

Sample form, not for offline completion.

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# London Venture Spotlight Competition

- **Submissions for SXSW London Venture Spotlight Competition 2025 is open from 7th March 2025 at 00:00 and will close on Wednesday 16th April at 23:59.**
- **The entry date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline stated above.**
- **Successful applicants will be notified on 30th April 2025.**
- **Please ensure you have read our SXSW London Venture Spotlight Competition FAQs for tips on your submission.**
- **If you have any questions on the entry process or are experiencing technical issues regarding this form, please [click here](#) to email us.**
- **Please note: This submission will likely take 30 minutes to complete if you have all the supporting information ready to go.**

This submission will likely take 30 minutes to complete assuming you have all supporting information at hand.

## Key dates for **Venture Spotlight Competition 2026:**

- **12th January 2026** – Submissions Open
- **19th March (23:59 GMT) 2026** - Submissions Close
- **10th March – 15th March** – SXSW London Internal Scoring
- **16th March – 22nd April** – Advisory Board Scoring
- **24th April** – Successful and unsuccessful applicants notified
- **4th May** – Top 20 Announced
- **1st – 6th June** (SXSW London festival):
  - **2nd June** – Semi Final Workshops
  - **3rd June** – Semi Finals
  - **4th June (AM)** – Finals
  - **4th June (PM)** – Venture Spotlight Lunch

Submission Name



What is your relationship to the application?

This is my session

I am submitting on behalf of my organisation

I am submitting on behalf of someone else

I am from an agency submitting on behalf of a client

Venture Spotlight is our flagship start-up funding competition: a platform to showcase and support the next generation of founders across technology, culture and innovation. We're looking for the most exciting early-stage tech start-ups in Europe building ideas that move the world forward.

This year, we're inviting applications across four key sectors:

Lifescience / Biotech / Healthtech


Start-ups improving human health, medicine and biology - from digital health platforms to breakthrough biotech.

Deep Tech & Robotics

Engineering-led innovation at the frontier, which could include robotics, AI infrastructure, quantum, advanced systems.

 Climate Tech & Sustainability

Solutions tackling environmental challenges, such as clean energy, carbon reduction, sustainable materials and food systems.

 AR, VR, Design & Interactive Media

Companies shaping how we experience digital worlds, such as immersive storytelling, music & film, gaming, creative tools and spatial tech.

Eligibility Criteria

To apply, your company must:


 Be university-affiliated

(Founder is an alumnus, faculty member or current student at any university globally)

 Be based outside of the U.S.

(U.S.-registered companies should apply via SXSW Austin)

Have raised at least £350k in equity funding

 Be less than 5 years old

(Founded in 2021 or later)

Our full **entry guidelines** are available to download [here](#).

Please refer to our full **Terms & Conditions here**.

We invite all applicants to apply using the entry form below.

**1. What is your company name?**

**2. Which university are you affiliated with?**

**3. How are you affiliated?**

  
Current Student  
Current Faculty  
Alumni

**4. Please upload your company's certificate of registration.**

We accept pdf, ppt, pptx, jpeg, jpg, png.



**5. What is the name of your CEO? (optional)**

**6. What is the email address of your CEO? (optional)**

**7. What is their contact number? (optional)**

**8. What is the LinkedIn of your CEO? (optional)**

**9. What is your company website?**

This can be your company's social network handle - e.g. LinkedIn/Instagram/Twitter/TikTok/ YouTube.

**10. Which of the three eligible sectors does your company operate in?**

We will only accept submissions operating in the following sectors:

- LifeScience / Health Tech
- Deep Tech
- Climate Tech and Sustainability
- AR, VR, Design & Interactive Media

▼

Deep Tech

Life Science

Creative Tech

**11. Which year was your company founded?**

We will only accept startups founded in 2021 or later.

▼

2020

2021

2022

2023

2024

2025

**12. How much capital has your company raised to date?**

N.B. as per our eligibility criteria, we will only accept startups that have raised more than £350K (or equivalent).  
Exclusive of grant funding.

**13. Where did this funding come from?**

- Angels
- Friends & Family
- Venture Capital
- Grants
- Other

**If you have selected 'other' for question 13, please specify below:** (optional)

100 words

**14. What problem does your company solve and how?** 250 words

**15. Who are your target customers?** 100 words

**16. What is the value proposition for your customers?** 100 words

**17. What is the current state of your product or service?** 100 words

e.g. - concept, prototype, beta, market-ready.

**18. Who are your top three competitors?** 250 words

**19. What is the unique selling point against your competitors?** 250 words

**20. If relevant, please list key macro trends or market dynamics that could affect your business.** (optional) 250 words

e.g. if demand for a certain ingredient changes, or if a new government regulation comes into force.

