

Cloud Start-up Awards: Rules of Competition

- **Objective?**
 - To give start-up companies a boost and at the same time an opportunity to present themselves to a professional audience that is looking for insights, solutions and services, related to digital transformation and the use of cloud and data centers.
- **Which start-ups can participate?**
 - Companies founded after January 1st, 2017
 - There must be a clear relationship between the conference theme cloud, digital transformation & data centers and the core activity of the participating company.
- **What do we expect from a participating start-up?**
 - You produce a **4 minute pitch** (<https://www.debatix.com/nl/2016/04/hoer-pitch-of-presenteer-je-binnen-een-strikte-tijdslimiet/>)
 - Filmed standing up (in TED-X-mode) or with focus on the supporting slides, with the head of the presenter in a small window (in a learning mode).
 - You provide an understandable and attractive insight into how the company wants to distinguish itself in the market and with regard to its target group (Unique Selling Proposition).
 - There must be a clear relationship between the conference theme cloud, digital transformation & data centers and the core activities of the participating companies.
 - Pitches should be handed in **before October 15th, 2020**.
- **Reason to be disqualified?**
 - Handing in a commercial promotional video about the company or a product.
- **What can you expect from us?**
 - All pitches will be online and freely available on www.insighz.io for several months.
 - Jury and public chooses 3 laureates and awards 3 prizes (2 jury and 1 public prize)
 - Jury Prize for the highest Business Potential (evaluated by the jury).
 - Public Prize for User Experience (based on the likes on www.insightz.io).
 - Brewery of Ideas Prize for Innovation (evaluated by the jury).
 - The 3 laureates, each get a Start-up Sponsoring Partner Package of www.insightz.io as a reward, including 2 presentations of max 30 minutes (by participating in one of the next Executive Briefing Webinars on www.insightz.io) on www.insightz.io worth 1800 euro.
 - www.insightz.io will promote the pitches, but any start-up that is a candidate can also use its own channels to promote the pitches as well.
 - Announcement of the laureates on Friday October 30th, 2020, together with a press release.

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