

1. Benefits of entering Think Big.

Participants

Businesses will strengthen their brand image by association with leading market players. The Final Gala will be an invaluable opportunity to exchange knowledge and establish business relations.

Finalists

Will find their place among the best, with a chance to form direct international contacts and partnerships, opening the brand to new development opportunities both in Poland and globally. Awarded the esteemed title of Think Big finalist.

Winner

In addition to the aforementioned perks, the winner will be able to grow their business as UPC's partner, vastly benefiting from the company's global scale, experience and expertise, as well as a millions strong customer base. Just as relevant will be the recognition secured by winning a prestigious business award.

2. How to enter?

In order to compete in Think Big, an entry form, available at www.thinkbig.upc.pl, must be filled out and submitted between 11 October 2017 and 31 January 2018. Also during that time, UPC's partner The Heart will be scouting out candidates in Poland and several other CEE countries.

3. Can you apply for free?

Yes, there are no fees involved in entering Think Big.

4. How do you improve your chances of getting accepted?

The entry form can be submitted only once, so it is prudent to carefully consider what to put in. Remember to complete all fields and communicate ample information about your company, entry project, business environment and competitive advantages.

5. What are the requirements and project categories?

Presented entries must show promise in one of three areas which at this stage are of interest to UPC: B2B (business to business), customer experience or IT & Technology. Only submissions with products or services ready for implementation (or at least with working prototypes) will be taken into consideration. At each stage of the programme, the selection board and jury will be assessing business potential, maturity, novelty and ingenuity of the solutions, as well as how well they synergise with the operating activities of UPC.

6. Who can enter the programme?

Think Big is addressed to entrepreneurs from the SME sector with finished solutions (or at least working prototypes) in the form of physical or digital products and services in one of the following areas: B2B, customer experience, IT & Technology. This year's edition for the first time will be accepting submissions from businesses operating in five countries in Central and Eastern Europe:

- Poland
- Czech Republic
- Romania
- Slovakia
- Hungary

For further details see Regulations

7. What are the stages of the competition?

- I) 11 October 2017 – 31 January 2018 – submitting entry forms (available [here](#)); 20 entries picked by the Jury during this stage will proceed to the Semi-finals
- II) 31 January 2018 – 16 February 2018 – Semi-finals, during which participants will be given special tasks to complete from UPC, resulting in top 10 entries being admitted to the Grand Final
- III) April 2018 – workshops for the finalists and the Think Big Grand Final

8. What are the considerations in selecting entries for the Semi-finals?

Business potential, maturity, novelty and ingenuity of the solutions, as well as how well they synergise with solutions implemented / sought after by UPC.

9. What are the prizes for successful candidates?

The first prize is EUR 10 000. In addition, UPC will sign a letter of intent with the winner, declaring the intention to develop a model of collaboration in the course of 6 months, to be followed by a final agreement signed on commercial basis. Furthermore, the Jury will hand out a special award of EUR 10 000 and each of the Think Big finalists will receive a commemorative statuette.

10. Who evaluates the participants?

The competition jury of this year's edition comprises independent business experts, UPC and Liberty Global board members, as well as outside representatives of one of the programme's partners.

11. What would the winner's partnership with UPC entail?

UPC will sign a letter of intent with the winner, declaring the intention to develop a partnership model in the course of 6 months, followed by a final agreement signed on commercial basis.

12. Where to find out more about the event?

Photos, videos and press releases from the previous editions of Think Big can be found at www.thinkbig.upc.pl; you can also follow us on Facebook at <https://www.facebook.com/UPCbiznes/>. Contest Rules and Regulations, including detailed criteria for entry evaluation can be found [here](#).

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