GULLIVER COMPETITION 2026/2027

KICKSTARTING ADVENTURES; COMPETITION CONDITIONS & GUIDELINES

We are once again giving away €10,000 to support amazing ideas and make them a reality. To take part in the Gulliver Competition you will need to provide some documents and be aware of some key dates. Please ensure that all document submissions are in English.

All dates are subject to change based on space availability and competition requirements.

> **ORGANIZATION & CONTACT DETAILS**
> Stichting Gulliver | Langegracht 70 | 2312NV | Leiden
>
> General Inquiries: info@gulliver.nl (Expect a response within 3 working days)

1. Competition Conditions

- **Target Audience:** The competition is aimed at new start-ups, young entrepreneurs, and students in the Netherlands. If you fall very far out of our target audience, we may not admit you to the next round for that reason.
- **Participation:** You can join alone or in groups.
- **Mailing List:** By joining our competition, you agree that we add you to our mailing list. You can leave the list whenever you want.
- **Sponsor Engagement:** We share your email addresses with our sponsors. They are the ones that make the competition possible and would like to meet you. It is not required that you meet them, but they may offer you helpful tips and support.
- **Ambassador Commitment:** If you win, you commit to being a Gulliver ambassador. That means that you, at least once, tell your story during one of our events.
- **Media Consent:** We will be taking pictures and videos of our events. By joining, you agree to us using pictures you might be in for future promotion. If you do not wish to consent to that, please let us know at info@gulliver.nl.

- **Advisor/Investor Declaration:** Do you have an advisor/investor already? Please make sure to declare this in your initial application to avoid potential conflicts of interest.
- **Language Requirement:** For consistency and fairness between participants, all competition documents (One-Pager, Business Plan, and Presentations) must be submitted in English.
- **Prize Pick-Up:** The prizes should be redeemed within 2 months of winning them in the Final. This means that the prize should be redeemed on the 5th of May by the latest.

2. Competition Categories

Life-Sciences Prize (€10,000)

The Life Sciences Prize celebrates groundbreaking ideas in biotechnology, healthcare, and related fields that have the potential to make a real impact on human health and wellbeing. This award recognises start-ups pushing the boundaries of life sciences innovation, from research to real-world application. The winning team will receive €10,000 to accelerate their journey.

All Innovation Prize (€3,000)

The All Innovation Prize is open to start-ups from any sector with bold, creative ideas that drive meaningful progress. Whether your innovation is digital, sustainable, or social, this award honours the most promising venture shaping the future through fresh thinking. The winner will take home €3,000 to fuel their next stage of growth.

Audience Prize (€1,000)

The Audience Prize is open to start-ups from any sector. It is the prize that is decided by an audience vote throughout the final night. This award honours the opinion from audience that attended the final night of the competition. The winner will get €1,000 to proceed with their startup.

Policy on the Use of AI

While AI can be a fantastic tool to support your creativity, research, and planning, all submitted materials must reflect your own thinking and work. Business plans or documents that appear to be generated entirely by AI may not be accepted. We encourage participants to use AI as an aid — not as a replacement — for original insight and entrepreneurial vision.

3. How The Competition Works

Round 1: One-Pager Submission

- **Deadline:** 22:00, 30th of November 2026 (Final deadline; late submissions may not be considered).
- **Objective:** Capture your brilliance in one page. Present your idea, company, concept, or technique in a compelling 'one-pager' and convince us you're destined for success.
- **Feedback:** To ensure a fair review of all entries, all feedback will be provided after the competition entry deadline.
- **Formatting Guidelines:** Minimum 12pt font, minimum 1pt line spacing, PDF format required. May include images, charts, and graphics. Declare any existing advisors/investors.

Round 2: Semi-Final Round

- **Business Plan Deadline:** 22:00, 7th of January 2027.
- **Business Plan Details:** Upon selection based on your one-pager, craft a comprehensive business plan (up to 8 pages) demonstrating your commitment. Our jury will assess each submission to select teams advancing to the semi-final pitch.
- **Semi-Final Event Date:** 5th of February 2027.
- **Pitch Requirements:** Deliver a 3-minute pitch to stake your claim on the prize. An impartial jury will select the top three teams advancing to the final.
- **Formatting Guidelines:** Business plan in PDF format (min 12pt font, min 1pt line spacing). Pitch deck submitted in PowerPoint format (Widescreen 16:9 layout) by January 15th.

Final Round: Grand Final

- **Business Plan Revision Deadline:** 22:00, 19th of February 2026.
- **Revision Focus:** Incorporate feedback from previous rounds to refine your plan, address areas of concern highlighted by judges/mentors, and update progress (product development, market research, financial projections).
- **Grand Final Event Date:** 5th of March 2026.
- **Final Pitch:** Pitch to an external expert jury panel and audience to make a compelling case for the €10,000 investment. Submit digital pitch materials/visual aids at least 3 days prior in PowerPoint format (Widescreen 16:9).

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4. Business Plan Guidelines

The following points are guidelines to help put together your business plan (maximum 8 pages). A business plan is a personal thing; not all sections will be relevant to all ideas. Feel free to be creative.

1. Summary

- What is the business you want to develop?
- What problem does your idea solve?
- What is the market for your product?
- What is your revenue model?

2. Product Description

- What is the underlying technology?
- What is the potential impact of your idea?
- Is the idea feasible?
- Why do you think there is a big need for this?
- Is it scalable?

3. Marketing

- What is your value proposition?
- What is it that you are going to offer to your customers?
- How will you make sure that customers will buy it?
- Why will no other company be able to make a better offer?
- What is the competition like?

4. Plan Realisation

- What will it take in terms of time, effort and money to develop your product and market?
- What are the biggest threats to your plan?

5. Team and Organisation

- How will you develop and organise the team that can get this off the ground?
- Who are your key partners?
- What is your business structure?

6. Financial Projections

- Will your revenue be high enough for you to continue with your idea into the future?

- What are the major costs in production and operations?
- What is the most realistic cash flow forecast for the first 3-5 years?
- When will you start to break-even?
- What are the most important sources of capital?
- What is your proposal to investors?

5. Winning Criteria

The Gulliver competition aims to stimulate young entrepreneurship and find the Netherlands' best start-ups. In general, successful start-ups exhibit three core qualities:

- **1. Scalability:** Scalability in operations and market reach.
- **2. Social Impact:** Creating positive and meaningful societal effects.
- **3. Innovation:** Bringing fresh, creative, and groundbreaking solutions to market.

In the end, the jury will base their decision on your business plans and pitches. If you can convince the jury that the €10,000 (or €2,500) will make a defining difference in your venture, you will have a strong edge. Note: Start-ups that are already fully established with large investors are less likely to win.