



Look Inside.™



Intel Business Challenge
Europe 2014

Got an idea?
Challenge the World!

www.intelchallenge.eu



Intel® Business Challenge Europe 2014

Rules and Regulations

By entering the Intel® Business Challenge Europe competition you represent that you have read and accepted these Rules and Regulations.

Acceptance of the Rules and Regulations is the condition of entry.

Intel Business Challenge Europe 2014 Project Leader



Release and Information	3
1. Intel® Business Challenge Europe competition overview	4
2. Participants' eligibility and project requirements	5
3. Evaluation, enrollment process and prizes	8
4. Intel® Business Challenge Europe finals and awards (Round 3 of the Competition)	13
5. Miscellaneous	15

Release and Information¹

Intel Marketing and Promotional Activities (“Promotional Activity or Activities”) are activities that market, promote, or provide education about Intel or its products and/or services. Examples include, but are not limited to: internal presentations; case studies; sales and trade show presentations; speeches; still photography, movies, and videos; audio recordings; web content; advertising; annual reports; point-of-sale displays; and demonstration programs.

In consideration for the opportunity for my photograph, likeness or quotes to appear in certain creative works to be used within certain Promotional Activities of Intel Corporation or its subsidiaries or contractors (“Intel”) both presently and in the future, I hereby agree to the following:

I give full permission, irrevocably and in perpetuity, to Intel to use my name, image, likeness, quotes or any portion thereof (collectively “MY IMAGE”) as they may appear in the materials created for the Promotional Activities, and to distribute or display in any and all manner and media throughout the world, including, but not limited to, print, photograph, film, video, television, CD-ROM, DVD, and on-line computer media, such as the Internet.

I warrant and represent that any statements made by me to Intel under this Release are true, and portray my honest belief and understanding about Intel and its products. I recognize that Intel’s use of my name, image or statements may reflect on Intel’s reputation and I am not aware of any facts that would cause any negative association. I understand that Intel is not obligated to use nor provide compensation for any use of MY IMAGE. I further understand that Intel does not acquire an ownership interest in my personal Information as a result of this Release, and agree that Intel owns all copyrights to any photographs or video footage it takes, and to any of the derivative works Intel creates as a result of this release

I also agree that Intel, in using MY IMAGE, or any part thereof, shall have no obligation to identify me by name or otherwise and I hereby waive all rights and claims which I may otherwise have with respect to the manner in which MY IMAGE may be used by Intel, including, but not limited to, publicity rights, privacy rights, rights regarding defamation of character, and all rights with respect to my approval of the materials which may be created by Intel containing my image, regardless of whether, in my opinion MY IMAGE is blurred, distorted, or altered, whether intentionally or otherwise.

BY ENTERING THE INTEL® BUSINESS CHALLENGE COMPETITION, I REPRESENT THAT I HAVE READ THIS RELEASE AND THAT I FULLY UNDERSTAND ITS PROVISIONS AND THE RIGHTS THAT I AM GRANTING AND RELEASING PURSUANT THERETO. I ALSO REPRESENT THAT I HAVE FULL POWER AND AUTHORITY TO ENTER INTO THIS RELEASE AND PROVIDE THE MATERIALS CONTAINED HEREIN.

¹ **PRIVACY NOTE:** This information is collected for use only in connection with the execution of this Release.

1. Intel® Business Challenge Europe competition overview

The Intel® Business Challenge Europe (**Competition**) is an international technology business plan competition for university level students and recent graduates organized by Intel Corporation in collaboration with prestigious institutions specialized in entrepreneurship education.

The goal of Intel® Business Challenge Europe is to contribute to the entrepreneurial movement by helping to generate interest and development of technological projects with great business potential. By advancing technology entrepreneurship, Intel® Challenge Europe can support projects that create value-added production chains and employment.

2. Participants' eligibility and project requirements

Participants' eligibility

2.1. **Participants:** the Intel® Business Challenge Europe is open to:

2.1.1. All active students (Bachelor's, Master's, PhD) of all accredited universities and colleges from **eligible countries**².

2.1.2. Recent graduates up to 4 years after Bachelor's or Master's graduation.

2.2. All *Participants* must be between 18 and 34 years old and be citizens or legal residents with valid work or student visa in one of the *eligible countries* (When entering Round 2 of the competition, it is the responsibility of non-EU citizens to apply on time for a visa to the country where European finals and international finals take place).

2.3. *Participants* may submit projects individually or as a team (multiple university teams are allowed).

