



Information Kit

MARCH 2024



WITSA World Cup Info Kit

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Content subject to changes and updates



Overview

The WITSA World Cup

**Starring the Best Tech-Scale-ups
Across 6 Continents**



**WITSA
WORLD
CUP**

Introduction to WITSA



Who is WITSA?



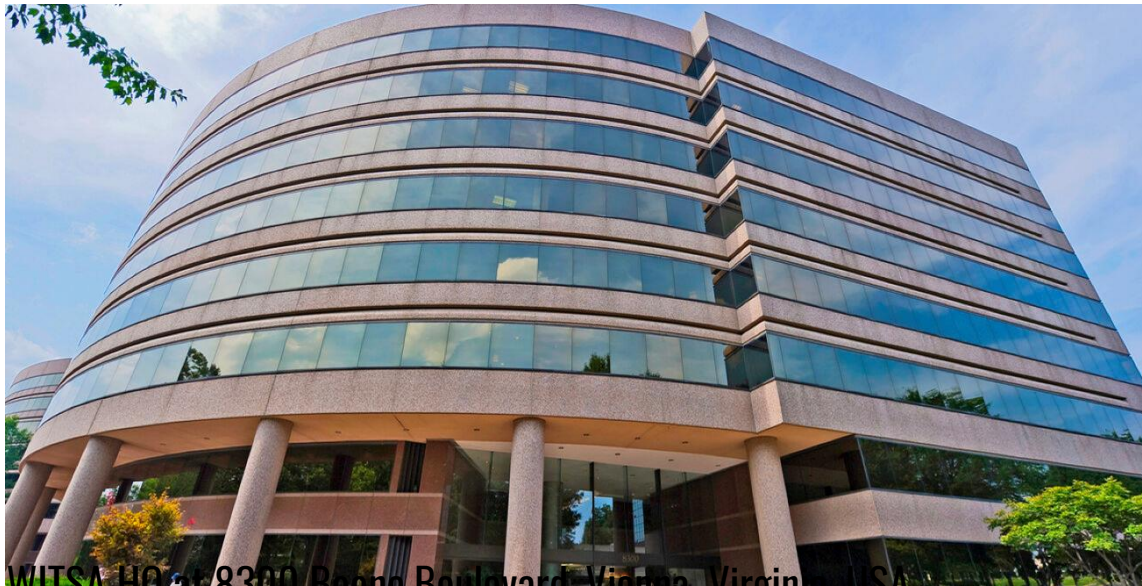
WITSA's Purpose: To catalyze the innovations of the global tech industry in order to better how communities develop, work & play

- **Vision:** Fulfilling the Promise of the Digital, Innovation & Tech industry for the sustainability and well-being of all stakeholders in the global community
- **Mission:** As the leading recognized voice of the global tech industry, we empower communities, enrich economies and enhance lives with innovation and technology by creating impact with the digital economy via meaningful interventions that we drive, facilitate and advocate
- WITSA Is an alliance of tech industry associations from 80 countries & economies with a 46-year history
- Global signature platform: World Congress on Innovation & Technology (WCIT)





WITSA's membership elected Dato' Dr. Sean Seah as Chairman and a new Board of Directors from 20 countries on September 12, 2022



WITSA HQ at 8300 Boone Boulevard, Vienna, Virginia, USA

WITSA is the leading recognized voice of the global tech industry

- Founded in 1978
- Aims to drive transformation and grow the tech industry
- Advocates international public policies that advance the industry's growth and development
- Facilitates international trade and investment in tech products and services global network
- Promotes industry cooperation and strengthens national associations through the sharing of knowledge, experience and critical information
- Works closely with internationally recognized organizations to promote and facilitate growth
- Global signature platform - WITSA World Congress on Innovation and Technology (WCIT)
- Organizes Global Innovation and Tech Excellence Awards to recognize outstanding tech users

WITSA Board of Directors (2022-2024) Representing 20 Economies



Deputy Chairman

ROBERT JANSSEN
ASSESPRO, **Brazil**



Chairman

DATO' DR SEAN SEAH
PIKOM, **Malaysia**



Treasurer

HEMANT KUMAR CHAURASIA
CAN, **Nepal**



CEO

DATO' DAN E KHOO

Regional Vice-Chairmen

Africa



ROGER LATCHMAN
ITA, **South Africa**

Asia



SUBRATA SARKER
BCS, **Bangladesh**

Caribbean



JOHN KYLE
BCC, **Bermuda**

Europe (EU)



