



Creative Business Cup

CBC REGIONAL/SECTORIAL EVENT  
REQUEST FOR PROPOSALS

# WHAT IS CREATIVE BUSINESS CUP?

*THE GLOBAL NETWORK FOR INNOVATIVE BUSINESS*

Creative Business Cup (CBC) is a global network of partners supporting and championing the creative industries – a unique tribe of innovative disruptors aiming to change the world and impact the global economy by fostering business growth for creative startups. The CBC brand is globally recognized, consisting of creative startups and their affiliated organizations, the public and private institutions that support them, and industry experts and professionals.



The CBC "movement" is supported by investors, incubators, corporations, policy makers, accelerators, governments and creative startups from all over the world. This global network is an integral component of CBC, furthering its efforts to help startups generate opportunities within the creative community on an international scale. CBC supports competitions in more than 70 countries, through the competition's National Partners. All CBC National Winners compete at the CBC Global Finals, which takes place in Denmark. In addition, CBC holds sector-specific, region-specific, investor competitions and activities throughout the year.

Organizing and presenting a Regional or Sectorial Event provides the opportunity to:

- Affiliate with an internationally recognized startup support and networking foundation
- Present the Event and your company/city/region as innovative, international and creative;
- Involve, grow and strengthen the local startup and creative environments and business communities;
- Create valuable connections spanning across sectors and borders;
- Get access to a global network of creative startups and experts in the startup industry, providing new opportunities for collaboration and growth;
- Gain global exposure and marketing through CBC's website, social media, newsletters, and other CBC activities.

## CBC EVENT INFORMATION

A whole year's work of promoting entrepreneurship, innovation and competitiveness in the creative industries are being done nationally, regionally, and internationally. CBC works with a network of partners around the world to host local startup competitions annually. Together, we find the best creative startups in the world, who will compete in the Global Finals in Denmark and represent their country.

Each year, CBN's community of National Partners around the globe run **National Competitions** with workshops, bootcamps and mentoring sessions to help creative startups unleash their potential, finding the most creative startup in their country. This CBC-branded event involves local government, stakeholders in the creative industries and investors who come together to find the most creative startup of the year. The winner participates in the Creative Business Cup (CBC) Global Finals in Denmark to compete against the best creative startups in the world.

At the **CBC Global Finals**, not only National Winners but also other startups, support organizations, policy makers and investors interested in the creative industries go to Denmark to participate in the event. National Winners from each country will compete to win the annual title of being the world's best creative startup. Other attendees participate in workshops, investor seminars, plenary sessions and a market place demonstrating the most creative and innovative ideas to the world.

## REGIONALS

CBC Regionals are initiatives designed to highlight a region's unique goals, attributes and challenges related to the creative industries. Regional events range from bootcamps and workshops to conferences and pitch competitions. In addition to promoting intraregional cooperation, they offer a unique way for National Partners to raise awareness around creative startups in their specific region, as well as the network of organizations, public and private institutions and industry professionals supporting them.

Some successful regionals from past years include:

### **Africa:**

At CBC Africa, the overall goal is for creative startups to connect, develop, mature and professionalize, while at the same time attracting international attention and investments. The purpose is to empower not only the participating startups, but the creative startup community throughout the Africa Region.

The last CBC Africa occurred in September 2018 in Nairobi, Kenya. It was organized by Junior Achievement Kenya and Safaricom.

## **Baltic Sea Region:**

CBC Baltic Sea Region (BSR) was created to increase awareness of the importance of knowledge-based enterprises within the BSR and to develop the skills of young, innovative startups in the creative industries. The festival has hosted internationally recognized experts, speakers and startups who share their experiences, stories and expertise during workshops, discussions and talks.

The last CBC Baltic Sea Region occurred in October 2018 in Riga, Latvia. It was organized by the Creative Industries Incubator in the Investment and Development Agency of Latvia.

## SECTORIALS

Sectorials are global gatherings that allow for creativity to make its way into any given sector. We shed light on how specific sectors can thrive from innovation and how creative startups are addressing the challenges within those sectors. Sectorials provide a platform for sector-focused discussions within the creative industries.

Listed below are some of the models CBC has already developed for Sectorial Events. Potential organizers may also propose their own CBC-Branded Sectorial Events focused on a sector of their choice. CBC will work with organizers to craft an event in keeping with the needs and values.

### **Adventure:**

The newest sector in Creative Business Cup is Adventure, where we embrace adrenaline junkies who do crazy things in the adventure, outdoor, skydiving and sports sectors - things that require a helmet and a prayer. The aim is to target excitement and or adrenalin branded startups and make a collaboration between the adventurous, young startups and the creative industries. For Adventure, the following sectors are included:

- Outdoors
- Athletics
- Travel
- Extreme sports
- Equipment
- Experience innovation

### **Welcome:**

CBC Welcome is a competition that will identify the future of tourism and hospitality. Welcome focuses on finding innovative ideas, methods, technologies, or concepts that offer solutions to challenges in various fields of hospitality industry. Sectors include:

- Travel and tourism
- Accommodation
- Entertainment and recreation
- Food and beverage
- Events management

**Build:**

Build innovation presents the perfect environment to boost awareness in seeking out creative and innovative solutions in the building industry. But Build is more than real estate and housing: it also covers aspects regarding city planning, architecture, art, lifestyle, design, combining technology, environment, healthcare programs, social interaction, sports, shopping, and much more.

## STARTUP CRITERIA

Any startup from the Creative Industries with a good business idea and a registered company is eligible to compete at Creative Business Cup, as long as they uphold the rules and criteria described in this section.

