



Creative Business Cup Ukraine Selection criteria

Three experts in creative industries judging the Creative Business Cup Ukraine will select three finalists according to the following criteria. Please keep in mind that these are not the criteria we apply while selecting the participants of the pitching.

1.	Creativity and innovation	<ul style="list-style-type: none"> ▪ Change the value chain of creative industries or use creative competences to change the value chains on other industries ▪ Rely on creative skills as a key to the success of the business ▪ Engage customers or others in creative processes ▪ Innovate in terms of their product service, social relations, customer approach, market, etc.
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<p>2.</p>	<p>Business execution</p>	<ul style="list-style-type: none"> ▪ Have a good team with complementary skills and good experience ▪ Demonstrate the presence of financial and strategic flair within the team, thereby combining creative skills with business skills ▪ Present a robust business model ▪ Address relevant issues regarding intellectual property rights
<p>3.</p>	<p>Market potential</p>	<ul style="list-style-type: none"> ▪ Investment potential and scalability ▪ Unique value propositions ▪ Create and impact new markets ▪ Present a strong overview of the existing market situation ▪ Present a good understanding of risks and possibilities