ANTONIO CIMORRA
AMETIC, **Spain**

Europe (Non-EU)



ZORAN LAZAREVSKI
MASIT, **North Macedonia**

Latin America



ALEXANDER MORA
CAMTIC, **Costa Rica**

MENA



TAREK ABD-ELMONEM TAHA
EITESAL, **Egypt**

Directors



ALEXANDER YESAYAN
UATE, **Armenia**



ALBERTO PATRON
CESSI, **Argentina**



AHMED AL HUJAIRY
BTECH, **Bahrain**



ANGELA MONDOU
Technation, **Canada**



FRANCIS FONG
HKITF, **Hong Kong**



HIROSHI
TOMIYASU
JISA, **Japan**



NIDAL BITAR
in@taj, **Jordan**



MATTHIAS IFESIEH
ITAN, **Nigeria**



FLORIN VREJOIU
ATIC, **Romania**



DR BRIAN SHEN
CISA, **Taiwan**

YANNIS SIROS, **Greece** (2020-2022)
YVONNE CHIU, **Taiwan** (2016-2020)
SANTIAGO GUTIERREZ, **Mexico** (2012-2016)

DATO' DAN E KHOO, **Malaysia** (2008-2012)
GEORGE NEWSTROM, **USA** (2000-2008)
BOB LAURENCE, **USA** (1992-2000)

WITSA's Catalytic Platforms



Global Innovation & Tech Excellence Awards



Global Partner Program



World Congress on Innovation and Technology (WCIT)



Global Tech Ecosystem Development



Global Tech Talent Certification



Speakers Bureau

OUR GLOBAL FOOTPRINT

Global Membership

WITSA's global DNA stems from its members in over 80 countries and economies. It is not only the recognized Voice of the Digital Tech Industry but also driven with a vision and passion to "Fulfill the Promise of the Digital Age" where everyone benefits from digital tech

Global Recognition

Established in 2010 as its highest honor, the WITSA Eminent Person Award recognizes individuals who have made a profound positive difference in the lives of others thru tech & innovation. Through its Global Innovation & Tech Excellence Awards, WITSA confers annual prestigious honors that acknowledge remarkable contributions to the technology and innovation field in 19 categories.

Global Platforms

WITSA spearheads innovation and collaboration in the global technology industry through catalytic platforms that drive industry growth, recognize excellence, and facilitate meaningful connections

Global Action

WITSA is increasingly assuming a leading advocacy role in the development of international public policy that affects the creation of a robust global tech infrastructure. Our partners include the United Nations, WTO, The World Bank, ITU, OECD, APEC and ICANN



WITSA EMINENT PERSONS

WITSA established its highest award called WITSA's Eminent Person Award in 2010.

The award recognizes those individuals who have made a significant and profound positive difference in the lives of others. The intent of the Award is to recognize individuals who have made or continue to make significant contributions to mankind. These contributions are not necessarily tech related.

Since establishing the award in 2010, its recipients have included

- President Nelson Mandela of South Africa
- Dr. Vint Cerf, Co-Father of the Internet
- Dr. Bob Kahn, Co-Father of the Internet
- Dr. John O'Sullivan, Co-Father of Wi-Fi
- Dr. Terence Percival, Co-Father of Wi-Fi
- Dr. Miguel Angelo Laporta Nicolelis, Pioneer in brain-machine interface technology
- Mike Lazaratis, Founder of the Smart Phone
- Dr. Bill Magee, Founder of Operation Smile
- Karen Vardanyan, Pioneer in establishing the ICT industry in Armenia
- Sheikh Hasina, Prime Minister of Bangladesh
- Dato' Hock E. Tan, President and CEO of Broadcom
- Tun Dr. Mahathir Mohamad, Malaysian politician, author and physician who served as the fourth and seventh Prime Minister of Malaysia
- Dr Lisa Su, President, CEO and Chair of Advanced Micro Devices
- Datuk Patinggi Tan Sri (Dr) Abang Haji Abdul Rahman Zohari Bin Tun Datuk Abang Haji Openg, Premier of Sarawak





**WITSA
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**Introducing the
WITSA World Cup**



The WITSA World Cup at a Glance



What is the WITSA World Cup?

The WITSA World Cup is a unique platform offering **Tech Scaleups** global exposure, funding opportunities, and direct access to industry leaders through a **National to Global Tournament**.



Who Can Participate?

