



وزارة الاقتصاد  
MINISTRY OF ECONOMY



ملتقى الاستثمار السنوي  
ANNUAL INVESTMENT MEETING  
World's Leading Investment Platform

INVESTING FOR THE FUTURE SHAPING GLOBAL INVESTMENT STRATEGIES  
24 – 26 MARCH 2020, DUBAI WORLD TRADE CENTRE, DUBAI, UAE

## Register now and get a chance to pitch your ideas at AIM 2020 Global Start-ups Champions League in Dubai

### A chance for Slovene startups at AIM 2020 in Dubai – Applications for the first AIM Startup competition in Slovenia are now open

For the first time, startups from Slovenia will have the opportunity to present their ideas at the global exhibition and startup pitch competition AIM Startup 2020 in Dubai, thanks to the partnership between Primorski Technology Park, Slovenia and **The Annual Investment Meeting (AIM)**, a leading investment platform in the Middle East and North Africa.

**AIM Startup** is the ideal platform for startup companies looking to raise capital, expand into new markets and forge meaningful business relationships. Global AIM 2020 Startup competition will bring together winners of local AIM competitions from 80 countries, who will be able to connect with the world's leading investors, entrepreneurs and decision makers within **10th Annual Investment Meeting from March 24-26<sup>th</sup> at the World Trade Center in Dubai.**

**The first National AIM Startup competition in Slovenia will be held on February 26<sup>th</sup> at the Primorski Technology Park, Vrtojba, Mednarodni prehod 6, Slovenia.**

**Startup applications are open until February 24<sup>th</sup>, 2020 at 12.00 CET.**

Apply here >>> <https://www.aimcongress.com/roadshow/Profile/Register/>

#### To be qualified, startups must:

- Have less than 50 employees
- Be at least 2-7 years old
- Have an annual revenue of \$100,000 to \$1,000,000
- Have passed at least one round of funding
- Match the listed categories in AIM Startup

#### Categories:

- Growth
- Social impact category
- Best use of innovation category
- Climate and environmental impact category
- Privacy, data protection and compliance



## The prize for the Slovene National Winner:

The winner of AIM 2020 Slovene National Startup Competition will be provided with a **flight** and **accommodation** (for 1 member team) and **kiosk at AIM 2020 in Dubai**, as well as **networking** and **incubation opportunities**.

**AIM Startup Dubai** >>> Approx. 100 start-ups from different countries will be hosted in Dubai, selected to pitch and compete to win the grand prize of \$50,000.00. Top 5 startups will get each \$10,000.00 – equity free and without conditions.

### NATIONAL CHAMPION PITCH COMPETITIONS

The startups will be able to apply for the national pitch competitions through an online portal that will be accessed through [www.aimcongress.com](http://www.aimcongress.com).

#### Startups will be able to access:

- **Application:** Startups would present and create a profile about themselves, their businesses and their size.
- **Questionnaire:** Startups would identify whether they are eligible to participate in this competition.
- **Elevator Pitch upload section:** Startups will upload a short elevator pitch to be evaluated by the national judging committee.
- **Networking portal:** Startups will be able to network with each other, the committee and other parties.
- **AIM Startup Global Technopreneurs Application:** For startups which were not able to join the national competitions but would still like to join AIM Startup Global Technopreneurs

#### OPEN CALL:

February 20<sup>th</sup>, 2020 at 12.00 CET

#### CALL CLOSURE:

February 24<sup>th</sup>, 2020 at 12.00 CET

#### SLOVENE NATIONAL PITCH COMPETITION:

February 26<sup>th</sup>, 2020 at 14.00 CET

**Location:** Primorski Technology Park  
Mednarodni prehod 6, Vrtojba  
5290 Šempeter pri Gorici  
Slovenia

## AIM 2020 National Champions Pitch Competition

A series of roadshows in partnership with startup programs will be staged to discover startups with huge potential. One winner of each national competition of 80 countries will be invited to be part of the final AIM 2020 Global Start-ups Champions League in Dubai.

The National Champion will be hosted with flight, accommodation, kiosk, networking, and incubation opportunities.

### More about AIM National Champions Startup Pitch Competition:

<https://www.aimcongress.com/roadshow/Login>

### KEY SECTORS OF STARTUP AT AIM



Agtech



HealthTech



RetailTech



Artificial Intelligence



IoT



Transportation



EdTech



IT and ICT



Virtual Reality and Gaming



Fintech



Logistics



Energy

## AIM 2020 Slovene National startup competition February 26th, 2020 at 14.00 CET

- 3-5 minutes pitch
- 5 minutes for questions
- 3-member jury all from Slovenia
- language: English

### EVALUATION

Startups will be judged during the pitch competition on the following areas:

#### Elevator Pitch

- Was the elevator pitch comprehensive?
- Was the business model clear?
- Was the product/service clear?

#### Business Model

- Are they solving a real problem or providing a wanted product/service?
- Is their solution effective?
- Is their business model effective?
- Are the growth metrics right on track?

#### Financial Evaluation

- Is the business profitable yet?
- Are the finances balanced?
- Are the funds spent wisely?

#### Market analysis

- Do they have knowledge about the nature of their market, its size, and their competitors?
- Are their target customers right for the business model?
- How do they plan to scale in their market?
- Is their plan to overcome their competition clear and effective?

## Apply now!

**LINK for application:** <https://www.aimcongress.com/roadshow/Profile/Register/>

**Call closure:** February 24<sup>th</sup>, 2020 at 12.00 CET

Contact for AIM 2020 Slovene National startup competition:

>>> Tanja Kožuh, [tanja.kozuh@primorski-tp.si](mailto:tanja.kozuh@primorski-tp.si)

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AIM is an initiative of the UAE Ministry of Economy and is under the patronage of HH Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister, and Ruler of Dubai. Under the theme “Investing for the Future: Shaping the Global Investment Strategies”, AIM 2020 will gather high-ranking government officials, decision makers, corporate leaders, policy makers, businessmen, regional and international investors, entrepreneurs, leading academics and investment experts. AIM 2019 saw the participation of over 16,000 visitors, 436 exhibitors and co-exhibitors, 66 high-level dignitaries, more than 150 experts and investment specialists, and 143 country representations. More about the AIM >>> <https://aimcongress.com/>

## FEATURES

### LEARN

- Conference
- Mentoring
- Grand Opening Ceremony

### SHOWCASE

- Exhibition
- National Champions Pitch Competition
- Global Technopreneurs

### NETWORK

- B2B, G2B, & G2G Meetings
- Gala Dinner
- High-Level Networking Lunch
- Exclusive Breakfast, Lunch, and Dinner

### INVEST

- Investors' Hub
- RECOGNISE**
- Startup Awards

### SOCIALISE

- Fun Run
- World Cup
- Dubai Opera
- Culture & Heritage Attractions