasibility** – Is the idea scalable and viable in the market?

3. **Social Impact** – How will the idea benefit society?
4. **Presentation and Clarity of Business** – How well was the idea presented, and how clear is the entrepreneurs' vision for the purpose of investment, and how they would make use of the investment from investors?
5. **Team Collaboration (if applicable)** – How effectively did the team work together?

7. **Recognition:**

- Participants may receive a certificate for qualifying for the relevant rounds of the event
- Participants may receive investment from the investors, incubation support, or mentorship from investors which is subject to the discretion of the investors and decisions agreed up on by both parties on a case-by-case basis
- Participants who do not receive investment may yet be eligible to get incubated with the incubation centre and receive support through the KRP Incubation Centre.

8. **General Rules:**

- All participants must adhere to the event timeline and attend all mandatory sessions.
- The decisions of the judges and organizers will be final and binding.
- Misconduct, dishonesty, or inappropriate behavior will result in immediate disqualification.
- Dates are subject to change and at the discretion of the KRP Incubation Centre, investors and all parties related to the Trust and associated entities.