The WITSA World Cup is open to **high-growth, innovative technology scaleups from the participating countries** that are **pre-Series A funded (and above)** in all industries such as: AI, Fintech, Healthtech, Sustainability, Future of Industry & Work, Energy & Mobility, Transportation, Edutech, Biotech, Agritech, and Smart city solutions.



What are the Prizes?

One global winner will be awarded with the **WITSA World Cup, funding, prizes and incentives**.



Program Duration?

The program will begin with WITSA Country Hosts running the national selections between April-July 2024. The WITSA World Cup journey concludes with the national winners pitching at the Grand Finals held at WCIT 2024 in Armenia.



What is the WITSA World Cup?

The WITSA World Cup is a premier global tournament designed to elevate and celebrate the best Tech Scaleups across 6 continents. Serving as a catalyst for innovation, investment, and collaboration, the WITSA World Cup plays a pivotal role in propelling the growth of the global tech ecosystem, as well as potentially discovering the world's next great unicorn!

The WITSA World Cup Global Tournament is **open to global tech scaleups (pre-Series A & up)** strategically positioned for growth acceleration, fundraising, market expansion, and Foreign Direct Investment (FDI) pursuits.

This unique tournament transforms from a National to Global competition, engaging WITSA Country Member Hosts to identify and showcase their top tech scaleups. The journey culminates at the Global Finals, set to be hosted at the World Congress on Innovation and Technology in 2024.

Participating Tech Scaleups stand to gain global exposure, funding opportunities, and direct access to influential industry decision-makers. The WITSA World Cup Tournament acts as a launchpad for international market access and fosters connections with key stakeholders. And **one global winner will be awarded with the WITSA World Cup, funding, prizes and incentives.**

The WITSA World Cup Tournament is a dynamic gathering, bringing together and engaging a diverse audience of technology visionaries, entrepreneurs, venture capitalists, sovereign/family/PE funds, government economic development agencies, accelerators, corporate users, digital platform providers, and tech talent.



Who we are looking for:

Tech Firm Life-Cycle

Targeted WWC Competitors:

Global tech scaleups (Series A & up)

that are in the sweet spot of growth acceleration, fund-raising, market expansion & FDI pursuit



BlitzScaler
NicheScaler
VCseeker

Angelseeker
Bootstrapper
Birth

IPOStar

Unicorn

Market Leader

Tech Giant

Mature Div Payer

HODLer

Dinosaur



WITSA World Cup Participating Countries

WITSA Members have pledged their participation in the Inaugural WITSA World Cup 2024 and through a *National Selection Process*, will each be sending their Top 2 Tech Scaleups to the Global Finals for a total of 32 scaleups competing at WCIT this October 4-7 in Yerevan, Armenia :

1. Argentina - CESSI
2. Armenia - UATE (WCIT 2024 Host)
3. Australia - AIIA
4. Bahrain -BTECH
5. Brazil - ASSESPRO
6. Egypt - EITESAL
7. Greece - SEPE
8. Jordan - int@j
9. Malaysia - PIKOM
10. Moldova - ATIC
11. Myanmar - MCIA
12. Nepal - CAN Federation
13. Romania -ATIC
14. South Africa - ITA
15. Taiwan - CISA
16. USA - CTA





WITSA World Cup 2024 Timeline

Road to the
Inaugural WITSA
World Cup



1. Countries Participating in WITSA World Cup Announced

WITSA Country Hosts Pledged to participate in WITSA World Cup 2024 were announced at the WCIT2023

3. National Selection

Participating National Hosts Selection process to elevate their top 2 tech scaleups to the Global Finals at WCIT 2024 by **August 31, 2024.**

5. WITSA World Cup Global Tournament & WINNER Announced!

Country Winners pitch on stage at **WCIT 2024, Oct.4-7 in Yerevan, Armenia** competing to be the World's top Scaleup. The Winner will be announced with Media for Winner & Stakeholders

2. Global Draw Event

At the AI Summit in Rio & WITSA BOD Meetings in Rio, Brazil, on March 13 participating countries' spots are randomly drawn, assigning them into 4 pools (groupings) for competition in the Group Stage at the Global Finals.

4. WITSA International Match Day - Special WITSA World Cup Edition

June 12, 2024 The International Match Day (IMD) will host participating WITSA World Cup Scaleups with the opportunity to get early visibility and feedback from the Global Judges and Investors



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**Why Support the
WITSA World Cup?**



Why Support in the WITSA World Cup?

The WITSA World Cup Tournament aims to foster global collaboration and networking among investors, government, industry leaders, and the most promising scale-ups from 80 countries and economies.

