**File: Application Form – WWC *v.final.09april***

**WITSA World Cup Tournament Information**

**Who Can Apply**

Innovative Tech Scaleups in participating countries are encouraged to apply to the WITSA World Cup 2024. Applicants must progress through the National Selection Process, whereby two (2) top Scaleups will move up to the WITSA World Cup Global Finals at the WCIT 2024 in Yerevan, Armenia.

Key eligibility criteria for participating in the **WITSA World Cup for Scaleups**:

1. **Tech Scaleup Status**:
   1. Applicants must be **high-growth, innovative technology scaleups**.
   2. They should have achieved **product-market fit** and be poised for expansion.
   3. Characteristics of a tech scaleup may include a **viable business model**, **scalable growth strategy**, and **demonstrable innovation**.
2. **Funding Stage**:
   1. Eligible participants should be at the **pre-Series A venture funding stage and above**.
   2. 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.
   3. Additionally, companies that have received **Series A funding or higher** are eligible to participate.
3. **Customer Traction and Revenue**:
   1. Tech scaleups should demonstrate **customer traction**.
   2. They must exhibit **auditable annual revenue** of at least **USD 100,000**.
   3. Revenue can come from product or service sales to customers, partnerships, or other revenue streams.
4. **Industry Inclusivity**:
   1. The competition is open to **Tech Scaleups across all industries**, including AI, fintech, healthtech, edtech, agtech, smart city solutions and others.
5. **Registration**:
   1. The Tech Scaleup should be **registered in the country** they are applying for selection at the National Level.
6. **Language of Competition**:
   1. **Scaleups competing in the Global Finals** will be **required to compete in English**.
7. **Logistics Responsibility**:
   1. All **Tech Scaleups competing in the Global Finals** are **responsible for their own logistics**, including **travel and accommodations**.
   2. However, they will **receive limited free access** to attend and pitch at the **World Congress on Information Technology (WCIT)**.
   3. The **Winning National Scaleups** may collaborate with the WITSA Country Hosts to **raise sponsorship/funding** to attend the Global Finals.
   4. Alternatively, they can choose to **self-fund** their participation.

**Participating Countries/Economies for the WITSA World Cup 2024 are:**

1. Argentina
2. Armenia (Host)
3. Australia
4. Bahrain
5. Brazil
6. CISA-Taiwan
7. Egypt
8. Greece
9. Jordan
10. Malaysia
11. Moldova
12. Myanmar
13. Nepal
14. Romania
15. South Africa
16. USA

Tournament Pools are found [here](https://drive.google.com/file/d/1Gjv0paSkJJvbUH5CAIPjFEK6zXoBWOBB/view?usp=drive_link).

**Timeline**

The WITSA World Cup 2024 has the following Timeline:

|  |  |
| --- | --- |
| April – August 2024 | National Applications and Selections |
| May 15, 2024 | International Match Day – Special WITSA World Cup Edition |
| September 2024 | National Winners Workshop  Preparation for WITSA World Cup Global finals |
| October 4-7, 2024 | WITSA World Cup Global Finals at the WCIT 2024, Yerevan, Armenia |

**Confidentiality**

Your application and information will be kept confidentially, used only for the purpose of the WITSA World Cup Tournament.

**Logistics**

All Scaleups selected to compete in the Global Finals are to compete IN-PERSON and must cover their own travel and accommodation expenses – which may be sponsored or self-funded.

**Prizes**

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 Media, access to a Global Network and Coaching to assist with growth and fundraising – all providing the winner(s) with the spotlight and valuable exposure required to propel the scaleup’s growth to the next level.

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

**Organizer**

The WITSA World Cup is organized by the World Innovation, Technology and Services Alliance (WITSA) at the global level, working with select, participating Country Members as organizing competition at the National Level, responsible for coordinating applications, evaluation and selection of the scaleups that will compete in the WITSA World Cup Global Finals.

For Additional Information, including Pitch Structure and Judging Criteria, please read the [WITSA World Cup General Information Kit](https://docs.google.com/presentation/d/1k4hyI3lKSqTmEbNjbvpb19qVByXu7apvIq7LMzLDlww/edit?usp=sharing).