

# Dell for Entrepreneurs Program 2018

The Netherlands

## 1. Competition details

a) The competition is open for submission until midnight November 9<sup>th</sup>, 2018.

b) For participation each participant must submit their competition entry using the specific application form made available here (via <https://www.nalta.com/dfe2018>), submission must include:

- i. Enterprise details including all the required fields on the application form;
- ii. A brief business plan explaining why technology is so integral to their business and its growth;
- iii. Agreement (opt-in) for Dell to use the provided information including the processing of personal data in accordance to the Program Terms;
- iv. Acknowledgement to the Dell Code of Conduct and Dell's Privacy Statement including your consent to receive marketing materials from Dell, including newsletters.

c) If invited to the presentation round, participants will be required to prepare and present a customer presentation to a jury selected by Dell. How you want to present your case is entirely up to you. This presentation is going to take place November 23<sup>rd</sup>, 2018 in Amsterdam. Participants must make themselves available accordingly. Not attending the event at the communicated date *means no participation*.

d) The winner will be announced on December 4<sup>th</sup>, 2018 at the Dell Technologies Forum which will be held in [De Fabrique](#) in Utrecht. At this event the ten finalists will have a booth in the innovation garden where they get the opportunity to present their organization for ±1.500 visitors.

## 2. Selection of the finalists

a) The Participants will be judged according to the next criteria:

- Demonstration of Entrepreneurial Spirit;
- Success – past success and growth rate combined with future opportunity assessment;
- Role that technology can play in facilitating future growth;
- Personality – the winners must have a strong identity!

b) Ten finalists will be invited to present to a jury on November 23<sup>rd</sup>, 2018.

## 3. Selection of the winner

a) The jury will select one winner out of the ten finalists, based on the criteria mentioned above (2.a) and the quality of the presentation.

- i. The judges' decision is final.
- ii. Only one participant will be able to win the competition. The prize consists of the following:
  - A planned business trip of approximately three days to [South by South West](#) in the United States in the beginning of March, 2019 for at least one person, where you get to meet with VIP's and Dell's customer network. This includes; Flight and entry ticket
  - A one year mentorship from a Dell senior management team member;
- iii. The winner is responsible for all related taxes and expenses not specified in the prize description

b) The announcement of the winner will be communicated through Dell press releases and social media channels.

c) Contenders agree with our Terms & Conditions when applying for the competition.