This collaboration has the potential to spur investments, create massive business deals, develop talent, generate new opportunities, and potentially unveil the world's next unicorn.

The WITSA World Cup is not just a tournament but potentially a transformative event shaping the future of the global tech landscape!



Global Exposure

Showcase your Tech Scaleups globally! The tournament is your unique stage for presenting innovations to an international audience.



Funding Opportunities

Seize growth opportunities! WITSA VCs and Partners offer funding support to Tech Scaleups, fueling their expansion and development.



Access to Industry Decision Makers

Connect directly with industry decision-makers and potential investors. Our vast network ensures you make the right connections for success.



Uncovering the Next Unicorns

Be part of discovering the next unicorn! The tournament is a hub for groundbreaking innovations that make a positive impact on society, the economy, and job creation.



FDI & Job Creation

Drive economic growth! Participate at both the National and World levels to attract Foreign Direct Investment (FDI), create new jobs, and foster knowledge sharing and talent development.



**WITSA
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CUP**

**Eligibility &
How to Enter**



Eligibility Criteria

To participate in the WITSA World Cup, applicants should be a high-growth, innovative technology scaleup, Pre-Series A venture funded and above.

Full eligibility criteria to participate in the WITSA World Cup include:

- The competition is open to Tech Scaleups across all industries, including AI, fintech, healthtech, edtech, agtech, and smart city solutions, etc.
- A Tech Scaleup is considered a dynamic and rapidly growing technology-driven company that has already achieved product-market fit and is poised for significant expansion. Characteristics of a tech scaleup may include a viable business model, scalable growth strategy and demonstrable innovation.
- Eligible participants should be at the pre-Series A venture funding stage and above. This includes companies that have not yet secured Series A funding but have successfully attracted seed funding, angel investments, or other pre-Series A funding sources. Additionally, companies that have received Series A funding or higher are eligible to participate in the WITSA World Cup.
- Tech scaleups should demonstrate significant customer traction and exhibit auditable annual revenue of at least USD 100,000. This can include revenue generated from product or service sales to customers, partnerships, or other revenue streams. The auditable annual revenue serves as an indicator of the company's traction and product-market fit.
- The Tech Scale up should be registered in the country they are applying to compete in.



Eligibility Criteria

Additional information for Participating Scaleups:

1. Language of Competition:

- **Scaleups competing in the Global Finals will be required to compete in English.**

2. Logistics Responsibility:

- **All Tech Scaleups competing in the Global Finals are responsible for their own logistics, including travel and accommodation.**
- **All scaleups must compete in-person** at the Global Finals and will **receive free access** to attend the **World Congress on Information Technology (WCIT)** and pitch at the WITSA World Cup Global Finals during the WCIT.
- The **Winning national Scaleups** may collaborate with the National hosts to **raise sponsorship/funding** to attend the Global Finals. Alternatively, they can choose to **self-fund** their participation.

Participating in the WITSA World Cup offers an exciting opportunity to showcase innovation, network with industry leaders, and gain global visibility .



**WITSA
WORLD
CUP**

Prizes



Prizes

Prizes and Incentives

The Grand Prize will be given to one (1) winning tech Scaleup:

- **The WITSA World Cup**
 - Bragging rights as Global Winner
 - Replica of WITSA World Cup
 - National Host Association holds the WITSA World Cup for the year, passing it to the next year's winning country
- **Global Recognition**
 - at WITSA events as WITSA World Cup winner
 - In Media
- **Promotion through the WITSA Speakers Bureau**
- **Special Invitation to WCIT 2025 as keynote speaker**

The Grand Prize Winner will receive a full year of tailored international growth support and services worth approximately USD\$250,000* to scale up their business. This will include

- **Funding & Investment Opportunities**
 - VC funding in exchange for equity
- **Business Development**
 - FDI incentives for global expansion (such as office rental, local talent costs, global business services, localization services)
 - Credits for Services Expansion and Support such as mentorship and coaching programs, market expansion, cloud computing, corporate banking, financial/accounting, growth acceleration and legal services

* Subject to changes. A full list and total market value of prizes will be updated and shared throughout the duration of the tournament.

Rules, mechanics, participating countries and prizes are subject to change without prior notice.



Prizes

Prizes and Incentives

Additional Special Recognition will be given as follows:

1st Place/ Grand Overall WITSA World Cup Winner:

- WITSA World Cup (Gold)
- Replica WITSA World Cup given to Winner permanently
- Winning National Host hold the WITSA World Cup for one year, passing it to the following year's winning country at the WITSA World Cup Global Finals.