2.4. *Participants* may be accompanied by mentors who do not meet the criteria from point 2.1.1. However mentors are not allowed to present the project in the pitch video and present the project or answer the jury's questions during the semi-finals and finals.

2.5. Each *Participant* (individual or team) may submit only one business idea.

2.6. Each participant must be the project's owner in order to be allowed to present it.

Exclusions and Limitations

2.7. The following individuals cannot participate, directly or indirectly, in the *Competition*:

2.7.1. Winning participants from previous editions of Intel business plan competitions with their winning projects, even if updates or modifications are made.

2.7.2. Beneficiaries of Venture Capital funding for the business plan.

² Austria, Belgium, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Republic of Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom

2.7.3. Projects that have already received more than USD 250,000 of financing (public and/or private).

2.7.4. Employees of Intel Corporation or its subsidiaries, affiliates, as well as companies wherein Intel has an equity stake.

Project requirements

2.8. The *Competition* showcases business opportunities with the greatest potential for a positive impact on society through the commercialization of new and truly innovative technologies.

2.9. The Participants business ideas (**Projects**) will be submitted in 3 rounds:

2.9.1. **Round 1** requires the submission of an investment teaser to enter the training process. The teaser must be prepared according to the provided Pdf template available on the website www.intelchallenge.eu. To enter the judging process of the competition, participants are required to submit a business model and elevator pitch video, according to the provided templates. (See point 3.19.1 for more information on Round 1)

2.9.2. **Round 2** requires the preparation of a multimedia presentation and its delivery in front of the semi-finals and maybe finals juries during the competition's final event. (See point 3.19.2. for more information on Round 2)

2.9.3. **Round 3** requires the preparation of a multimedia presentation, its delivery in front of the international jury, and attendance of a one-week executive program for the five winning regional teams. (See point 3.19.3)

2.10. The *Projects* submitted for the *Competition* are required to be³:

2.10.1. innovative and represent new ideas or novel ways of using already existing products, technologies, interactive web & mobile applications.

2.10.2. aimed at developing (or using technologies) within the areas⁴ of:

- Healthcare & Medical devices
- Energy and Cleantech
- People & Society
- ICT
- Biotechnology

³ While the Intel Business Challenge Europe Contest Jury does not require the Participant to have a working prototype of their projects, the Intel Global Challenge Jury reserves the right to request a presentation or demonstrative use of the product or functional prototype.

⁴ While the scope of technology innovation is not restricted to the above, plans without a strong technology focus may not be chosen to compete.

- Nanotechnology

- 2.11. The working language for all documents and communication related to the *Competition* is English.
- 2.12. The *Participants* declare that they have the absolute ownership of the *Project* submitted for the *Competition* and it is not subject to the conflict concerning intellectual and/or industrial property rights (trademarks, patents, copyrights, etc.).
- 2.13. *Participants* agree to indemnify and not to held Intel Corporation and Affiliates responsible in the event that a third party initiates any claim, lawsuit or complaint within any forum, whether judicial or administrative agency against Intel, concerning or in connection with the above-mentioned rights.
- 2.14. Intel Corporation and its Affiliates shall not be held liable to the *Participants* or others for the viability or results of projects, or participate in the ownership or management of the Projects.

3. Evaluation, enrollment process and prizes

Evaluation and prizes

- 3.1. The **Organizer** of the Intel® Business Challenge Europe is Intel Corporation.
- 3.2. The *Organizer* in collaboration with the *Competition's* partners will select the **Jury** for each round: the **Round 1 jury**, the **Round 2 semi-finals jury**, the **Round 2 finals jury**, the **Round 3 semi-finals jury**, and the **Round 3 finals jury**.
- 3.3. The *Projects* submitted by *Participants* will be evaluated by the *Jury*, which will select the winners of each stage of the *Competition* in an unbiased and objective manner based on the criteria provided at www.intelchallenge.eu. The decisions of the *Jury* are final and no appeals will be considered. The *Jury* has no obligation to explain the motivation behind the choice of the best projects.
- 3.4. Judging criteria for each round will be published at www.intelchallenge.eu website accordingly to the timeline outlined in the *Enrollment process* section (Section 3) of this document.
- 3.5. There is no obligation for the *Jury* or the *Organizer* of the competition to declare a winner. The *Jury* will have full discretion to select the winners, as well as to decide that none of the projects fulfills minimal criteria to be awarded and promoted to the Intel® Global Challenge. In this case the prize will be kept by the *Organizer*.
- 3.6. All prizes unclaimed by 31 December 2014 remain the property of Intel Corporation and cannot be re-claimed after this date.
- 3.7. The prizes are neither exchangeable nor transferable. If the winner is for some reasons unable to accept the prize, the *Organizer* reserves the right to award this prize to a runner-up in which case the first winner chosen will not be eligible for any share of the prize whatsoever.
- 3.8. If for any reason an advertised prize is unavailable, the *Organizer* reserves the right to substitute it with another prize of at least equal value.
- 3.9. If a Participant who is otherwise eligible for this *Competition*, but is considered a minor in their place of residence, the *Organizer* may award the cash prize to their parent or legal guardian.
- 3.10. Winners are informed by email and given instructions on how to claim their prize.

