

# ATEC2026

## Startup Competition Overview

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### About ATEC Startup Competition

ATEC is Asia's premier University Alumni Club-led technology conference and startup competition, operating as a volunteer-driven, non-profit initiative. University Alumni Clubs nominate startups to participate in the competition. As a non-profit initiative, all proceeds from ATEC support the annual prize pool for the Startup Competition.

### How to Apply

Startups must be nominated by an Alumni Club to participate in the ATEC Startup Competition. Once nominated, startups will receive a link to the PitchTape platform to submit their application materials.

### How University Alumni Clubs Can Participate

University Alumni Clubs can nominate up to three startups from their networks to compete in the ATEC Startup Competition. Each club will designate a Captain to serve as the primary point of contact, guide the nominated startups, and provide feedback on their presentations.

### ATEC Startup Competition

The ATEC 2026 Startup Competition spans from March to December 2026.

### The Process

- 1. Alumni Club Registration:** The first step for Alumni Clubs is to register with ATEC, which will allow them to nominate startups.
- 2. Nomination:** Startups are nominated by participating University Alumni Clubs, with each club allowed to nominate up to three startups.
- 3. Application Submission:** Once nominated, startups will receive a link to the PitchTape platform. Nominated startups must submit their application, including a video pitch (recorded on PitchTape) and a ten-slide business plan (uploaded on PitchTape).
- 4. Selection Committee Review:** The ATEC Selection Committee reviews applications and selects startups for the semi-finals.
- 5. Semi-Final Event:** The semi-finals will take place in September 2026, where startups will pitch to a panel of judges. The judges will decide which startups will advance to the finals.

6. Finals: Winners will be announced at the ATEC Finals, with awards presented in multiple categories.

## Key Dates & Milestones

- March 2026: Start accepting Club registrations
- March 19, 2026: ATEC 2026 Kickoff Event
- March 19, 2026: Start accepting Startup Nominations
- June 12, 2026: End of Club registration
- June 26, 2026: End of Startup Submissions
- Early September 2026: Semi-Finalists Announced
- Late September 2026: ATEC Semi-Finals
- Early December 2026: ATEC Finals

## Competition Overview

### Startup Eligibility

- Technology or technology-enabled businesses
- Seed to Series B funding stages
- Asia-related operations (startups can be based outside Asia)
- No alumni affiliation required (individual clubs may want to require alumni affiliation, but it is up to their discretion)

### Submission Requirements

Submissions will take place on the PitchTape platform. After nomination, startups will receive a link to upload their materials. The requirements are as follows:

- Video Pitch: Startups must record their video pitch directly on the PitchTape platform. This is a short, guided pitch, and startups must record the pitch based on the content guidelines provided on the platform. Corporate pitches or pre-recorded videos will not be accepted.
- Business Plan: A ten-slide deck (business plan) must be uploaded on PitchTape.
- Language: English is preferred, but not mandatory.

- Platform Access: The PitchTape platform link will be provided after the nomination.

### **Selection Criteria**

#### 1. Market Potential (25%)

The team has developed an innovative solution with its business model and/or disruptive technology. The team has identified a high-potential market opportunity ready for disruption.

#### 2. Unique Solution (25%)

The team possesses a unique and innovative solution that addresses a clear problem or gap in the market.

#### 3. Traction (20%)

The team has achieved solid traction for its relative stage of development. This includes product-market fit, customer growth, or other key milestones.

#### 4. Team (10%)

The team possesses leadership with the necessary skills and experience to execute the business plan effectively.

#### 5. Asia Focus (10%)

The company has operations or will have operations in Asia.

#### 6. Impact (10%)

The company creates a beneficial social or environmental impact.

### **Pitch Format for Semi-Finals and Finals**

- 5-minute presentation
- 8-minute Q&A with judges

### **Prizes**

Winners will be recognized in multiple categories. A cash prize pool, generated from the event's proceeds, will be distributed among the winners, along with in-kind prizes.

### **FAQ**

**Is ATEC a university competition for students?**

No, ATEC is not a university competition for students. While ATEC is organized and supported by university alumni, it is a competition for commercial startups of all types, not necessarily linked to the universities nominating them. The role of the Alumni Clubs is in the organization and selection of the nominated companies.

### **Who can apply?**

Startups in the Seed to Series B stage, with a technology or tech-enabled business, and Asia-related operations.

### **How many startups can a Club nominate?**

Each Alumni Club can nominate one, two, or three startups. It is not required to nominate three startups; the club has the flexibility to nominate any number up to three.

### **What is the role of the Alumni Club Captain?**

The Captain serves as the main point of contact, guiding their nominated startups and supporting them throughout the competition.

### **What is the video pitch requirement?**

Startups must record a video pitch directly on the PitchTape platform. This pitch should be a few minutes long and follow the content guidelines provided on the platform. Corporate pitches or pre-recorded videos will not be accepted, and startups must create and record a new pitch for the application.

### **I am representing a club and I'm interested in participating. What should I do?**

Please contact us at [info@atecstartup.org](mailto:info@atecstartup.org), and we'll provide you with further information.

### **I am representing a club and I am interested in participating, but I am not sure if I can find a suitable startup to nominate. What should I do?**

We encourage you to register anyway as a club, as this will allow you to receive information from ATEC. If you are unable to find a suitable startup to nominate this year, you will have the opportunity to do so in the next year.

### **Can startups participate in the semi-finals or finals in person or remotely?**

Eligible startups can participate in the semi-finals and finals either in person in Hong Kong or remotely.