



## ITU Joins Venture Cup

Venture Cup is a non-profit organization that helps students turn their academic ideas into a business. As ITU joins Venture Cup, ITU University Director Georg Dam Steffensen will become a Venture Cup board member and ITU will be giving entrepreneurial student better conditions for starting their own businesses during their studies at ITU. The student organization “ITU-Innovators” is responsible for running the membership and involving the students in activities provided by Venture Cup.

If you have an idea that is innovative and could provide solutions for the challenges facing the world right now you could win DKK 25.000 by participating in the Venture Cup idea competition this fall. It is one of two competitions that Venture Cup organizes every year to facilitate entrepreneurship among university students. Therefore, the competition is more than just a question of winning the first prize. It is also a process designed to make all ideas more relevant as business ideas.

### Venture Cup Provides Funding, Network, Feedback and Training

Sine Astrid Morris is the Chairman of ITU-Innovators and is looking forward to working with the Venture Cup concept. *“Venture Cup is one of the best ways of starting thinking as an entrepreneur when you’re an academic student. The idea competition frames the process of working with your idea in a simple way. You create your team, write down your idea and send it to Venture Cup before the deadline. And possibly win money that you may use as start-up capital for your business idea”*.

To participate in the idea competition you have to write maximum three pages describing the idea before November 25. *“Students can get help and guidance to communicate their idea in the best possible way by attending two workshops on November 12 and 19. There will be more info on the ITU-Innovators Facebook page later on.”* Sine Astrid Morris says.

After submitting your idea all participants will have access to:

- Feedback from highly competent jury members and help to contact advisors and mentors.
- A network with serial entrepreneurs, investors, researchers, industry experts and an alumni club.
- Training in pitching, prototyping, networking and writing a business plan.

### Rooting Entrepreneurship with the Students

*“The IT University is both happy and proud to now be a part of Venture Cup because it is a great chance for our students and as Venture Cup is largely driven by a great effort from the many students participating it is quite natural that it is the student organization ITU-Innovators who run the activities at ITU”* Provost Jørgen Staunstrup says.

*“It is a great compliment for us at ITU-Innovators that we have been given this responsibility and we will work hard to engage the students in the activities created by Venture Cup. But it is also one of our goals to offer the teachers a lot of knowledge and resources if they wish to make their classes more relevant, practical and entrepreneurial”* Sine Astrid Morris says.

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