Enrollment process

- 3.11. In order to take part in the *Competition*, *Participants* are required to register on the website www.milestonehero.com. Teams should be registered by the team leader, who can then add other team members to the given project. Participants submit their project's abstract and access all the provided resources via their on-line profiles.
- 3.12. The team leader must remain the same throughout the entire process of the competition. Other members can change during Round 1. However, once the business model has been submitted, teams will remain unchanged.
- 3.13. *Participants* are not allowed to communicate directly or indirectly with the *Jury* unless the *Organizer* decides that such communication is acceptable or required for objective judgment of the *Project*.
- 3.14. The *Competition* is divided into three rounds described below:
- 3.14.1. Round 1 – submission of teaser and business models**
- 3.14.1.1. *Round 1* registration and submission takes place on the MilestoneHero platform.
- 3.14.1.2. The submission of the project's abstract opens on 15th January 2014 and closes on 15th June 2014 at midnight. The Business Model submission closes on 15th June 2014 at midnight.
- 3.14.1.3. Judging criteria for this round are published online prior to the submission opening at www.intelchallenge.eu
- 3.14.1.4. Teaser should be submitted through www.milestonehero.com on the pdf template provided in the resources section of the website.
- 3.14.1.5. *Round 1* jury announces the list of the 24 best projects that will attend the European face-to-face finals on 15th July 2014. An additional 3 projects comprise the waiting list from which projects will be selected if one or several teams from the main list fail to register to the finals by 31st July 2014.
- 3.14.1.6. The *Round 1* Jury has the right to either increase or limit the number of projects that go through to *Round 2*.
- 3.14.1.7. *The Organizers* reserve the right to invite finalists from the Affiliated Competitions directly to the face-to-face European finals.

3.14.1.8. In order to enter the judging process of the competition, *participants* are asked to submit a business model and an elevator pitch video. The selection process to access the finals will be made upon these two documents. They must be submitted according to the templates provided on the MilestoneHero platform.

3.14.1.9. The submission deadline for the teaser is 15th June 2014 at midnight. The submission deadline for the Business Model and Elevator pitch video is 15th June 2014 at midnight.

3.14.1.10. Templates and judging criteria for all documents for *Round 1* are to be found on the MilestoneHero platform as well as on the IBC Europe website.

3.14.1.11. By submitting your abstract on the MilestoneHero platform, you agree that your abstract is being made available to all users registered on the platform.

3.14.1.12. The Business Model and elevator pitch video will be available only to judges.

3.14.2. Round 2 – Face-to-face European finals

3.14.2.1. *Round 2* results are published on the MilestoneHero platform

3.14.2.2. During the *Round 2* selected teams are entitled to coaching and mentoring sessions on the platform

3.14.2.3. In *Round 2*, selected teams are invited to a three-day event

3.14.2.4. The 24 best projects which advance to *Round 2* of the *competition*, as well as the waiting list, are announced on 15th July 2014 on www.intelchallenge.eu

3.14.2.5. The selected teams are obliged to **register** online for Intel® Business Challenge Europe finals **by the 31st of July 2014**. Teams which miss the deadline are **disqualified** from the *Competition*.

3.14.2.6. *Projects* from the *Waiting list* may be registered for the *Competition* finals if any of the top 20 teams fails to register by the 31st of July.

3.14.2.7. The *Waiting List Participants* are to be notified by the *Jury* about such possibility individually in the order based on the score achieved.

3.14.2.8. Information about the place and date of Intel® Business Challenge Europe Finals will be announced at www.intelchallenge.eu

3.14.2.9. Prior to the event the participants are provided with additional online training.

3.14.2.10. Judging criteria for this round are to be provided to the selected teams directly

3.14.2.11. Prior to the event participants are obliged to prepare a multimedia presentation of their business plans (up to 15 minutes long) which they will later present in front of the *Round 2 semi-finals and Finals Juries*.

