



Overview

The WITSA World Cup

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

Who is WITSA?



About WITSA

The World Innovation, Technology and Services Alliance (WITSA) is an alliance of tech industry associations from 80 countries and economies. WITSA is dedicated to advocating policies that advance industry growth and development; facilitating international trade and investment in tech products and services; strengthening WITSA members' national industry associations; and providing members with a broad network of professional contacts. WITSA's signature platform, the World Congress on Innovation & Technology (WCIT), is the premier global industry sponsored tech conference.

WITSA members are leaders in a globally interconnected marketplace. Because the challenges facing the tech industry are undisputedly global in nature, WITSA continuously strives to advance international public policies that foster the tech industry's growth and development. With a focus on promoting industry cooperation and knowledge sharing, WITSA facilitates international trade and investment in tech products and services, contributing to the digital transformation of the global economy. WITSA makes it possible for its members — ranging from Mongolia and Argentina to Kenya and the United States — to identify common issues and priorities, exchange valuable information, and present a united position on industry issues.

<https://www.witsa.org/>

About the WITSA World Cup

About the WITSA World Cup for Tech Scaleups

The WITSA World Cup global tournament is a platform to showcase and celebrate the best Tech Scaleups worldwide. Organized by WITSA with the support of participating WITSA Country Members as National Hosts, the WITSA World Cup is designed to accelerate growth, foster innovation, and facilitate investment, this transformative competition spans six continents, culminating in the Global Finals hosted at the prestigious World Congress on Innovation and Technology (WCIT) which will take place in Yerevan, Armenia this October 4-7, 2024.

Each participating Country Member runs a national selection process whereby they send their top 2 tech scaleups to compete in the Global Finals. Participating Tech Scaleups gain unparalleled global exposure, access to funding, media and opportunities to engage with influential industry leaders, while one standout scaleup wins or emerges as the WITSA World Cup Champion, alongside funding and incentives to fuel their journey towards becoming the next global tech unicorn.



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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.



WITSA World Cup **Participating Countries**

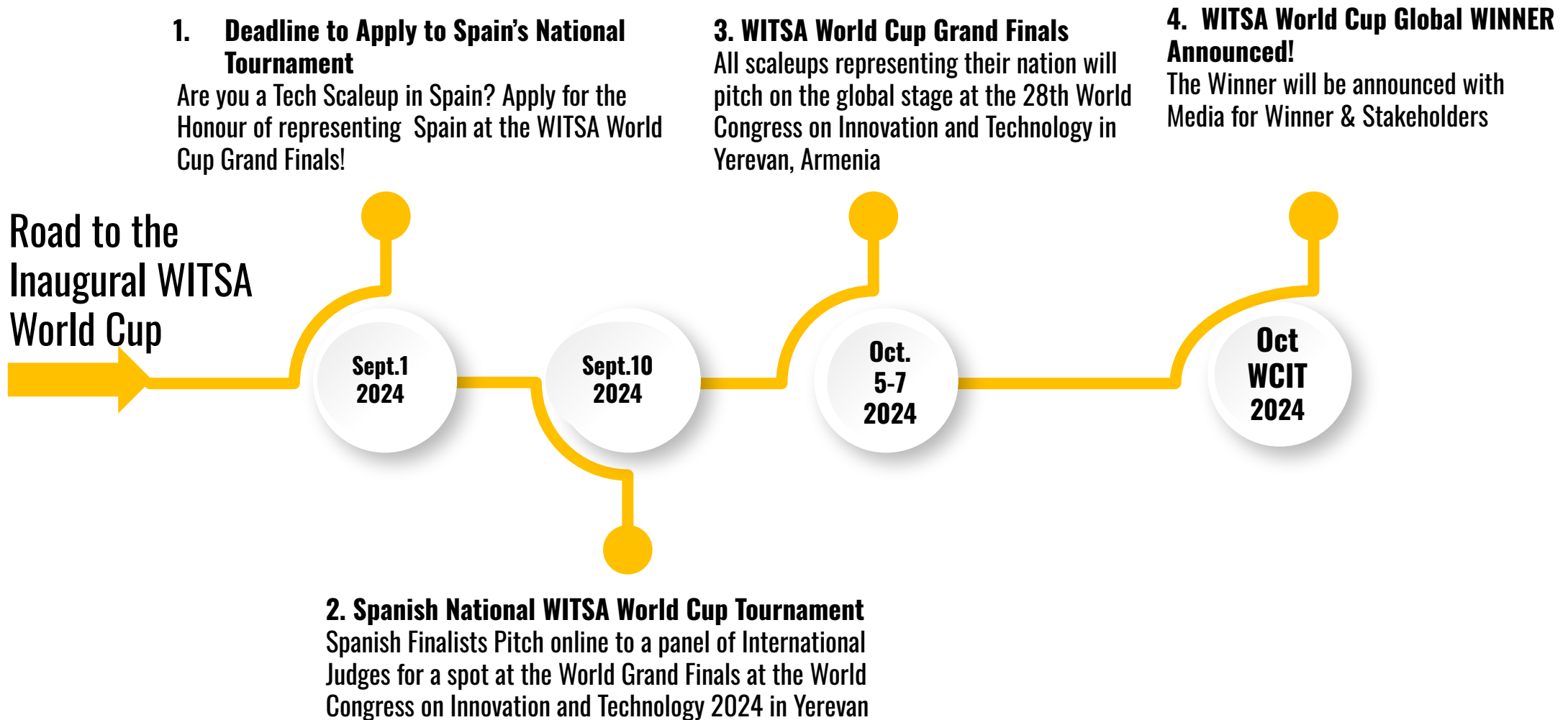
WITSA Members have pledged their participation in the Inaugural WITSA World Cup 2024 and through a *National Selection Process*, will each be sending their Top 2 Tech Scaleups to the Global Finals for a total of 32 scaleups competing at WCIT this October 4-7 in Yerevan, Armenia :

