Terms and Conditions of the Startup-Impuls Competition

1. Registration and Application

When you register for the competition through the online platform, only your email address is collected initially. Following registration, you will automatically receive a welcome email containing important information about the competition.

Once registered, you can enter your personal details, create a profile and submit your business idea. Your application must include a read deck (a text-based pitch deck of no more than 20 pages) and at least one CV.

2. Application Review and Assessment

The documents and information you submit will be reviewed and assessed by staff of hannoverimpuls GmbH and external experts. Applications are assessed against standardised criteria published on the competition website (www.startup-impuls.de) and set out in the "Guidelines for Application Documents".

Applications must be submitted exclusively through the designated online portal and may be completed in either German or English. Only PDF and PPT file formats are accepted, as specified in the "Guidelines for Application Documents".

In addition to the application documents, hannoverimpuls GmbH provides the relevant evaluators and preliminary judging panels with applicants' or teams' names and contact details. This information is used to clarify any questions and/or arrange interviews.

Selected applicants will be invited to present their business ideas to a preliminary judging panel and receive direct feedback during the session. All other applicants will be offered feedback on their application documents as part of the startup advisory services provided by hannoverimpuls.

In all cases, the feedback is intended to identify the strengths and weaknesses of the business idea and highlight opportunities for further development.

3. Selection Process and Awards

Based on the assessments of the preliminary judging panels, the highest-scoring entries will be forwarded to the main jury, which will select the competition winners.

The award ceremony may take place as part of a public event. hannoverimpuls will provide the media with information about the winners and their business ideas for publication and will also publish this information on the competition website (www.startup-impuls.de).

The information intended for publication will be coordinated with the respective applicants in advance.

4. Eligibility and Competition Categories

Startup-Impuls is open to anyone with a business idea. The competition aims to reflect the diversity of startups and welcomes founders of all genders, backgrounds and ages, as well as business ideas from all industries and of all sizes, provided they aim to contribute to at least one of the 17 United Nations Sustainable Development Goals (SDGs).

To reflect the different types of startups, the competition comprises four categories:

- "hottest innovation"
- "next Mittelstand"
- "highest impact"
- "future health"

The project management team assigns applications to the relevant categories based on the information submitted.

Applicants are not required to reside in the Hannover Region. However, the business idea must be capable of being implemented as a business, and the startup must either have been established* in the Hannover Region or be intended for establishment there.

This requirement may also be fulfilled by relocating the headquarters of an existing company to the Hannover Region.

Simply transferring a company's registered office or business address to Hannover is not sufficient. Both the place of effective management and the actual place of business must be located in the Hannover Region.

The connection to the Hannover Region must be clearly demonstrated in the application documents.

5. Prize Money and Conditions of Payment

The prize money is intended to support the establishment and operation of a business headquartered in the Hannover Region. It must not be used for personal purposes.

The prize money will be paid out in 2027 upon request by the winner.

hannoverimpuls GmbH reserves the right to reclaim the prize money if the winner relocates the company's headquarters, including its place of management and/or place of business, outside the Hannover Region on or before 30 June 2028.

This provision reflects the mission of hannoverimpuls GmbH to promote economic development in the Hannover Region.

6. Legal Provisions

Participation in the competition does not give rise to any legal entitlement or claim against the organiser, hannoverimpuls GmbH, or the competition partners.

The organiser reserves the right to exclude entries from the competition and to decide not to award prizes.

The organiser may terminate the competition at its discretion without providing reasons.

7. Confidentiality and Data Protection

All individuals involved in organising and conducting the competition have agreed to maintain confidentiality and protect the information received in connection with the competition.

You may withdraw your consent to the processing of your personal data at any time, with effect for the future, by emailing gruendung@hannoverimpuls.de. Withdrawal of consent does not affect the lawfulness of processing carried out on the basis of that consent before its withdrawal.

You have the right to request information about the personal data held about you free of charge. Subject to the applicable legal requirements, you may also have the right to request the rectification or erasure of your personal data, restriction of processing, data portability and to object to certain processing activities.

These rights are subject to the conditions and limitations set out in applicable data protection legislation.

8. Definition of an Eligible Startup

The company must have been established, or the self-employed activity must have commenced, no earlier than 2024.

An exception applies where a company was formally established before 2024, for example to carry out research and development or other preparatory activities, but did not commence commercial operations until 2024.

This may include cases where the company did not generate its first revenue or make its first sales until 2024.