



2025 Call for Startups

Participation Rules

AI-Driven Business Success
CLOUD | CYBERSECURITY | MARTECH | AI

GUIDE

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WHAT

Calling all trailblazing entrepreneurs! Are you ready to revolutionize the business world and showcase your groundbreaking innovations on our stage?

The Scale-Up! World Summit at Digital Enterprise Show is your golden opportunity to shine. We're seeking visionary start-ups/scale-ups that are disrupting industries with cutting-edge solutions, transforming traditional business models and challenging the status quo with fresh perspectives. As a selected start-up/scale-up, you'll have the chance to present your innovations directly to industry leaders, connect with potential investors and partners and gain unparalleled exposure in front of key stakeholders.

We're on the hunt for high-impact start-ups/scale-ups across various sectors such as **Banking & Insurance, Retail & eCommerce, Manufacturing & Industry 5.0, Digital Health, Tourism and Sports & Entertainment. In 2025, we are adding a new category for the Best AI Driven Business Innovations!** If your start-up/scale-up is pushing boundaries and redefining the future of business, this is your moment to captivate the world.

Don't miss this chance to accelerate your growth and make waves in the global business landscape. Join us at The Startup Show and let your disruptive ideas take center stage

BENEFITS



Pitch your tech solutions, products, or services in front of an international audience of 17.000 high profile executives.

- ❖ Impactful Innovation
- ❖ Disruptive Business Model
- ❖ High Projection



You will be able to arrange Private Meetings with Partners and Investors:

- ❖ Exclusive Scheduled Meetings only for selected participants
- ❖ Project Growth Opportunities



You will have the possibility to Connect with Global Innovation Ecosystem:

- ❖ Integration with DES2025 Ecosystem
- ❖ And high-level Networking Activities with Stakeholders



Be recognized as best start-up/scale-up in your category at The Scale-Up! World Summit Award Ceremony on June 12th..

- ❖ High Projection
- ❖ Awards



The top 10 solutions participating at The Scale-Up! World Summit will be direct candidates in the European Digital Mindset Awards 2025, “BEST DIGITAL DISRUPTOR START-UP” category. Finalists will be invited to the award ceremony on June 11th.



You will have a Premium VIP Pass to attend Digital Enterprise Show:

- ❖ Exclusive Access to the Digital Business World Congress and the VIP Lounge
- ❖ Valued at 675€



The Scale-Up! World Summit participant startups/scale ups will be able to join the specific exhibition area:

- ❖ Optimize Participation
- ❖ Special rate for participating Startup individual booths

CATEGORIES



1. Banking, Fintech, Insurtech
2. Retail & eCommerce
3. Digital Health
4. Manufacturing & Industry 5.0
5. Sports & Entertainment
6. Tourism & Hospitality
7. AI Driven Business Innovation

WHO?

If you are a start-up or scale-up
YOU ARE THE MOST IMPACTFUL DIGITAL TRANSFORMER
We are looking for you!

[Apply Now!](#)

HOW?

- ❖ To participate, the projects must be submitted through the [official platform](#).
- ❖ Organizer will verify the submissions and ensure the projects are registered correctly.
- ❖ **The Expert Committee** will evaluate submitted projects and select those that meet the criteria and are destined for the specified industries.
- ❖ **Only selected projects** will participate in the Startup Show during Digital Enterprise Show, held on June 10th-12th in FYCMA Málaga (Spain).

EVALUATION CRITERIA

The Expert Committee will evaluate the solutions presented with the following criteria

- ❖ You can apply if you are a:
 - ❖ Start-up: less than 5 years old since its foundation and with high growth potential.
 - ❖ Scale-up: up to 12 years old since its foundation, profitable and with an annual rate of growth above 20% in terms of clients, team or sales.
- ❖ The capacity to transform demand sectors with **Digital Transformation and use of exponential technologies**
- ❖ **Capable leadership and management** teams.
- ❖ Robust and **disruptive technologies**.
- ❖ Potential for sustainable growth and Potential impact on the subsectors you are addressed to.
- ❖ **Potential impact** in the general economy and society.
- ❖ The organization must have a **high Innovation** component, incorporating Innovation in the broad sense (product, process, business plan, etc.)

SCHEDULE

- ❖ The deadline for the project registration is **May 18th (23:59 CET)**
- ❖ The evaluation process will take place between **May 19th to May 23rd**
- ❖ Selected projects will be notified from **May 23rd**
- ❖ **Showtime:**
 - ❖ The Scale-Up! World Summit at Digital Enterprise Show 2025
 - ❖ June 10th-12th
 - ❖ FYCMA Málaga

INTELLECTUAL PROPERTY

- ❖ If the proposal is selected to participate in DES The Scale-Up! World Summit, I **authorize** the Organization to publish the data that is considered public: name of the Company, short description of the Project, profesional contact.
- ❖ By submitting the information entered in DES The Scale-Up! World Summit, candidates DECLARE they are not and will not be violating any contract or third-party rights including any patents, copyrights, trade secrets, proprietary or confidential information, trademarks, or rights to privacy
- ❖ You can read it at [the webpage](#).

DATA PROTECTION

All the data entered in The Scale-Up! World Summit that is not of the public nature (such as Company name, description and profesional contact) will be kept by the Organizer for the administrative purposes. Nevertheless, the data entered must not be icompatible with what is indicated in the section “Intellectual Property Rights” of the present rules.



BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

BE PART OF #DES2025



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www.des-show.com



DES drives sustainable
digital business transformation

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