**21. What is your business model/revenue model?** 250 words

**22. How will you scale your business in the next three to five years?** 250 words

**23. Where are you in your company journey?** 250 words

e.g. sales, users, partnerships and market.

**24. Have you conducted any customer testing or received feedback?** 250 words

N.B. please provide details.

**25. Do you have any partnerships, collaborations or notable supporters?** 250 words

**26. What are your financial projections for the next year? At this stage, providing details about revenue, expenses and profit is sufficient.** 250 words

Please note, pre-revenue startups are eligible and semi-finalists will be expected to provide additional details.

27. Are you currently fundraising? If yes, what is your target amount for what period?

250 words

28. Please submit a pitch deck.

We accept PDF, PPT, PPTX, JPEG, JPG, PNG, XLSX, and XLS.



29. For additional context, please provide a link to at least one video (YouTube/Vimeo or any other streaming platform) to support your application. (optional)

e.g. a walkthrough or demo of your product/service or an elevator pitch (max 3 minutes long).

## My Application

- I confirm I have carefully read and understood the SXS London Terms of Use and [SXS London Privacy Policy](#).
- In addition to the above policies, I shall comply and shall procure that any person(s) participating in my Materials (as defined below) and application shall comply with any applicable (i) participation and credential terms and conditions and (ii) Code of Conduct notified to me from time to time.
- I confirm I have carefully read and understood the Submission Guidelines including the eligibility criteria, entry deadlines and roles & responsibilities, and I agree to those application terms.

I acknowledge that:

- Entering this application does not guarantee my selection to participate in SXS London 2026 (even where an application fee is payable (unless otherwise stated)).
- SXS London will only review and consider applications submitted by the deadline for inclusion in SXS London 2026.
- SXS London's selection decisions are based on the criteria set forth in your application and these Submission Terms & Conditions.
- Final decisions are made in SXS London's sole discretion. SXS London is under no obligation to provide feedback to applicants.
- SXS London shall not reimburse any travel, hotel or other costs or expenses incurred by you in connection with your submission or, if you are successful, your participation in SXS London 2026.
- If I am selected to participate in SXS London 2026, and upon request by SXS London, I agree to make available myself and any person(s) who are featured as part of the Materials to participate in any media opportunities and consider any other activities at SXS London 2026. I also agree to promote my Material as part of the SXS London 2026 programme.
- I understand that I have the right to withdraw my submission at any time (prior to the end of any relevant submission deadline or unless otherwise agreed with SXS London) and may do so by contacting the relevant email address supplied in the Submission Guidelines.
- I understand that if I am selected to continue further in the selection process for SXS London and/or participate in SXS London, then prior to and as a condition for my participation in SXS London 2026, I understand and agree that I will be required to sign a separate Participant Agreement with SXS London ("**Participant Agreement**").

- I understand that SXSW London shall have the right to request reasonable editorial amendments to my Materials and to request a substitute speaker or speakers if necessary. I agree to use my best endeavours to comply with such requests.

### 1. Warranties & Representations

- SXSW London will treat my submission information as confidential (with the exception of the public vote information, as outlined in the application) but I understand and agree that:
  - I am responsible for protecting my intellectual property rights; and
  - Sharing proprietary information on the internet carries inherent risks, including piracy, and I assume those risks unless they are the result of SXSW London's gross negligence.
- I represent and warrant that the information I provided in this application is accurate.
- I have the rights, consents and licences necessary to enter this application.
- All aspects of the work underlying this application ("**Materials**") are my own and do not infringe on the rights of any third party or otherwise breach any law.
- My application and Materials do not breach any agreement(s) or understanding by which I'm bound, including nor would my participation in SXSW London 2026 breach any such agreement(s).
- I will not enter into any agreements or understandings with any person or entity that might conflict with my warranties and representations made in these Submission Terms & Conditions.
- I indemnify, defend, and hold harmless SXSW London, its parents, subsidiaries, owners, and affiliates, license holders and each of their respective officers, directors, agents, and employees from any and all responsibility or liability arising out of or in connection with my breach of these Submission Terms & Conditions and/or any guidelines, policies and terms provided by SXSW London.
- I agree to use this platform in accordance with the SXSW London Terms of Use and any Code of Conduct notified to me from time to time.

