

# Supply Chain Award Start-up of the Year 2025

## Competition details



The Supply Chain Award Start-up of the Year aims to enable a head start for new companies with innovating ideas in the area of supply chain management by providing market exposure to the award winners and the finalists.

### Which start-ups can enter the competition?

The contending start-up markets products or services that are directly linked with supply chain and/or logistics in the field of:

- Demand management;
- Planning (tactical, operational);
- Operations execution (manufacturing, logistics, handling);
- Logistics (handling, transport, 3PL, 4PL, outbound and inbound);
- Or the start-up has SCM as a differentiator in its product/service or business model.

Start-ups offering advisory only as a service are excluded.

### What are the start-up participation criteria?

- The start-up exists at least 2 years and maximum 5 years as a Belgian legal entity.
- The start-up must have its own commercial activity.
- The innovative supply chain concept, proposed by the start-up, must have reached a 'Proof of Concept' stage (proving its feasibility in real-life market conditions), or beyond.
- There are no revenue criteria.
- The start-up has to present at least 1 partner, endorsing the role as 'mentor':
  - A client of the product/service;
  - A sector partner who can testify the differentiating approach of the start-up's idea;
  - An investor;
  - A facilitator.

### How to participate?

Participation is free. The submission of a start-up consists of 2 parts:

1. Enter the start-up & send justification memo

Start-ups wanting to participate must enter their case (in English) online ([www.supplychainawards.be](http://www.supplychainawards.be)) through our official submission form, by **August 31, 2025**. You will receive confirmation of your participation by email.

A justification memo (in English, no longer than 1 A4) with company info, project justification, vision, etc. must accompany the submission. This must be submitted via [info@supplychainawards.be](mailto:info@supplychainawards.be) by **August 31, 2025**

### **How will the selection take place?**

1. The participants will be evaluated by a professional jury, judging the compliance to the participation criteria. The jury will decide upon the finalists for the Supply Chain Award Start-up of the Year 2025. Every participant will be informed of the outcome.
2. The finalists will be notified and asked to prepare a presentation (20min pitch + 10min Q&A) to be presented to the full jury on *DATE TBC*.

The evaluation by the professional jury will count for 40% of the result.

### **How will the start-up be presented during the Supply Chain Awards event?**

#### 1. By video pitch

Each finalist will present their start-up in an English spoken video pitch which will be recorded during the month of October. The recording is organised by Supply Chain Masters and PICS Belgium.

Prior to the recording of the video pitch, each finalist must provide a script in which the start-up is presented in one and a half minutes. The following items must be integrated in the script:

- Brief introduction of the company (name, brief description)
- Problem definition (what problem does your start-up offer a solution to)
- The solution itself
- Benefits of the solution to customers (you may mention customer names, with their permission, of course).
- Any future plans

The provided script will be reviewed by the professional jury. The jury might propose adjustments to the scripts if necessary to ensure that the video pitch is the best possible representation of the start-up's activities.

During the recording, the person representing the start-up must use the script as a guide.

The video pitch will be recorded at 1 agreed upon location.

#### 2. By interview on stage

Each finalist will be interviewed (in English, 2 questions) on stage during the event. The questions of the interview will be provided to the finalists in advance.

### **How is the winner determined?**

The finalists will be evaluated by the jury of Supply Chain Masters and PICS Belgium. This evaluation will count for 40% of the result. 30% of the result will be decided by the audience during the Supply Chain Award event and the remaining 30% by online voting prior to the event.

### **What is the cost of participating to the Supply Chain Awards?**

Participation in the competition is free. As a finalist you are given 2 free seats to represent the start-up during the event.

As a finalist you will receive a special 10% reduction on the price of each table or seat that you book so you can invite your team members, colleagues, management and/or supply chain partners, to join you for this event.

**Confidentiality**

PICS Belgium and Supply Chain Masters will respect the confidentiality agreements and adhere to them to their fullest degree.

The appointed members of the nomination committee and the jury will respect confidentiality agreements.