

## **BASIS FOR PARTICIPATION IN WFS STARTCUP**

### **1. - Introduction**

Within the World Football Summit Bilbao Industry, on 14 February 2019 there will be a Startup Competition, called WFS StartCup in which a group of EIGHT (8) finalists will present their project, with the rules stipulated in these bases, before a Jury and a Panel of Investors selected by the Jury of the event.

The Jury, under a scoring system whose general features are shown in these bases, will score each one of the projects, finally giving a prize, identified in these Clauses, to the Startup winner.

### **2. Who can register to participate in the WFS StartCup?**

WFS StartCup is designed for the participation of companies that comply with the following criteria:

- a. They present an innovative business which must have a strong technological component (preferably software or linked to digital business, although projects will be admitted with high Hardware content), with high growth potential and with a disruptive and interesting value proposal for potential investors (Business Angels or Venture Capital).
- b. They have capacity for influencing, impacting, improving, evolving, or forming part, even collaterally, of the football industry in its broadest sense (management of clubs, management, sports planning and analysis, big data/ AI applied to sport, broadcasting, stadiums, access, monetization and fan loyalty, communication and marketing, etc.).
- c. They are in an early stage of their maturation, understanding that they must have been incorporated at the most five years ago.
- d. They have, at least, one Minimum Viable Product (MVP) in the market, even in private beta.
- e. They have customers, users, even for free and/or *betatesters*.

It will not be necessary that the company is domiciled in Spain, but the official language of the presentations shall be Spanish, except for exceptions with sufficient notice.

### **3. - Presentation term and process**

The presentation of the project will commence on 15 December 2017 and will end on 20 January 2018 as the deadline. In the event that you need to request additional information and/or documentation in order to remedy that already submitted, the organization may grant to the Startups that have already submitted a further period of five (5) calendar days from the deadline to complete the information.

The companies that are interested in submitting their project must register on the website <http://worldfootballsommit.com> and must accept these bases at the time of registration. Once accepted, the participant accepts the conditions stipulated herein, stating to know and accept them and undertaking to respect them.

In the registration process, the application will request from the participant a series of information and/or documentation, which will be facilitated by the participant by provision and/or reference for correct registration. In particular, and as minimum, the participants will be asked to complete a form, attach an executive summary (onepager, *tease*, *slide deck* or similar documents) of a maximum of two pages and, if available, the link to an *elevator pitch* (oral presentation in digital support) of a maximum of three minutes in audiovisual format.

If any documentation or information is missing necessary to complete the registration process, the organization will contact the participant to complete or remedy it within the pre-established deadlines.

#### **4. - Selection Process**

Once the documentation has been received, in the maximum period of five (5) calendar days from the deadline for the submission of candidacies, the Jury will analyse the projects and select the eight (8) finalists

The eight (8) projects with the highest score shall be designated as finalists, while the rest will remain, in order of score, as alternates in case any of the selected projects rejects their participation in the WFS StartCup.

The selected projects will be informed by email and telephone about their right to participate in the WFS StartCup as soon as the Jury has made its decision. In the communication, the organization reserves the right to request additional information, like as a Business Plan, and ask the projects so that, at least, five (5) days prior to the date of the WFS StartCup they send to the organization the presentation that they will use in the event.

If any of the selected companies takes the decision not to participate, in order to avoid damage to other projects presented their candidacy, all the selected participants undertake to notify with a minimum notice of five (5) calendar days before the event their intention not to take part, so that the organization can select the corresponding alternates.

The selection for participation in the contest will not lead to any type of cost and/or expense for the company, and the organization will not request any type of remuneration, commission or income of any kind.

#### **5. Rights and benefits of the Startups Finalists.**

The 8 companies selected will, as well as being able to participate in the StartCup Competition, the following rights:

- a. They can have a complete Stand in the Startup Area of the World Football Summit, valued at ONE THOUSAND TWO HUNDRED EUROS (€ 1,200.00).

- b. They can access the platform of the World Football Summit to interact and organize meetings with other participants and participate in the Business Networking activities of the event to be published on the Web.
- c. They will have four (4) premium passes for the World Football Summit.

## 6. - The Competition

The WFS StartCup will be held on 14 February 2018 within the World Football Summit, and the agenda of the event will be published on the Web with sufficient notice.

Each of the eight (8) companies will make their presentation as follows:

- a. The presentation will last at most six (6) minutes.
- b. The presentation will be accompanied by a visual presentation with a maximum of twenty (20) slides.
- c. In each slide must have at least, information on the following elements:
  - Need covered or problem solved.
  - Value Proposal.
  - Business model.
  - Market and Competition.
  - Promoting Team.
  - Milestones reached and future goals of the company.
  - 3-year Financial Forecasts.
  - Funding requirements of the project and its current valuation.

After each presentation, the Jury shall have a maximum of four (4) minutes to ask questions deemed relevant to those making the presentation.

The order of the presentations will be chosen randomly by the organization drawing lots, without the score obtained in the selection analysis having any impact on this order.