2nd Place:

- Silver Cup

3rd & 4th Place:

- Bronze Cup

Highest Audience Score:

- Audience Favourite Plaque



Road to the WITSA World Cup

National Selection of Scaleups



Scaleup Selection At National Level

National-Level Selection Process

All applicants must progress through the National Selection Process, where by two (2) top Tech Scaleups will move to the WITSA World Cup Global Finals at the World Congress on Innovation and Technology (WCIT) 2024 in Yerevan, Armenia, October 4-6.

Each participating WITSA Country Member will accept applications and complete their selection process between April and August 2024.

All participating countries should use, or base their evaluations in selecting their nations top scaleups according to the WITSA World Cup Global Judging Scorecard and pitch format. The top two (2) tech scaleups will move to the Global Finals at the World Congress on Innovation and Technology (WCIT) in October in Yerevan, Armenia.

Pools have been drawn in March in Rio de Janeiro, Brazil at the AI Summit allocating spots for each participating country across 4 Pools.

Registration to participate in the WITSA World Cup will open in April 2024 through the National Host and according to their selection process timeline.

All participating countries should submit their winning scaleups no later than August 31, 2024.

Note in preparation for the WITSA World Cup Global Finals, visas may be required for Armenia. Please check in advance and advise if you need a letter of support:

<https://www.mfa.am/en/visa/>



**WITSA
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Global Finals



Final Tournament Pools

The WITSA World Cup Selection of Groupings

The Tournament is split into 4 groups, or pools, each with 8 Scaleups.

This Selection was made via random draw at a special WITSA World Cup Pool Selection event on March 13, 2024 at the AI Summit in Rio de Janeiro to group the top 32 tech scaleups.

There will be 32 Spots allocated for Scaleups at the Global Finals. (16 Participating National Hosts x 2 finalists each = 32 scaleups in finals) Should a country not fill its allocated spots, it will serve as a walk-over in the Grouping Stage of the Tournament.

Each Pool, or Group, will compete against each other for one spot in the semi-finals.

Each of the 4 pools will aim to have maximum global representation of all 6 continents and no pool can have 2 scaleups from the same country.



Pools For the Final Global WITSA World Cup Tournament

The random draw of participating countries took place at the AI Summit 2024 in Rio de Janeiro, that was organized by ASSESPRO RJ, with WITSA as its supporting partner. [Full Press Release.](#)



“At WITSA, we believe in fostering collaboration and innovation on a global scale,” Dato’ Dr. Sean Seah, Chairman of WITSA. “The WITSA World Cup serves as a catalyst for innovation, investment, and collaboration. It is a celebration of the best and brightest tech scaleups from around the world, with the potential to discover the next unicorn startup.”

POOL A	POOL B	POOL C	POOL D
USA 1	Australia 1	Brazil 1	Armenia 1
Romania 1	Jordan 2	Moldova 1	Egypt 1
Brazil 2	USA 2	Romania 2	Moldova 2
Greece 2	CISA Taiwan 2	Egypt 2	Malaysia 2
Bahrain 1	Argentina 2	Nepal 1	Bahrain 2
Argentina 1	South Africa 1	Jordan 1	Myanmar 1
Australia 2	Myanmar 2	CISA Taiwan 1	Nepal 2
Malaysia 1	Armenia 2	South Africa 2	Greece 1



Global Final Tournament Process

Global Level Tournament

The WITSA World Cup Global-Level Tournament will take place at the World Congress on Innovation and Technology (WCIT) in October 2024 in Yerevan, Armenia.

A comprehensive competition and scoring system will showcase the best scaleups over three days and work as follows:

Day 1: Pool Stage

- All top 32 Scaleups from around the world, will be divided into 4 groups to compete in the Pool Stage (aka Group Stage) by pitching to a panel of judges.
- An audience vote (combination of online and in-person) will represent 20% of the final scores at each stage of the finals.
- The highest scoring two (2) scaleups in each group will advance to the Quarter-final round on Day 2, morning.

Day 2 (morning): Quarter-Finals

- **The Quarter-Finals will take place the morning of Day 2** whereby the eight (8) companies that advanced from the group stage are paired in quarter-final matchups. Each pairing presents their pitch, and judges determine the winners based on the same criteria used in the group stage - which includes the audience vote. The highest scoring scaleup in each pair will move onto the Semi-finals that afternoon.



