

Terms & Conditions

The Asper Prize - HUJI Rising Startup of the Year Competition 2025

About the Competition

The Asper Prize: the Hebrew University Rising Startup of the Year competition aims to promote incredible ventures that are part of the Hebrew University community that utilize innovative technologies to create positive impact on a global scale. We use the United Nation Sustainable Development Goals (SDG's) as a compass to define the sectors that need more focus.

The annual competition, honouring the late Israel and Babs Asper, invites early-stage startups to present their ventures in front of leading global and Israeli investors. The judging committee will select the 5 finalists to present in a live pitching event at the Hebrew University's Board of Governors, where the winner will be chosen. The winning startup will receive the Asper Prize award that includes a 100,000 ILS prize.

Organizers:

The following official rules (the "official rules") govern your participation in the competition, and by participating in the competition, you hereby agree to be bound by these official rules and to comply with all applicable laws and regulations regarding your participation in the competition. These official rules will be final and binding in all matters relating to the competition. If you do not agree to any of the official rules, please inform us immediately and do not participate in the competition

1. Eligibility

- 1.1. At least one of the founders of the submitting company is a Hebrew University Student / Faculty Member / Alumni and/ or the technology is based on Hebrew University IP or Know-how.
- 1.2. The submitting company is aiming to solve one of the targets of the UN Sustainable Development Goals (SDG's)
- 1.3. The submitting is an incorporated company
- 1.4. The submitting company has raised a pre-seed or seed round
- 1.5. The submitting company is technology based ("Technology: the application of scientific knowledge for practical purposes". Oxford Languages Dictionary)
- 1.6. The founders of the submitting company shall nominate one or more representatives from the founders who would participate in all of the following events:
 - 1.6.1. Interview: A 30 minute interview either in Jerusalem (if Covid-19 restrictions permit), or via Zoom, between March 17th, 2025 - March 19th, 2025,
 - 1.6.2. Semi-finals: Investors Speed-Dating which will take place on May 15th 2025 from 9:00 - 14:00.*
 - 1.6.3. The Final Event Mid-June (TBD)*

- 1.6.4. *All dates are subject to change due to COVID-19 restrictions or any other unforeseen circumstances.
- 1.7. Employees of ASPER-HUJI Innovate, their affiliates, and anyone working directly on this Competition and the immediate family members or those living in the same household of each are not eligible to enter the Competition.
- 1.8. The prize will not be transferred to a private individual's bank account.
- 1.9 Previous winners of the Asper Prize are not eligible to compete again.

2. Application Process:

- 2.1. **Form:** You can apply for the Competition through our [online application form](#).
- 2.2. **Deadline:** Applications must be submitted no later than Feb 16th 2025, 23:59. Submissions after this time will not be considered.
- 2.3. **Information:** The application will ask information about the following:
 - 2.3.1. Submitters affiliation with the Hebrew University
 - 2.3.2. Information about submitting company
 - 2.3.3. Which UN Sustainable Development Goals the submitting company addresses?
 - 2.3.4. Problem statement
 - 2.3.5. Solution statement
 - 2.3.6. Competitive advantage
 - 2.3.7. Customers
 - 2.3.8. Amount of capital raised
 - 2.3.10. Company registration / incorporation details
 - 2.3.11. Company IP
 - 2.3.12. Company Pitch Deck
- 2.4. **Stages:**
 - 2.4.1. **Screening:** Initial filtering by competition organizers
 - 2.4.2. **Interviews:** Selected applicants will be invited to meet with the competition organizers where they will pitch their startup and answer questions. At this stage, the competition organizers will choose the semi finalists.
 - 2.4.3. **VC Meetings:** The semi finalists will meet with a group of investors for one on one meetings and pitch their startups. The investor committee will choose the five finalists.
 - 2.4.4. **Finals:** The five finalists will present at the final event, held as part of the Board of Governors at the Hebrew University. The finalists will answer live questions from a panel of judges. The winner will be chosen by the scores given by the judges and the audience in attendance.
- 2.5. **Entry Rules:**