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. Spain - BSVS
13. Romania -ATIC
14. South Africa - ITA
15. Taiwan - CISA
16. USA - CTA





WITSA World Cup 2024 Timeline





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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.



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**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 .



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Prizes

Unlock the benefits of the WITSA World Cup



Visibility

Winners enjoy enhanced visibility through global media features, speaking engagements, and exhibition opportunities.



Exposure

Winners gain invaluable global exposure by participating in national and global tournaments with new opportunities to connect directly with international markets, investors, and industry leaders.



Access

Fast-Tracked Access to a Global Network, connecting them to investors, decision-makers, partners, and potentially the resources and opportunities crucial to propelling the winner's growth and global expansion.



Prizes

Visit [this link](#) for ongoing updates to winner benefits.

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



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Global Finals



Pools For the Final Global WITSA World Cup Tournament

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	Spain 2
Australia 2	Spain 1	CISA Taiwan 1	Nepal 2
Malaysia 1	Armenia 2	South Africa 2	Greece 1



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Competing in the WITSA World Cup
Pitch Presentations



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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]



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Judging



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



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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:

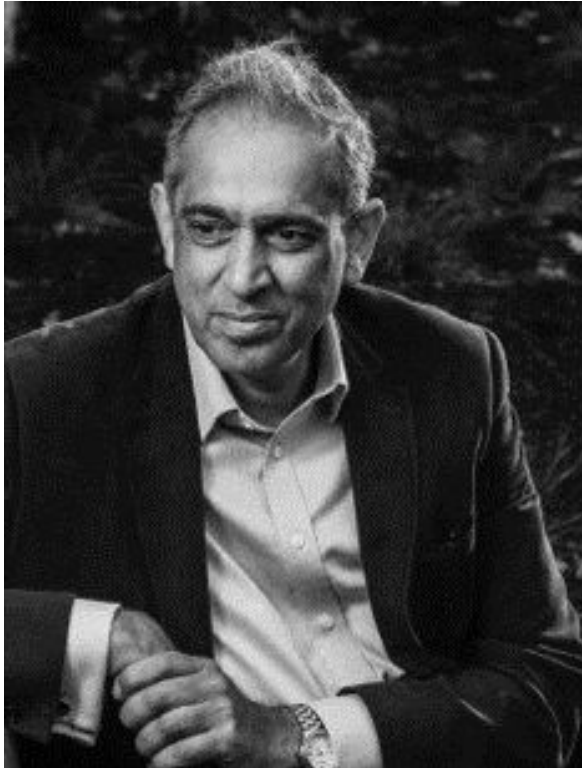
- Ranked #1 on Amazon for Business Ethics and Organization Strategy
- Author of "Leadering: The Ways Visionary Leaders Play Bigger"

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



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Contact Us



Contact us!

Whether you have a simple question, are looking to participate or partner with the WITSA World Cup, we welcome you to reach out to us anytime at:



Emily Barner
Program Director



emily@witsa.org



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witsa.org

Thank you for your support!