



OPEN
INNOVATION
CHALLENGE

@ INTA's 2024 Annual Meeting INTA's Start-Up & Scale-Up Competition

INTA is proud to host our third Open Innovation Challenge for start-ups and scale-ups on May 19, 2024, at the Georgia World Congress Center in Atlanta, Georgia.

What is the Open Innovation Challenge (OIC)?

The OIC is a platform for start-ups, scale-ups, entrepreneurs, investors, and business consultants to promote IP commercialization and growing solutions that serve our communities.

Join the Competition!

If you are a new start-up or a business looking to scale up, we welcome you to the 2024 Annual Meeting, which will bring together the best and brightest in brands and intellectual property.

Don't miss this unique opportunity to:

- Pitch and promote your business idea, technology innovation, or research in front of distinguished judges from around the globe, including experts in branding, brand valuation, business advisory services, IP law, and finance.
- Gain expertise and invaluable insights from the judging panels and your peers.
- Network with other start-ups, scale-ups, and entrepreneurs.

**New for
2024!**

Applicants can now participate virtually in the finals! Ideas should have no boundaries, and so should your opportunity to showcase your business!

How Do I Apply?

Application Requirements:

- The application requires detailed information about your project. Please be prepared with the following:
 - A concise concept note/description in one sentence.
 - A clear description of your business model.
 - A summary for potential investors.
 - Names and titles of your team members.
 - Information on current revenue and the funding you need to raise.
 - Be ready to attach up to three (3) relevant documents about your project.



- Shortlisted Finalists will be notified by **April 26**.
- All finalists must present their pitch presentations on May 19 either in person at the Georgia World Congress Center in Atlanta, Georgia, or remotely.
- Each Finalist (individual and/or team) must book and pay for their travel and accommodation during the noted Open Innovation Challenge period, specifically May 19, if they are presenting their pitch presentation in person. Additionally, they will have access to select events at the Annual Meeting until May 22, 2024.
- Application period: March 18 – April 19, 2024

[Click here to complete the application form](#)

How Do I Qualify as a Start-Up?

- You must be an individual or a team that has not completed the Series A funding as of April 19, 2024.
- As an early-stage start-up, you must have received funding of no more than US\$50,000.
- As a mid-stage start-up, you must have received funding of more than US\$50,001 up to US\$149,999.
- You and your team members are at least eighteen (18) or older.

How Do I Qualify as a Scale-Up?

- You must be an individual or a team that has completed the Series A funding as of April 19, 2024, or
- A legally registered business concern with a financial threshold of US\$150,000 to \$US3 million or employing a minimum of ten (10) workers and no more than 1,500 workers in a single jurisdiction.
- You and your team members are at least eighteen (18) or older.

When Will the Winners Be Announced?

In-Person and Remote Finalists Pitch Presentation and Winner Announcement:

Sunday, May 19, 2024, at the Georgia World Congress Center, Atlanta, Georgia

Only shortlisted finalists will receive two complimentary registrations to the 2024 Annual Meeting.

What Will You Win?

- One complimentary organizational INTA membership to one office location for the following calendar year (valued at US \$1,500). If the winner is a member of INTA and has already paid their membership dues for the current or following year, the prize can be utilized in the next calendar year when membership dues remain unpaid.
- One (1) hour of business and brand valuation consulting (valued at US \$500) provided by Gevers (USA).
- One (1) hour of business and brand valuation consulting (valued at US \$500) provided by Epsilon Economics (USA).
- One (1) hour of legal and business consulting (valued at US \$450) provided by JarryIP (Chile)

More prizes to be announced soon! Stay tuned!