Global Final Tournament Process

(continued)

Global Level Tournament *(continued)*

Day 2 (afternoon): Semi-Finals

- **The Semi-Finals will take place the afternoon of Day 2** whereby the four (4) winning companies from the quarter-finals move on to the semi-finals. The 4 finalists will repeat the process of pitches and judging to determine the two (2) highest scoring companies from each pair that will advance to the finals.

Day 3: Grand Finals & Award Ceremony

- The WITSA World Cup Global Grand Finals will see the final two (2) companies compete in the finals by delivering their pitches once again to a panel of Judges who will carefully evaluate and compare the performances, weigh in the audience vote, and the total highest score will determine the overall winner.
- An Award Ceremony will take place with the Closing Ceremony of the World Congress on Information and Technology (WCIT) to announce the winner of the the WITSA World Cup during a formal award ceremony.
- Additional Awards will be given for Silver (2nd place), Bronze (3rd and 4th place) as well as Audience Favourite (highest overall number of votes).



Tournament Structure of the WITSA World Cup

Global Finals at WCIT 2024

Day 1: Pool Stage

Morning

Pool A

8 Tech Scaleups
Judging Panel A

Pool B

8 Tech Scaleups
Judging Panel B

Afternoon

Pool C

8 Tech Scaleups
Judging Panel A

Pool D

8 Tech Scaleups
Judging Panel B

Day 2 Morning: Quarter-Finals

Morning

Pool A Winner
vs
Pool B Runner-Up

Judging Panel A

Pool B Winner
vs
Pool A Runner-Up

Afternoon

Pool C Winner
vs
Pool D Runner-Up

Judging Panel B

Pool D Winner
vs
Pool C Runner-Up

Day 2 Afternoon: Semi-Finals

Afternoon

Semi-Finalist 1

Judging Panel B

Semi-Finalist 2

Semi-Finalist 3

Judging Panel A

Semi-Finalist 4

Day 3: Grand Final!

Finalist 1

Finalist 2

Judging Panel A+B





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Competing in the WITSA World Cup
Pitch Presentations



Pitch Presentations

The WITSA World Cup Contestant Pitch

Pitch Presentations should provide a concise and compelling overview of the business. How you tell your story is what will captivate both the judges and the audience - both important in your final scores.

Images, charts and graphs all help illustrate and enhance understanding. Practice also makes for a more impactful, engaging presentation.

Most importantly, the pitch should clearly cover all the criteria and information the judges are looking when evaluating all of the contestants.

As a competing scaleup moves up throughout the tournament (Pool stage/Quarter Finals/Semi-Finals/Finals), the pitch format and time allocation will remain the same, however, winning scaleups are encouraged to adjust and improve their presentations to incorporate judges feedback each step of the tournament.

Pitches at the Global Finals will be in English.

(See next slide for Pitch Content/Structure)



Pitch Presentations Structure & Time

The WITSA World Cup Contestant Pitch Structure

Suggested Tech Scaleup Pitch Format (5 minutes)

1. Introduction
2. Problem Statement
3. Solution & Innovation
4. Customer Traction & Scale
5. Tech for Good
6. Future Vision and Potential
7. Conclusion

Q&A Session with Judges (5minutes)

Refer to the Judges Score Card section for additional clarity when preparing your pitch.

[Subject to changes, Hosts will be updated should there be changes]



**WITSA
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Judging



Scoring System Explained

The Scoring System

A comprehensive tournament and scoring system will showcase the best scaleups over three days.

- 1. During every round of competition**, each competing scaleup will be awarded a final score which will be a combination of the Judges' Score and the Audience vote, weighted as follows:
 - a. Judges 80%**
 - b. Audience 20%**
- 2. Judges will use a scorecard to evaluate Innovation, Customer Traction, Scalability, Tech for Good & Potential of each scaleup.** An average score out of 100 will be awarded to each competing scaleup.
- 3. The Audience (both in-person and online) will be give one vote per day for their favourite competing scaleup** for each of the days during the Global Finals. A score based on the percentage of the total votes the contestant received will be awarded to each scaleup.



