



2026 Annual Meeting INTA's Start-Up & Scale-Up Competition

INTA is proud to host our fifth **Open Innovation Challenge (OIC)** for start-ups and scale-ups at our 2026 Annual Meeting, at the Excel London in London, England. The competition will be held on Sunday, May 3, 2026.

WHAT IS THE OPEN INNOVATION CHALLENGE (OIC)?

INTA's Open Innovation Challenge (OIC) invites startups and scale-ups from all sectors to pitch bold, market-ready solutions to real-world challenges—live in person or virtually before a panel of expert judges. It's a global stage for innovation, visibility, and impact.

JOIN THE COMPETITION!

- ✓ Pitch and promote your business idea, technology innovation, or research in front of distinguished judges from around the globe, including experts in branding, brand valuation, business advisory services, intellectual property (IP) law, and finance.
- ✓ Gain expertise and invaluable insights from the judging panels and your peers.
- ✓ Network with other start-ups, scale-ups, and entrepreneurs.

HOW DO I APPLY?

Application Requirements:

- ✓ The application requires detailed information about your project. Please be prepared with the following:
 - A concise concept note/description in one sentence.
 - A clear description of your business model.
 - Names and titles of your team members.
 - Information on current revenue and the funding you need to raise.
 - Be ready to attach up to three (3) relevant documents about your project.
- ✓ Shortlisted Finalists will be notified via email by **March 16, 2026**.
- ✓ All finalists must present their pitch presentations in May either **in person** at Excel London in London, England or **remotely**.
- ✓ Each Finalist (individual and/or team) must book and pay for their travel and accommodation during the noted Open Innovation Challenge period, specifically May, if you are presenting your pitch presentation in person. Additionally, you will have access to select events at the Annual Meeting until **May 6, 2026**.

Application period starts October 6, 2025 and ends on February 27, 2026.

APPLY NOW.

COMPETE VIRTUALLY

Not in London?
Enter the competition remotely—no travel required!