### 1. Use of My Likeness & SXSW London Marks

- Upon acceptance of my application by SXSW London, I will grant SXSW London an irrevocable, royalty-free, perpetual license to broadcast, distribute and publicly perform the Materials provided by me as part of the SXSW London 2026 programme, including in marketing and publicity materials.
- I agree and consent that SXSW London may perpetually use, sublicense, publish, distribute, reproduce and publicly perform content embodying my name, voice, likeness, image, biographical information, statements, Materials and other identifying materials, if such content is provided by me or if I'm selected to participate in SXSW London 2026, in recordings captured during my participation in SXSW London 2026 (collectively, "**My Likeness**") in any medium now known or created in the future (collectively, the "**SXSW London Materials**") to promote SXSW London.

I understand and agree that:

- There will be no financial or other monetary compensation payable to me for SXSW London's (or any such sublicensee's) use of My Likeness in the SXSW London Materials;

- SXS London shall have the right to edit, rearrange, vary, change, alter, modify, and delete My Likeness in the SXS London Materials without changing the substance or meaning;
- If applicable, I will ensure any restrictions that relate to the use of my Materials is included within my application to SXS London;
- No promotions or other material incorporating My Likeness need be submitted to me for any further approval and SXS London will not be liable to me for any use of My Likeness; and
- SXS London will be the exclusive owner of all right, title and interest, including copyright, in the SXS London Materials.
- SXS London is the owner or licensee of all rights, titles and interest in and to the trade marks SXS LONDON, SOUTH BY SOUTHWEST LONDON, along with other trade marks, and the corresponding logos, social media images, or other materials provided to you by SXS London (collectively, the “**SXS London Marks**”). SXS London grants you a non-transferable, non-sublicensable, limited, non-exclusive, royalty-free, revocable licence (the “**Licence**”) to use, reproduce, and display the SXS London Marks until 31 December 2026 (the “**Term**”) to promote your Materials, solely as follows: (a) in hashtags as follows #SXSWLONDON; and (b) with SXS London’s prior written approval, on electronic flyers and digital marketing materials (collectively, the “**Licensed Activities**”).
- Any additional use of the SXS London Marks, including in hashtags, requires SXS London’s prior written approval. You agree to comply with any instructions provided by SXS London, including, but not limited to, the SXS London Submission Guidelines (as applicable), regarding your use or removal of the SXS London Marks to ensure that the Licensed Activities, and any other approved use of the SXS London Marks, are of a level of quality required by SXS London. All use of the SXS London Marks and all goodwill will belong to SXS London. All rights not licensed or granted to you are explicitly reserved by SXS London.
- The personal data I have supplied in this application in order for SXS to review my materials and communicate with me about my application, will be processed in accordance with the [SXS London Privacy Policy](#).

## 1. General

I acknowledge and agree that in order to improve the SXS London experience or due to causes outside of the control of SXS London, SXS London reserves the right to:

- Modify the dates, locations or method of participating in SXS London 2026 and/or SXS London 2026 events; and/or
- Cancel, modify or suspend applications for SXS London 2026, whether accepted or not. I agree that SXS London may notify me of any of these modifications by posting a notice on its website.

Further to the above, I acknowledge that SXS London may immediately terminate my participation (as well as the participation of other person(s) included within or associated with the Materials) and/or the inclusion of the Materials within the SXS London 2026 programme, if I (or the other person(s) included within or associated with the Materials) engage in any act or behaviour (actual or alleged) that brings, or in SXS London’s reasonable opinion would bring, themselves, SXS London or any other aspect of SXS London 2026 into disrepute.

I acknowledge and agree that if the dates, locations or methods of participating in SXS London 2026 and its events are changed; or my application is denied, cancelled, or suspended, regardless of the reason, I will have no remedy against SXS London, at law or in equity or otherwise. These Submission Terms & Conditions will be interpreted in accordance with and governed by the laws of England and Wales and the parties agree to submit to the exclusive jurisdiction of the courts of England and Wales.

- Applicant acknowledges and agrees that Applicant has read and understands these Submission Terms & Conditions and intends to be legally bound by its terms.

- Applicant acknowledges that the information contained in this application is accurate, that they have the rights necessary to share the materials contained herein and that the application will not infringe any third-party rights or breach any laws of any kind.
- By clicking the box below or by using any other electronic mechanism presented to signify acceptance of these Submission Terms & Conditions, Applicant agrees to and accepts these Submission Terms & Conditions.

I, the applicant, acknowledge and agree that I have read and understood these Submission Terms & Conditions and I intend to be legally bound by its terms.

I, the applicant, acknowledge that the information contained in this application is accurate, that I have the rights necessary to share the materials contained herein and that the application will not violate any third-party rights or laws of any kind.

By clicking the box below or by using any other electronic mechanism presented to signify acceptance of these Submission Terms & Conditions, I, the applicant, agree to and accept these Submission Terms & Conditions.

Yes, I want to receive news, events and exclusive offers from SXSW London (optional)