Scoring System Explained

(continued)

Scoring System *(continued)*

To determine a competitor's final score, calculations are as follows:

Judges Score

1. For each round of the tournament, each judge on a panel will award a score out of 100 points to each scaleup they see pitch.
 - Total Scaleup Score = Sum of All Judges Points
2. The 80% weighted Judges Score will then be calculated by:
 - Judges Weight Score = Total Sum of Judges Scores x 0.80

Audience Score

1. For each round of the tournament, the competing scaleups will be given a score based on the *percentage of the total audience votes they receive*:
 - Total Percent (%) of Audience Vote = (Number of votes for scaleup / total number of audience votes) x 100
2. This 20% weighted Audience Score will then be calculated as follows:
 - Audience Weighted Score = Total Percent of Audience Vote x 0.20

Total Overall Score

1. Final Scores will be calculated by:
 - Total Weighted Judges Score + Total Weighted Audience Score
2. The Highest Scoring Scaleups in each pool and each stage of competition will move on and/or win the WITSA World Cup
3. **Should there be a tie**, cumulative scores, judges feedback and audience votes will determine the winner. Judges decisions are final.



Scoring System Example

Example of WITSA World Cup Scoring

An example to illustrate how scoring will happen:

Judges Score

1. *Scaleup X* receives the following scores:
 - Judge 1: 65/100
 - Judge 2: 80/100
 - Judge 3: 77/100
2. Final Average Judges Score = $(65+80+77)/3 = 222/3 = 74$
3. Total Weighted Judges Score = $74 \times 0.80 = 59.2$

Audience Score

1. *Scaleup X* received 150 out of 1000 total votes.
2. Total Percent of Audience Vote = $(150/1000) \times 100 = 15$
3. Total Weighted Audience Score = $15 \times 0.20 = 3$

Total Overall Score

1. Total Weighted Judges Score = $74 \times 0.80 = 59.2$
2. Total Weighted Audience Score = $15 \times 0.20 = 3$
3. Final Total Score = Total Weighted Judges Score + Total Weighted Audience Score, or = $59.2 + 3 = 62.2$
 - ***Scaleup X's* Final Score - 62.2**
 - The Highest Scoring Scaleups in each pool and each stage of competition will move on and/or win the WITSA World Cup



Judge's Score Card

Judge's Score Card

Judging for the WITSA World Cup will be scored 5 main categories equally as follows:

1. **Innovation (20 points)**
2. **Customer Traction (20 points)**
3. **Scalability (20 points)**
4. **Tech for Good (20 Points)**
5. **Potential (20 points)**

Total Score /100

Some key points under each category follow on the next pages.



Score Card

(continued)

Judging Score Card *(continued)*

Judging for the WITSA World Cup will be scored 5 main categories equally (along with some key points to consider under each category) as follows:

1. Innovation (20 points)

- Some areas to consider may include the technology used and technological breakthroughs, uniqueness of solutions, creativity of application, potential market disruption caused by the innovation, and capability to reshape and revolutionize its industry.

2. Customer Traction (20 points)

- Some areas to consider may include the scaleup's ability to attract and retain users, their user acquisition rates, customer feedback, ability to effectively address the needs and pain points of its target audience, leading to notable growth in user numbers and sustained engagement. Successful partnerships and alliances can also indicate strong customer traction.

3. Scalability (20 points)

- Some areas to evaluate may include the scaleup's potential for global expansion, efficient resource utilization, adaptability of the business model to different markets, operational efficiency, infrastructure scalability, capability to grow sustainably and how well the scaleup can handle increased demand and adapt to diverse market conditions while maintaining performance.



Score Card

(continued)

Judging Score Card *(continued)*

4. Tech for Good (20 Points)

- Some areas to assess should include the social impact and sustainability practices of the scaleup. Considerations may include the positive influence on society or communities, commitment to ethical business practices, and contributions to environmental sustainability. Demonstrating a genuine dedication to diversity, inclusion, and community engagement, as well as innovative solutions that not only drive business success but also align with principles of corporate responsibility.

5. Potential (20 points)

- Some areas to evaluate should include the scaleup's overall market potential, the strength of the founding team, strategic long-term vision for future growth, adaptability to market changes, attractiveness to potential investors, as well as their potential impact on the industry.

