Growing Entrepreneurs & Jobs Globally

A Proven Acceleration Program Growing Jobs & Entrepreneurial Ecosystems
The StartUp Cup Challenge is a locally driven, inclusive business building accelerator without walls that has run over 208 times in over 72 countries since 2012. Through each StartUp Cup entrepreneurs are motivated to build a viable business, generate revenue and are transformed into investment-ready businesses during the six – seven month judging, coaching and mentorship-driven Challenge.

Process
The StartUp Cup process is designed to expand business and job growth, mobilize corporations, governments and community leaders along with maximizing the promotion opportunities in each community. Key elements of the each Challenge include:

• Coaching / networking kick-off event
• Business Model submission campaign
• Judging of business models and pitches by local business leaders
• Corporate and local business mobilization
• Public entrepreneurial award celebration

Benefits
The benefits of each StartUp Cup go beyond creating jobs. Each StartUp Cup achieves these other important community objectives:

• Mobilizing community, government, corporations and business leaders
• Consistent high impact media attention
• Building and expanding entrepreneurial networks
• Expanding local synergies and increased collaboration among business service providers
• Cultural shifting and rewards for entrepreneurial behavior

Ingredients Needed to Run a StartUp Cup
Every community already has what you need to launch a StartUp Cup Challenge. The first step is to identify a Champion who is passionate about igniting human potential through business building, bringing together:

• A small dedicated team: Project Manger, Marketing/PR Team, Fundraising Chair & Event Manager
• 11 Judges / 12 Coaches
• Sponsors / In-Kind Donations
• Prizes – Non monetary and monetary

What You Receive From GriffinWorx
We provide you with the tools and resources needed to run a successful StartUp Cup Challenge in your community:

• A Comprehensive Step-by-Step Guide
• Online Project Management Tool
• Judging and Coaching Module
• Website and Submission Process
• Design Thinking Tools
• Email Based Q&A
• VizToolz®
Global Mobilization

We are growing a global network of StartUp Cup organizers and GriffinWorx partners acting as a catalyst to bring together entrepreneurial service providers, seasoned entrepreneurs, political leaders, corporations, higher education, and champions of inclusive entrepreneurship in an effort to accelerate the growth of sustainable new/existing businesses and local/regional entrepreneurial ecosystems.

StartUp Cup Partial List

- Algeria
- Antananarivo
- Armenia
- Baja California
- Bosnia
- Dallas
- Dhaka
- Florida
- Ghana
- Kenya
- Morocco
- Nigeria
- Pakistan
- Philippines
- Russia
- Rwanda
- Silicon Valley
- Tanzania
- Uganda
- Ukraine

WECREATE

- Cambodia
- Kenya
- Pakistan
- Papua New Guinea
- Vietnam
- Zambia

Partners
StartUp Cup® is a proven model to **GROW JOBS** through startups. The result is an acceleration in building & growing an **ENTREPRENEURIAL ECONOMY**.

Annual average job growth for each local StartUp Cup includes:

- **100 Businesses** inspired to submit their business models
- **13 New** operating businesses
- **141 Jobs** created from new operating businesses
- **42 Mentors** service providers & judges engaged
**StartUp Cup** participants are the companies of the future: the startups, small businesses and emerging companies that create jobs, build a skilled workforce, and purchase goods and services as their businesses grow.

**StartUp Cup generates meaningful and trusted long-term relationships** by engaging entrepreneurs on a personal and business level. Each StartUp Cup team gains a deep knowledge of participants from ongoing personal interactions, questionnaires, surveys, and primary research throughout the business lifecycle.

**StartUp Cup Entrepreneurs include:**
- Agriculture
- Arts & Crafts
- Consulting Firms
- Energy Companies, including Green Energy, Oil, Natural Gas
- Entertainment
- Food & Beverage
- Franchise Systems
- Health
- Innovation Solutions
- Internet-Based Products and Services, including Publishing
- Mobile and Web Applications
- Mompreneurs
- Restaurants
- Retail Products
- Retail Stores

**StartUp Cup Judges, Coaches & Mentors include:**
- Accountants
- Angel Investors
- Attorneys: Corporate / Intellectual Property
- Bankers
- Business Consultants
- Business Model Specialists
- Corporate Leadership
- Franchising Experts
- Human Resource Professionals
- Public Relations Practitioners
- Seasoned Serial Entrepreneurs
- Social Media Experts

**StartUp Cup Resource Providers include:**
- Angel Investors
- Business Service Providers
- Chambers of Commerce
- Champions of Entrepreneurs
- Corporations
- Local Government Officials
- Entrepreneurial Accelerators
- Higher Education Institutions
Behind most business endeavors are entrepreneurs with the vision, passion and drive to create their own career paths, build financial independence, and potentially change the world. Entrepreneurs create jobs, they help shape communities, and their businesses purchase products and services to help them do this.

StartUp Cup reaches beyond the typical entrepreneurial competitions that focus only on high-growth companies and market segments, which represent only 2% of all businesses. We target the other 98% of companies, allowing StartUp Cup to help build more businesses that create more job growth, are locally driven and are part of an expanding global network. These companies aren’t necessarily technology-focused, but they rely on technology and related services to reach and manage customers and stay more competitive.

StartUp Cup Participant Demographics:

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95,474 Total number of participants
2,007 Operating businesses
39,676 Jobs created
StartUp Cup is designed to take place over a six to seven-month period, providing a hyper-local comprehensive, long-term and highly experiential coaching, mentoring and judging business model competition involving local business leaders and seasoned entrepreneurs.

Our focus is on building sustainable businesses by educating entrepreneurs on the universals of designing, testing and building a viable business; including rapid revenue generation, bootstrap funding techniques, team development and coachability as keys to business building success.

Launch a StartUp Cup in Your Community!

Mobilize Community
Increase community collaboration among business leaders, government officials, higher education institutions, funders, business service providers and corporations.

Identify & Engage Entrepreneurs
StartUp Cup is a powerful magnet designed to attract and enroll entrepreneurs and business builders with any type of idea, from any background and education level.

Train Entrepreneurs How to Build a Company
Compress the time it takes for a new company to go-to-market, secure customers, and most importantly generate revenue that grows a company that can stand the test of time.

Fund New Companies Small & Large
Easily identify the new and existing companies that showcase the greatest probability of success. Increase the likelihood of investment by vetting teams.

Celebrate the Entrepreneurial Spirit
StartUp Cup is a marketing and public relations machine with entrepreneurs, mentors and sponsors featured in local media on a regular and consistent basis.