There are no specific requirements for the participating company in relation to age, turnover or number of employees. However, the competition is for creative startups, which may be defined in accordance to the local context.

**Participants in Creative Business Cup can be:**

- Startups utilizing creative skills in the production of a creative industries product / service.
- Startups utilizing creative skills in the development of a product or service for / in collaboration with other industries.

**Participants in Creative Business Cup must:**

- Have the core asset of the business based on creative competencies.
- Be commercial. Their concepts must have market potential.
- Own the rights to the idea with which he or she is entering the competition.
- Be registered as a legal entity in their country.
- Not have received more than 1,000,000 USD of external capital investment in the past.

## DATES

The organizers of a CBC Regional or Sectorial event must agree not to host their event during the month of the CBC Global Finals in Denmark. The dates of the 2018 Global Finals are November 26-27, 2018. The dates for the 2019 Global Finals are June 24-25, 2019.

Organizers are encouraged to host their events after the National Competitions around the world have taken place, so CBC may source startups from the pool of National Winners.

## CBC ADVISORY SERVICES AND EVENT SUPPORT

CBC will provide support through a designated CBC representative, including:

- A CBC "branding kit" with information, guidelines, details and specifications for the use of CBC's logo and other branding materials
- An event "toolkit" with information and useful tips on organizing and hosting a competition for startups

- Collecting and screening startup applications
- Selecting a minimum of ten (10) professional startup companies to participate, ensuring each is aligned with the competition criteria
- Managing a competition management platform, including to:
  - Monitor and evaluate startup applications in real time
  - Assign jurors to the screening process
  - Ensure all startup applications are uploaded to the platform (in English) within given deadlines
- Provide advice on sourcing sponsors
- Provide advice and tips on reaching startups and event attendees through advertising, publicity and promotion
- Make recommendations pertaining to potential jurors, competition details and prizes awarded
- Provide recommendations on the format and content of the event's application form
- Offer guidance and suggestions on pre-competition activities (i.e. workshops and lectures)
- If requested and available, provide and cover costs associated with one or more CBC representatives to co-host the event
- Promote the event, including through CBC's website and newsletter
- Publicize the event, including:
  - On CBC social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
  - Placing Tamkeen's name, logo and link on the CBC website
- Provide opportunities to meet, network, and collaborate with other event organizers and CBC partners

## EVENT ORGANIZER'S ROLE

The Event Organizer would be responsible for planning and hosting the competition, including to:

- Locate and secure a suitable venue
- Ensure sufficient funds are available to cover all costs for the event, including, as examples:
  - Venue rental
  - Travel costs (airfare and accommodation) including for the attendance of jurors, speakers, and one or more CBC representatives
  - Rental costs (staging, chairs, podiums, etc.)
  - Printing costs for written materials
- With the support of CBC, compose a jury of at least three (3) industry experts responsible for selecting the winner, and, if applicable, ensure jurors are familiarized with using the screening tool on the competition platform
- If requested, make a jury seat available for potential use by a CBC jury member
- If desired, save a seat in the jury for use by a sponsor
- Promote the competition broadly, including within the startup ecosystem
- Use CBC's guidelines and branding in advertising, promotion and publicity for the event
- If desired, use CBC's competition and judging criteria
- Create outreach and buzz, including about CBC and CBN during the event by communicating social media handle(s) to attendees and invite attendees to opt-in to follow/ join social media accounts and newsletters for both Tamkeen and CBC
- Provide photographs and/or video, headcount numbers and press cuttings to CBC after the event, including for potential use by CBC on its website
- Before, during and after the event, post relevant content (including tweets, other posts and press material specific to the finalists)

- Through a designated CBC representative, keep us updated on all activities pertaining to the event on a regular basis
- Oversee all other event activities

## PROPOSAL OVERVIEW

If your organization decides to formally submit a proposal to organize a CBC Regional or Sectoral event, you must submit an **initial proposal** of between one (1) and twenty (20) pages in length no later than six (6) months prior to a proposed date (see 'Dates' on p. 6). While there are no strict requirements to the content of your proposal, it is suggested that you at minimum include:

- Brief description of your organization(s) and partners and why your coalition should be selected to organize a CBC Regional or Sectoral event.
- Proposed city where the event would take place
- Proposed venue and primary hotel
- Acknowledgement of the financial commitment required (see 'Budget', below) and written documentation confirming sufficient financing from anticipated underwriters and sponsors
- Other factors that might make your proposal more competitive (e.g. a commitment from a keynote speaker, media partnerships, buy in from the leading creative organizations in your country including those already associated with CBC).

Proposals will be reviewed by Rasmus Wiinstedt Tscherning, managing director of Creative Business Cup, as well as CBC staff and members of the CBC Board of Directors. CBC will provide a response no later than one (1) month after submission.

## BRANDING

All events that comprise a CBC Regional or Sectoral event shall maintain the brand of Creative Business Cup, along with prominent positioning of local organizer's brands as its primary hosts and sponsors. CBC staff shall be consulted in the design of all venue branding and signage for the featured events and maintain final approval on use of all CBC branding.

## BUDGET

Since every location brings dramatically different costs, the Event Organizer will need to determine their budget for this event. As examples, funds need to be allocated to cover items such as international travel and hotel for selected startups, jury members, investors, speakers and CBC representatives, site rental, event management and production costs, administrative costs (including CBC's fee) and printing, marketing and web development expenses

## CONTACT

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