Total Score /100



**WITSA
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Global Advisors & Judges



Global Advisor & Judge

Stephen Ibaraki

Founder AI For Good



Hometown: Vancouver, Canada

Title: Chairman and Managing General Partner, REDDS Capital

Founder Roles:

- UN ITU AI for Good
- Founding Chair, YPO Impact Advisory Board

Investment Committees: Canadian Government's Venture Capital Catalyst Initiative VCCI 2

Global Engagement: Engages daily with 1M+ CEOs, investors, scientists
Expertise:

- Business/finance leadership
- Successful entrepreneurship, investments, innovations
- Leadership in global CEO, computer science orgs

Accomplishments: 300+ engagements & recognitions impacting \$100T+ sustainable investments

Additional Details:

- 100+ executive roles
- Lifetime achievement, innovation awards, Microsoft Global Awards
- Keynotes Speaker
- Judge for Microsoft Imagine Cup and #AIforGood Innovation Factory
- Founding chairman outreach UN ITU "ICT Discovery" Journal, and for the UN ITU AI for Good

Online Presence:

- Forbes contributor: [Stephen Ibaraki](#)
- Personal website: [StephenIbaraki.com](#)
- Profile on AI for Good: [ITU - Stephen Ibaraki](#)
- Featured in Microsoft Tech Community: [Microsoft MVP Profile](#)



Global Advisor & Judge

Nancy Giordano

Exponential Strategist & Futurist



Hometown: Austin, Texas, USA

Title: CEO/Founder, PLAY BIG Inc

Expertise: Exponential strategist and business futurist & Bestselling Author

Achievements:

- Led transformations for major global brands worth \$60+ billion
- Delivered over 170+ global keynote talks

Client Portfolio:

- Advised iconic companies like Nestle, Coca Cola, Google, Samsung
- Worked with horizon-technology start-ups like Holochain

AI Industry Involvement:

- Helped shape an AI startup, Lucid
- Currently involved with Austin-based AI services company, Kungfu.AI

Advocacy Work:

- Championing Partnerism, a socio-economic system based on partnership
- Active involvement in various movements and organizations promoting societal advancement

Community Engagement:

- TEDx curator and Singularity University guest lecturer
- Panelist at South by Southwest (SXSW)
- Co-founder of the Femme Futurists Society

Authorship:

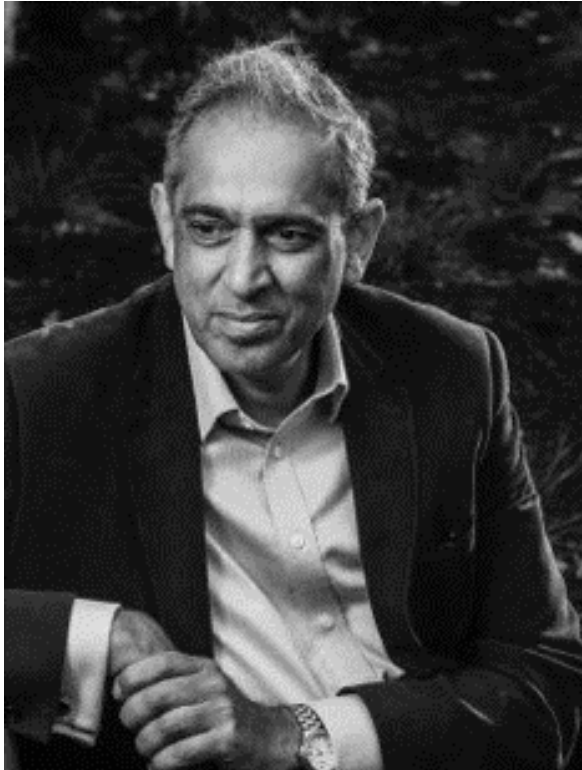
- Ranked #1 on Amazon for Business Ethics and Organization Strategy
- Author of "Leadering: The Ways Visionary Leaders Play Bigger"

Vision: Techno-optimist committed to advancing societal structures and new mindsets to harness technology innovations for a safe and thriving future



Global Advisor & Judge

Dr. Shailendra Vyakarnam



Hometown: Cambridge, UK

Roles: Advisor, Mentor, Author, Educator

Education Leadership:

- Founding Director, Centre for Entrepreneurial Learning (CfEL) at Judge Business School, Cambridge University
- Visiting Professor, Bettany Centre for Entrepreneurship at Cranfield University
- Mentored and inspired new generations of entrepreneurs for over three decades

Business Ventures:

- Co-founder of several companies
- Invested in early-stage companies

Advisory Roles:

- Advised individuals, teams, and boards of companies
- Co-founder of Accelerator India
- Trustee of the GEN Initiative providing education and income generation to small rural communities in India

Authorship:

- Co-authored *"The Scale Up Manual"* to assist teams in navigating growth stages

Current Engagements:

- Partner at Quiet Accelerator, working with select entrepreneurs to provide mentoring, networking, and funding
- Integral to the team working on the Cambridge History of Innovation Project
- CEO of Terra Waste