



MITGSW

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**GRENOBLE  
ECOLE DE  
MANAGEMENT**  
BUSINESS LAB FOR SOCIETY



# 2020 STARTUP SHOWCASE

## IMPORTANT DATES & DEADLINES

**TUESDAY, 17TH DECEMBER 2020 AT 8:00 AM CET**

Applications to 2020 Startup Showcase open online

**FRIDAY, 14TH FEBRUARY 2020 AT 11:59 PM CET**

Deadline to submit application for Startup Showcase

**MONDAY, 24TH FEBRUARY 2020 VIA EMAIL**

Teams are invited to participate in GSW Startup Showcase and asked to confirm attendance

**FRIDAY, 6TH MARCH, 2020 AT 11:59 PM CET**

Deadline for teams invited to Startup Showcase to confirm attendance

**MONDAY AND TUESDAY, 23RD- 24TH MARCH 2020 AT TBD CET**

Hosted at Maison Minattec Conference Center

2020 GSW Startup Showcase: Up to 20 startups showcase their products and services to VIPs and attendees, as well as compete for a chance to win up to \$2000 worth of prizes.

## APPLICATION INSTRUCTIONS

- Submit your application online at <http://gsw.mit.edu/2020/>
- The online application for the Startup Showcase consists of three mandatory questions and must be submitted by 11:59 PM CET on Friday, 14th February 2020 by only one member of your team.
- Teams invited to participate in the Startup Showcase will be notified on or before 11:59 PM CET on Monday, 24th February 2020
- All teams are required to register each team member (up to two) separately for the conference for them to be able to attend.
- Confirmation or Withdrawal: Teams invited to participate in the 2020 GSW Startup Showcase will be given until 11:59 PM CET on Friday, 6th March 2020 to confirm their participation. Teams that do not confirm by this time will forfeit their invite and the invitation will be extended to another team.

## ELIGIBILITY REQUIREMENTS

Teams must meet all the following requirements to be eligible to participate in the Startup Showcase.

**Revenue Limitations:** Teams that have earned more than \$500,000 USD in revenues in any of their past three fiscal years are not eligible to compete.

**Market Requirements:** The product/service that the startup is offering must be geared towards French market in some capacity to be eligible to compete. The startup may be based outside of France, but the product or service the startup is offering must be available in France.



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**Venture Limitations:** The Startup Showcase is meant to provide a space for early-stage startups to network with investors and government officials, receive feedback and advice from attendees, and broadly, market their product through GSW. Generally, the following types of ventures will not be eligible to apply: ventures within existing corporations, spinouts from existing corporations, franchises, and licensing agreements for distribution in a different geographical area.

**Team Composition:** At least one team members must be registered in the application to be eligible to participate, but these team members do not need to fall in any specific demographic to be eligible. Teams can have up to two members at the Startup Showcase with them, but additional team members are encouraged to register and attend the conference as well. The limitation on team members at the Startup Showcase is due to limited space for each team at the Showcase.

**Areas of Interest:** teams must specify at least one of the following industries that apply to the venture: Healthcare, Energy, Transportation, Retail, Agriculture & Food, Media & Entertainment, Financial Services, Social Impact, Climate Change, Deep Tech., Other.

## SHOWCASE FORMAT

Up to 20 finalists will receive the opportunity to present their startup, with teams divided evenly among the two days of the conference. Teams will be presenting at their respective booths to an audience of conference attendees and VIP guests. There will also be an exclusive networking session held for finalist teams.

## PRIZES

One audience choice award will be presented to the team, selected through conference attendee voting. One jury prize will be awarded by a panel comprised of MIT judges and select local entrepreneurial leaders. All semifinalist and finalist teams will receive exclusive networking and mentorship contacts available upon selection as Startup Showcase participants.