## 7. - Score criteria.

The scoring criteria, each of them with the equal weight, shall be the following:

- a. **Business idea.** The disruptive nature of the idea will be given special recognition and the importance of the problem solved or need covered.
- b. **Impact on the football industry.** Particular value will be given to the "Killer Apps", i.e. those products that can generate radical changes in formats, processes or business of the football industry.
- c. **Business model.** Points will be given to those projects that have a defined, real and proven business model in the market that is capable of generating revenue for the company.
- d. **Technology.** Special value will be given to those projects with the greatest technology differentiation capable of generating an entry barrier.
- e. **Promoting Team.** Value will be given to both the capacity and balance of the Team, as well as its commitment and exclusivity to the project.

Each one of the above criteria will be assessed by the Jury with a score of 1 to 5. The scores will be added of each of the criteria all with the same weight, to obtain a final aggregate score that will be the final score for each project.

The winning company will be the one which has the highest aggregate score.

## **8. - Prizes**

The company which receives the highest score from the jury will receive the following prizes:

- a. ONE (1) year of free specialist legal advice from the BARRILERO Y ASOCIADOS law firm, under its Legal Angels program.
- b. Present your Startup on the Main Stage of the World Football Summit (the main stage of the Congress) within the main conferences programme of the World Football Summit on 15 February.

In addition, the company chosen live by the public of the WFS StartCup will have the opportunity to present their Startup on the Main Stage of the World Football Summit (the main stage of the Congress) within the main conferences programme of the World Football Summit on 15 February.

The organization reserves the possibility of constituting and giving additional prizes to the finalists according to the sponsors of the event.

## **9. - Intellectual property**

All participants of the WFS StartCup declare that they have sufficient title over the industrial property rights (logos, trade names, trademarks, etc.), programme and/or content included in their proposals, expressing through acceptance of this Legal Notice that they do not infringe any intellectual property right or any other right that may be held by a third party in Spain or abroad over the contents and releasing the World Football Summit and the organizers or any of the sponsors from any liability in relation to the use of those programmes and/or content. In any case, participants assume under their exclusive responsibility the consequences of the damage or claims arising from the use of the content and/or programmes included in their proposals, as well as their reproduction or dissemination.

The intellectual and/or industrial property over the business s initiatives and ideas presented at the WFS StartCup will belong - according to the case - exclusively to the participants presenting them.

## **10 - Confidentiality**

World Football Summit will ensure the confidentiality of the ideas and/or projects presented by the participants; the organizers can only disseminate, at any time and through any media, their general characteristics, as well as the names of these ideas and/or projects and of the participants, and in particular of the winners.

## **11 - Advertising.**

The participants in WFS StartCup and, in particular, the winners expressly authorize World Football Summit, by itself or through third parties, without territorial or time limit, with the acceptance of these bases, to fix, reproduce, dissemination and use by all written, spoken and signed media, under any form by any means and on any support, their name, image and voice, and the general characteristics and the name of the ideas or projects present, respecting under all circumstances the Intellectual Property and Confidentiality of this document, provided that it is for advertising, informational and/or promotional purposes relating to World Football Summit without any right to consideration.

## 12. - Privacy Policy

World Football Summit informs the participant in WFS StartCup that it respects the current personal data protection regulations, in accordance with the Organic Personal Data Protection Act 15/1999, of 13 December, as well as in Royal Decree 1720/2007, of 21 December, approving the developing Regulations. World Football Summit informs you that the data collected through any data collection forms of collection of data on the website <http://worldfootballsummit.com>, will be incorporated into an automated personal data file 2173310984 owned by WFS Bilbao Industry, and the users can at any time exercise the rights of access, rectification, cancellation and opposition of their personal data, by sending an e-mail to [info@wfsbilbaoindustry.com](mailto:info@wfsbilbaoindustry.com) or by letter sent to the Technical Secretariat of the event:

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These communications must indicate the name and surname of the participant - attaching photocopy of the ID document - their e-mail address, and, if applicable, the name of the company on behalf of which they completed the different forms on the website.

World Football Summit undertakes in the use of the data included in the file to respect their confidentiality and to use them in accordance with the purpose of the file, i.e. to manage contact details of participants in World Football Summit and any other that may be indicated at the time of the data collection, as well as to comply with its obligation to safeguard them and take all the measures to prevent the loss, alteration, treatment or unauthorized access, in accordance with the provisions in the Security Measures Document for automated files containing personal data, approved by Royal Decree 994/1999, of 11 June.

The participant agrees and expressly authorises World Football Summit to assign their data to the promoters, organisers and sponsors of World Football Summit. The data transferred to these entities will be included in the personal data files, and these companies shall be responsible for these files, and the participant can contact them to exercise the rights granted under the law.

## 13. Modifications

World Football Summit reserves the right to modify at any time these bases, including the prize and/or possible cancellation before the decision date, provided that there is due cause, undertaking to publish such modification on its website <http://worldfootballsummit.com>.

#### **14 - Legislation and competence**

These bases are governed by Spanish Law and the organizer and participants submit, expressly waiving any other jurisdiction, to the Courts and Tribunals of the city of Bilbao for any dispute that may arise between the parties.