



Supply Chain Start-up Contest Europe, 3 June 2026

Terms & Conditions

Last updated on 12 February 2026

1. Organizer

Supply Chain Media B.V. is the organizer of the Supply Chain Start-up Contest Europe. Supply Chain Media's registered office is in The Netherlands: Gezellenlaan 7, 7005 AX Doetinchem.

2. Contestant

The start-up companies and university spinoff companies that are selected by the jury to compete in the final of this competition at inNOWvate Supply Chain Event are herein referred to as the "contestants".

3. Purpose

The aim of this contest is to promote and develop entrepreneurial creativity and innovation within start-ups and university spinoff companies in the supply chain.

4. Stages of participation

4.1 Entering the contest

4.1.1 Companies can enter the competition by submitting the official form, made available by the organizer, before the communicated deadline.

4.1.2 Only start-up companies and university spinoff companies founded in or since 2021 can enter the contest.

4.1.3 The contestant must have a registered office in a European country (European Union member states plus Albania, Bosnia & Herzegovina, Iceland, Israel, Moldavia, Norway, Republic of Montenegro, Serbia, Switzerland and Turkey).

4.1.4 The contest is privately owned (and not part of an established company).

4.2 The competition

4.2.1 After reviewing the submissions, an independent jury of supply-chain and start-up experts will select three start-ups finalists from all candidate submissions.

4.2.2 Contestants may be asked upfront for additional information or may be required to take part in a MS Teams call to discuss their application.

4.2.3 Contestants will be required to physically attend the inNOWvate Supply Chain Event, which will be held at Pathé movie theatre in Amsterdam (the Netherlands) on 3 June 2026.

4.2.4 The Supply Chain Start-up Contest will be conducted in the English language.

4.2.5 Three contestant finalists will have an assessment of twenty minutes with the jury on location.

4.2.6 Three contestant finalists will be required to present their company/solution on stage physically during the event. A detailed briefing about the content of the presentation will be provided after selection as a contestant.

4.2.7 The winner the contest will be announced at inNOWvate Supply Chain Event itself on 3 June 2026.

4.3 Effort and input

4.3.1 Each selected contestant must send at least two employee representatives to the inNOWvate Supply Chain Event if the contestant wants to attend physically. Travel/accommodation is at the contestant's own expense. 4.3.2 Each contestant company will man a physical booth in the inNOWvate Supply Chain Event exhibition area to present their solution to the delegates of the event. The booth space (4m² open area) will be provided free of charge; a high table is provided, further equipment and decoration will be at the contestant's own expense.

5. Judging

5.1 The winner of the contest will be the contestant that is judged to add the most value to the entire supply chain.

5.2 An independent jury will select the winner of the start-up contest. The jury will announce its final decision for one of the final contestants as the winner of the start-up contest. There will be no ranking of the other contestants. The outcome of the start-up contest will be based on the upfront input and the pitch during inNOWvate Supply Chain Event, and the voting by the delegates.

5.2.1 The organizer will appoint a jury consisting of 3-7 members.

5.3 Delegates will be asked to cast their vote during inNOWvate Supply Chain Event.

5.4 The jury will discuss all the input until they reach a majority decision.

6. Prize

6.1 The Supply Chain Start-up Contest winner will receive a custom-made marketing campaign via the print and online channels of Supply Chain Media with a total value of €20,000.

6.1.1 This value of €20,000 is non-transferable, cannot be exchanged for cash and cannot be spent with any companies other than Supply Chain Media.

6.1.2 The customization of the marketing campaign is to be discussed between representatives of the winning company and Supply Chain Media. Supply Chain Media will advise about the possibilities and impact of the campaign and have the final decision in the agreement.

6.1.3 The agreement will be formalized by Supply Chain Media and signed by both parties.

6.1.4 The agreement must be signed within two months of winning the prize. Supply Chain Media will fulfil its side of the contract within 18 months of the agreement being signed.

6.1.5 This prize is not subject to tax according to Dutch Tax law.

7. Award ceremony

7.1 During the award ceremony, the chair of the jury hands over the name of the winner to a representative of Supply Chain Media, who announces the name of the winning company on the main stage.

7.2 The team from the winning company will join the Supply Chain Media representative on stage (physically) to accept the prize.

8. Guarantees and provisions

8.1 Confidentiality

8.1.1. Confidential information provided by the contestants during the competition will be handled with respect and will not be shared with third parties other than the jury.

8.1.2. Supply Chain Media cannot be held liable for damages caused by a possible privacy breach.

8.1.3 Contestants are aware that photographers and journalists will be present during the event for media and marketing purposes and agree to cooperate with them.

8.2 Trademarks

The contestants guarantee that all rights concerning third parties are protected, including rights related to copyright/images and trademarks.

8.3 Cancellation

In case of cancellation of the event, Supply Chain Media is not liable for any costs incurred by the contestants.

8.4 Applicable law

These Terms and Conditions are governed by Dutch law and are subject to exclusive jurisdiction of the courts of The Netherlands.

The Netherlands, Doetinchem, February 2026

If you have any questions, please address them to the organizer of the European Supply Chain Start-up Contest:

Supply Chain Media B.V.

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