#### **APPLY FOR SWC 2025 Shenzhen Region Competition**

## INSTRUCTIONS:

Startup World Cup (SWC) is an international entrepreneurship themed event that brings together world-class startups, VCs, and CEOs of Fortune 500 companies under the umbrella of Pegasus Tech Ventures, a top 25 venture capital firm in Silicon Valley. SWC is held in more than 50 countries and regions around the world, and the best teams are selected to compete for the global championship in San Francisco, USA.

 **Shenzhen Region Prize**

* Gold: Enter the global finals of the Startup World Cup (SWC) .
* Silver: Enter the Asian regional finals of the Startup World Cup (SWC).
* Bronze: Enter the Asian regional finals of the Startup World Cup (SWC).

The winner of the Shenzhen regional competition of the Startup World Cup (SWC) in 2025 will advance to the global finals of the Startup World Cup (SWC) held in the United States in 15th-17th October 2025. The global finals champion will receive a $1 million investment.

\*Note: Sponsorship for the "2025 Startup World Cup (SWC) Grand Finale" event is non-transferable.

**Benefit and opportunity**

* Engage in exchanges with renowned investors and global corporations, fostering partnerships and enhancing their brand influence.
* Broaden their international perspectives, envision future prospects, and connect with potential resources.
* Engage in face-to-face discussions with venture capital firms and CEOs from Fortune 500 companies in the future.

**1. Eligibility:**

* Companies should have fund raising history.\*\*\*
* Each startup team should only submit a 10-page pitch deck.

A team can submit only one presentation for the Competition. A team may not submit a presentation that violates the code of conduct (e.g., racially sensitive ideas will be automatically disqualified) and/or infringes intellectual property rights. Pegasus Tech Ventures has the sole right to reject any presentation in violation as described above.

2**. Focused field of projects:**

The projects must belong to one of the below-focused areas.

AI Cutting-Edge Technology

Digital Transformation

Corporate Innovation

Fintech

Health Technology

Food Technology

Deep Technology

Beyond Technology

Martech

Advanced Manufacturing

New Energy

New Materials

Biotech

**3. Submission Details:**

3.1 1st Round Submission (Deadline: 1st July 2025, UTC+8 Time 23:59 )

**Please SUBMIT the following to the Competition Platform.**

* A presentation of the problem/issue you want to solve to meet the objective of the Competition and your proposed solution (no more than 10 pages) in ONE PDF/PPT file.
* There’s no strict requirement for the presentation, but it should be able to deliver your solution to the problem/issue you want to solve to meet the objective of the Competition.
* Please refer to Section 4 for the judging criteria of the submission.
* Please note the“Shenzhen Region” in the Subject.

3.2 Final Round

Pitch day: 14th August, 2025, 14:30 – 18:00

Venue: HKUST Blue Bay Incubation Port, Changfu Jinmao Mansion, Futian District, Shenzhen, Guangdong Province China

* The top 10 teams will be shortlisted for the final round.
* Each team that enters the final round will be required to pitch to the Finale Judging Panel within 4 minutes, followed by a 2-minute Q&A.
* The finalists will be announced on 14th July, 2025. The finalists will be given 10 days to revise the presentation and submit the final version by 24 July 2025, 12 noon(Shenzhen Time). Late submissions and replacement of files will NOT be accepted.
* The finalists will present one by one in the Final presentation on August 14, 2025. Therefore, all teams shall be ready to fully attend the final presentation and give the presentation. Details of the final round arrangement will be announced in due course.
* Please refer to Section 4 for the judging criteria of the submission.

**4. Submission Selection/Judging Criteria**

● Submissions will be judged based on the following criteria:

====== 1st Round Submission ======

* Creativity (10 points)
* Addressing Real Problems (10 points)
* Market Demand (10 points)
* Market Reception (10 points)
* Competitive Advantage (10 points)
* Business Plan (10 points)
* Team (10 points)

Total: 70 points.

**5. Winner Selection/Judging Criteria**

====== Final Round ======

* Creativity (10 points)
* Addressing Real Problems (10 points)
* Market Demand (10 points)
* Market Reception (10 points)
* Competitive Advantage (10 points)
* Business Plan (10 points)
* Team (10 points)
* Presentation (10 points)

Total: 80 points.

Please send your deck to pegasuschina@pegasusventures.com.cn