OPEN INNOVATION CHALLENGE

2027 Annual Meeting
INTA's Start-Up & Scale-Up Competition



INTA is proud to host our sixth Open Innovation Challenge (OIC) for start-ups and scale-ups at our 2027 Annual Meeting, at the San Diego Convention Center. The competition will be held on Sunday, May 9, 2027.

COMPETE VIRTUALLY

Applicants can participate virtually! Ideas should have no boundaries, and so should your opportunity to showcase your business.



WHAT IS THE OPEN INNOVATION CHALLENGE (OIC)?

INTA's Open Innovation Challenge invites start-ups and scale-ups from all sectors to present market-ready solutions to real-world challenges before an expert judging panel. Finalists may pitch in person or virtually, gain direct feedback, build visibility among a global professional audience, and connect with potential collaborators and supporters.

JOIN THE COMPETITION!

- ✓ 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, intellectual property (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.

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.
  - 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 email on **March 26, 2027**.
- ✓ All finalists must deliver their pitch presentation in May 2027, either ***in person*** at the 2027 Annual Meeting or ***remotely***.
- ✓ Finalists who choose to present in person are responsible for booking and paying for their own travel and accommodation during the Open Innovation Challenge period in May 2027. They will also have access to select Annual Meeting events through **May 12, 2027**.





Application period starts November 9, 2026 and ends on March 5, 2027.

APPLY NOW!

INTA International Trademark Association





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 **February 28, 2027**.
- As an early-stage start-up, you must have received funding of less 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 as of **February 28, 2027**.
- 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 **February 28, 2027**, or
- A legally registered business concern with a financial threshold of US$150,000 to US$3 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:

- Finalists will deliver their pitch presentations, and the winners will be announced, on **Sunday, May 9, 2027**, during the Annual Meeting in San Diego, California.
- Winners will be publicly recognized during our Opening Ceremonies in front of a global audience of brand and IP professionals.

Only shortlisted finalists will receive two complimentary registrations to the 2027 Annual Meeting.

WHAT WILL YOU WIN?

- **Consulting from Judges:** Winners in each category will receive a personalized consulting session with each judge, providing direct expert guidance to help strengthen their business and plan its next stage of growth.
- **Complimentary INTA Membership:** Each winner will receive one complimentary organizational INTA membership for one office location for the following calendar year, valued at US$1,500. A winner who is not currently an INTA member must redeem the membership by December 31, 2027. If a winner has already paid membership dues for the current or following year, the prize may be applied to the next calendar year for which dues remain unpaid.

More prizes to be announced soon! Stay tuned!

HEAR FROM PAST OIC PARTICIPANTS

"

The OIC helped me see intellectual property not simply as legal protection, but as a strategic asset that enables entrepreneurs to protect innovation, build investor confidence, and translate ideas into real-world impact."

Ioannis Gkouzionis, PhD
Co-Founder & Chief Executive Officer
Aisthesis Medical Ltd

"

Before the OIC, I thought of IP mostly as protection—a provisional patent filed, a box checked. Being part of this process made me understand that IP is actually a strategic tool. It shapes which partnerships you pursue, how you present your technology to investors, and where you plant your flag in the market."

Naama Nicotra
Co-founder & CEO, NakedPak

"

The OIC showed me that innovation without IP protection is a gift to your competitors. For founders like me, building at the intersection of culture and technology, IP is not the fine print. It is the headline."

Addie Momah
Founder and CEO, Heart And Tale