2.5.1. Only one entry per company is permitted.

2.5.2. All entries must be completed in English

3. Judging:

3.1. At all stages of the competition, these are the criteria upon which the startups will be judged.

3.1.1. Potential large-scale positive Impact

3.1.2. Innovative technology

3.1.3. Problem-solution fit

3.1.4. Quality of presentation

3.2. In the event of a dispute (who is the winner, the interpretation of criteria or qualifications, disqualifying a startup, screening, etc), our decision will be final.

3.3. We may prohibit an entrant from participating in the Competition or winning a prize if, in our sole discretion, we determine that the information they have provided is inaccurate or that they are attempting to undermine the legitimate operation of the Competition by cheating, hacking, deception or other unfair practices or intending to annoy, abuse, threaten or harass.

3.4. Notifications from the Competition to submitting ventures will occur on one or more of the following channels: (a) In person, (b) via the email address or (c) the phone number that they provided on their submission forms.

4. Prize:

4.1. The winning company will receive the following prizes:

4.1.1. 100,000 ILS that will be transferred to the company's bank account.

4.1.1.1. Note: The prize will not be transferred to a private individual's bank account.

4.1.1.2. All tax liability will be the responsibility of the winning company.

4.1.1.3. No equity or any ownership will be taken by the Hebrew University.

4.1.2. The Asper Prize trophy.

4.1.3. An option for an office for 4 people at the ASPER-HUJI Innovate Hub for one (1) year at a reduced rate.

4.1.4. NOTE: The prize, or any parts of the prize, is not transferable, refundable, or convertible to any other prize

5. Confidentiality / Privacy / Intellectual Property

5.1. Submitting companies must not submit anything that they consider confidential.

5.2. Submitting companies give us permission to share their materials with our team, judges and participants at the Board of Governors.

5.3. By entering the Competition, submitting companies agree that we may collect, store and use their information such as, name, phone number, email address and LinkedIn

profile for marketing purposes or for future contact.

5.4. We respect the participants' privacy and will not disclose, share, rent, or sell personal information to any third party, other than as permitted under this section.

5.5. Submitting companies hereby agree that we may use their company name, individual names, likeness, picture, details and logos for online posting, and/or any advertising and publicity without compensation.

5.6. The winning company hereby agrees to the use of their name, prize, details and logo for online posting, and/or any advertising and publicity without additional compensation.

5.7. Submitting company representatives agree to receive emails from us. 5.8. Any material submitted by any member of the submitting companies must be their own original work. By submitting the material each member represents and warrants that it has obtained any and all consents, approvals or licenses required to submit the material and comply with all of these Competition terms, and any other applicable laws and regulations.

6. Changes to the Competition

6.1. The competition reserves the right to make changes to event dates subject to COVID-19 restrictions or any other unforeseen circumstances.

6.2. We will not be responsible if the Competition cannot take place, or if any prize cannot be awarded or fulfilled, due to events outside of our control. If for any reason the Competition is not capable of running as planned, including any circumstances which, in our sole determination, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Competition, we may cancel, modify, or suspend any part of the Competition.

7. Limitation of liability:

7.1. ASPER-HUJI Innovate is not responsible for any damage caused to the participant due to their participation/lack of ability to participate in the competition.

8. General

8.1. The present rules are subject to the rules and laws of Israel.

8.2. Any disputes shall be subject to the exclusive jurisdiction of the competent court in Israel.

8.3. We reserve the right to modify and amend these terms from time to time during the Competition, including for clarification purposes.

8.4. If any provision of these terms is found by any court to be invalid or unenforceable, such invalidity or unenforceability shall not affect the other provisions. Failure or delay by us to enforce any of these terms shall not constitute a waiver. For any queries in respect of the competition, please contact: asperprize@innovate.huji.ac.il.

Updated: January 21, 2025