



Get in the ring – alþjóðleg keppni fyrir frumkvöðla haldin í tónlistar- og ráðstefnuhúsinu Hörpu 18. nóvember 2015.

Are you ready to get in the ring?

On November 18th the six most promising Icelandic startups will get the chance to battle with words in front of top investors and fans, during the National Final of Get in the Ring in Reykjavík. Get in the Ring is a global competition, it's the Olympics for startups, known for its unique pitching format, where two startups literally face off against each other in the ring. The winner of the national competition in Reykjavík will get the opportunity to compete in front of an international jury and audience during the Regional Final of Get in the Ring in London or even the global final in Colombia in April.

Being one of the most interesting startups in Iceland we would like to invite you to be a part of the National competition in Reykjavík. Be part of this exciting event, and take another step that brings you closer to putting your startup in the international spotlight!

It's nice to win but, like the Olympics, participating is what it is all about. To be able to gain as much as you can from participating in this competition, please let us know what you want to get out of your participation. Do you want to improve your pitch, do you want to meet investors, do you want to learn from international marketing experience? Tell us and we make sure that you will profit as much as you can from participating!

Are you ready to Get in the Ring? Apply now at www.gitr.co/apply!

Check the enclosed flyer, visit <http://getinthering.co/> or contact us for more information.

For more information please contact:

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The competition

If you are selected you will battle one-on-one against another startup in front of a jury and an audience. The battle consists of a short introduction about your company (1 minute) and 5 different battle rounds (30 seconds each). This means you should only pitch the most important and distinctive features of your startup. After the battle rounds the jury will ask you critical questions and will decide who the winner of the battle is.

This battle will consist of:

1. Team
2. Achievements
3. Business Model & Market
4. Financials & Investment Proposition
5. Final Free Style Round

During the Finals you will:

- Be offered a new podium to create international fan base
- Connect with both local and international experts and investors
- Improve your pitch
- Get valuable feedback from top investors and other startup fans
- Pitch for a spot in the National Final of Get in the Ring