

1. What do you gain by taking part in the Think Big?

Participant

The participant of the program will strengthen the image of their brand, by joining the group of companies that media write about. The participant will also gain the opportunity to exchange knowledge and establish business relations during the Final Gala THINK BIG.

Finalist

The finalist will be among the best of the best. You will get a chance to establish direct international contacts that will open your brand to new development opportunities in Poland and in the world. They will win the prestigious title of the Finalist THINK BIG.

Winner THINK BIG

In addition, the winner will have a chance

to develop their business alongside the UPC, using the global scale, experience and knowledge of experts and millions of customers of the company. The winner will also be granted the prestigious business award.

2. How to apply for the Think Big program?

To participate in the Think Big program, you should fill in the form available on the program website www.thinkbig.upc.pl within 4 October - 30 November 2016.

In parallel, UPC will carry out the recruitment to Think Big by means of "scouting" in Poland and the countries from the CEE region.

3. Is the application to the Think Big program free of charge?

Yes, the application to Think Big is completely free of charge.

4. How to prepare the application to become a participant of the program?

The application form to Think Big can be sent only once, so you should rethink its content. Remember that you must fill in all fields in the form, giving as much information as possible about the submitted project/company, its business environment and competitive advantages.

5. What criteria have to be met to participate in Think Big? In which categories can I submit a project?

The submitted project must demonstrate business potential in one of three areas searched for by UPC, i.e. B2B, customer experience or IT&technology. The applications submitted by companies that have a ready-to-implement product or service (or their working prototype) will be considered. At each stage of the program the competition committee and the jury will take into account business potential, originality and maturity of submitted solution, as well as its synergy with the UPC areas¹.

¹ The definition is expanded upon in the regulations of the program

6. Who can participate in the program?

The program is addressed to entrepreneurs from the SME sector, who have ready-to-implement solutions (or their working prototypes) in the form of physical and digital products or services in such areas as B2B, customer experience or IT&technology. This year for the first time, we are waiting for applications from companies operating in the markets in/on:

- 🍏 Poland
- 🍏 Czech Republic
- 🍏 Romania
- 🍏 Slovakia
- 🍏 Hungary

7. What stages does the program consist of?

- I. October 18, 2016 - December 15, 2016 – submitting applications via a form available [here](#); at this stage the jury will select 20 submitted solutions that advance to semifinal
- II. December 16, 2016 - January 31, 2017 - Semi-final - phase of internal sessions in UPC; the selection of 10 finalists
- III. March 2017 - workshop for the finalists of the program and the Grand Finale THINK BIG

8. What determines getting into the second stage - THINK BIG Semi-final?

Getting into the Think Big Semi-final depends on business potential, originality and maturity of the submitted solution and its synergy with the solutions implemented/sought by UPC.

9. What are the prizes for the winners of the program Think Big?

The main prize in the competition is EUR 10,000 for the creators of the best project. In addition, the winner of the program will sign a letter of intent with UPC, assuming the will of the UPC to develop a model of cooperation within 6 months and sign the contract on a commercial basis. The organizers also provide for a special jury prize in the amount of EUR 10,000. Each THINK BIG winner will also receive a statuette.

10. Who will evaluate the participants of the program?

The jury of this year's Think Big competition includes independent business experts and members of the board of UPC Poland, as well as external representatives of one of the program partners.

11. What will the cooperation between UPC and the winner involve?

The winner of the program will sign a letter of intent with UPC, assuming the will of the UPC to develop a model of cooperation within 6 months and sign the contract on a commercial basis.

12. Where can I find more information about the program?

Archival photos, videos and press releases from previous editions of Think Big can be found on www.thinkbig.upc.pl. It is also recommended to follow the profile of Think Big on Facebook at <https://www.facebook.com/UPCbiznes/>. The competition regulations, including detailed criteria for the evaluation of the project by the Jury, are available [here](#).

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