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GLOBAL STARTUP AWARDS COMPETITION FRAMEWORK

How it works

The overall process of the competition bottom-up (from national level up to the regional and global level). Global Startup Awards (GSAwards) competitions consist of 4 different phases, which are described below.

Competition Phases

National Level

Phase 1: Nomination opens

- Anyone can nominate a person, company, or organization in any category per country through an online nomination system.

A special group of people, the Ambassadors are also invited to recommend the best candidates to participate in the competition by nominating them.

An Ambassador is a person from the Global Startup Awards network who has a deep insight into a local ecosystem, for example on a city level or on a special vertical, just like Fintech, Biotech, PropTech, etc. Each Ambassador must be approved through a qualification process.

Once a person becomes an Ambassador, they can't be participating in either the selection of the finalist in phase 2, or the selection of the winners in the national / regional / global rounds **IF** they have been nominated and participating in the competition as well.
- Nominees have to accept the invitation to the competition and provide the required data to be properly assessed in the competition, in order to become approved applicants.

Phase 2: Pre-Jury - Selecting Finalists

- We work together with a selected pool of Jury members. The first stage of jurying in the season is the pre-jury, where they screen the finalized applications, and the shortlist of the up to best 5 contestants in each category per country will be made. These contestants will become the Regional Finalists of the season and will continue to compete on a regional level to become the Regional Winner.

The process

- The regional owner sends invitations to **the selected Jury members**, so they can set their profiles.
- The **Jury members** evaluate the list and, combined with their own knowledge from their local ecosystems, recommend five candidates per category gathered by the regional owner.
- Regional HQ will, with support of the country partner (if the specific country has one) and GSAwards HQ, create the list of finalists based on the above.

Public nominations + Expert votes -> Regional Finalists

Regional level

Phase 3: Finding Regional Winners

Public Voting

- Once the Finalists are announced, public voting opens, through an online system. Individuals can only vote one time per finalist.

Regional Jury Rating

- GSAwards invites a regional jury of at least 7 jury members, with extensive knowledge and experience in the startup ecosystem, from inside and also outside of the said region.
- The rating of each finalist is done through an online system provided by GSAwards, where each finalist is rated. The overall rating of each finalist is based on the sum of the points from the jury and the public voting where the highest public voting result is equivalent to the highest rating of a jury member, the second-highest public voting result is to the second-highest rating of a jury member, and so on.
- The regional winners are announced at the regional Grand Finale and also published online after the award show.

Regional Public Voting + Regional Jury Rating -> Regional Winners

Global level

Phase 4: Finding Global Winners

Public Voting (not a demand for the global level)

- After the Regional Winners are published online, public voting opens through an online system. Individuals can only vote one time per finalist.
- Public voting is open to all the regional winners of season 2019, both coming from baseline categories (Startup of the Year, Best Newcomer, Founder of the Year, Investor of the Year, Best Accelerator or Incubator Program, Best Coworking Space) and vertical categories (categories not listed as baseline).
- Public votes will be counted in 3 categories:
 - People's Choice - Startup
 - People's Choice - Individual
 - People's Choice - Ecosystem Supporter

Global Jury Rating

- GSAwards invites a regional jury of at least 7 inter-regional experienced jury members, with extensive knowledge and experience in the startup ecosystem.
- The rating of each finalist is done as in the regional round (phase 3).
- The global winners are announced at the Global Grand Finale online award show and also published online.

Global Public Voting + Global Jury Rating -> Global Winners

Categories and Criteria

The categories with their specific criteria for winning can be described in two groups: baseline categories and vertical categories. The baseline categories are the same in all regions in the global competition. The vertical categories are a group of specific categories for each region.

Important Definitions

- Startup: A high growth potential startup not older than 5 (five) years of age founded in the country from where they are participating.
- Ambassadors: An active and connected person within their respective national startup ecosystem. An ambassador is one that is active in the community directly. The ambassadors have the job to use their local knowledge to guide the regional HQ towards inviting the best possible nominees to the competition and motivate them to finalize their registrations in order to participate in the competition.
- Ecosystem Partners: An active and connected organization within their respective national startup ecosystem. An ecosystem partner is one that is active in the community directly. The ecosystem partners have the job to use their local knowledge to guide the regional HQ towards inviting the best possible nominees to the competition and motivate them to finalize their registrations in order to participate in the competition.
- Experts: An active and connected person or team within their respective national / regional startup ecosystem. An expert is one that is active in the community. The experts have the job to use their knowledge to guide the regional HQ towards the best possible shortlist (regional finalists).
- Country Partner: A company or organization that is an official partner representing one of the countries in the region. A country partner can have the responsibility for finding high-quality ambassadors / ecosystem partners and jury members for the competition. And they can also be responsible for the national event - if they decide to organize one.
- Regional Partner: Company or organization that is the exclusive official partner/owner of a region. A regional partner has the responsibility for the successful regional competition and for the regional event finale.
- Nominations: Nominations are public and anybody is able to nominate a person, company, or organization in any of the categories.

- Regional finalists [shortlist]: List that contains all the regional finalists. The regional winners will be chosen based on the ranking of the experts.
- Regional Jury member: A jury member that judges on the regional finalists. A regional jury member can't be active as an ambassador in the same season. The regional jury member can be from the region - but also from outside the region. The regional jury members are invited by GSAwards as well by regional partners.
- Regional Winners: Winners chosen from the regional finalists in each of their respective categories.
- Global Winners: Winners chosen from the global finalists (regional winners of the baseline categories) in each of their respective categories.