3.14.2.12. The Intel® Business Challenge Europe Finals are divided into three stages:

3.14.2.12.1. **Face-to-face** coaching so that *Participants* get a chance to polish their business plans and presentations.

3.14.2.12.2. **Semi-finals** during which teams' representatives present their business idea in front of the *Round 2 Semi-finals Jury* (who may ask additional questions). Up to **9-10** best projects go through to the Finals.

3.14.2.12.3. **The Finals** during which teams present their business idea and answer the questions in front of the *Round 2 Finals Jury*. Best 3-5 projects qualify to Intel® Global Challenge⁵ that will take place in Berkley, USA.

3.14.2.13. *Round 2 Finals Jury* announces the Intel® Business Challenge Europe winners at the official awards ceremony held during the event. The results will additionally be published on www.intelchallenge.eu

3.14.3. Round 3 – Intel® Global Challenge Finals

3.14.3.1. *Round 3* results are announced during *Round 2* European finals

3.14.3.2. During the *Round 3* selected teams are entitled to coaching and mentoring sessions on the platform

3.14.3.3. In *Round 3*, selected teams are invited to a full-week executive program

3.14.3.4. The best 3-5 projects which advance to *Round 3* of the *competition* are announced during the European Finals as well as on www.intelchallenge.eu

⁵ Please see <http://www.entrepreneurshipchallenge.org/> for more details.

- 3.14.3.5. Prior to the event the participants are provided with additional online training.
- 3.14.3.6. Judging criteria for this round are to be provided to the selected teams directly
- 3.14.3.7. Prior to the event participants are obliged to prepare different presentation documents which they will later present in front of the *Round 3 semi-finals and Finals Juries*.
- 3.14.3.8. *Round 3 Finals Jury* announces the Intel® Global Challenge winners at the official awards ceremony held during the event. The results will additionally be published on www.intelchallenge.eu

4. Intel® Business Challenge Europe finals and awards (Round 2 of the Competition)

Intel® Business Challenge Europe Finals

- 4.1. Information about the place and date of Intel® Business Challenge Europe Finals will be announced on <http://intelchallenge.eu/>
- 4.2. The event lasts 3 days (subject to change).
- 4.3. *Participants* are obliged to attend the entire event. Failing to do so will result in disqualification.
- 4.4. Intel Corporation covers the costs of flights (round trip), accommodation and meals for up to two team members who present the project at the event.
- 4.5. Intel Corporation covers flights only from/to countries eligible for the *Competition* (see point 2.1.1.). *Participants* flying from other destinations cover their own flights.
- 4.6. *Participants* who registered individually with their project get their costs of flights, accommodation and meals covered and are not allowed to extend the number of team members at this stage of the *Competition*.
- 4.7. Flights for the *Participants* are booked by a travel agency. *Participants* do not choose their flights. *Participants* who decline the proposed flights have to cover the travel costs for themselves.
- 4.8. *Participants* who wish to change flights that have already been booked may do so only at their own expense.
- 4.9. Intel Corporation does not cover any costs associated with local transportation (for instance: transportation from/to the destination/departure airports, local transportation during the event).
- 4.10. If a team/individual who have registered for the final Intel® Business Challenge Europe Finals cancel their participation in the event without a valid reason, they are obliged to cover costs already incurred by the *Organizer* (flights, meals and accommodation that had already been booked for the participant).
- 4.11. Participants who take part in Intel® Business Challenge Europe Finals are insured.

Intel® Business Challenge Europe Reasons to compete

- 4.12. *Projects* are judged in one general category.
- 4.13. Chance to win an executive program experience in the Silicon Valley with world class investors. Intel Corporation covers air travel, hotel and per diem for up to \$50 USD per person per day. ⁶
- 4.14. Intensive mentoring and training with business professionals throughout the competition
- 4.15. Exceptional networking opportunities and International media visibility worldwide for successful candidates
- 4.16. In addition to the above listed awards, there may be other types of prizes and these will be announced on www.intelchallenge.eu

⁶ Please note that Intel Global Challenge has its own rules and Regulations. Please see <http://www.entrepreneurshipchallenge.org/> for more details.

5. Miscellaneous

- 5.1. The *Competition* has exclusively cultural, technological and scientific character and therefore the projects are assessed solely based on their quality. The factors such as luck, chance, betting or financial contribution from the Participants are absent from the valuation scheme. Neither participants nor the winners will have to purchase or use any of the products or services in order to qualify.
- 5.2. The content of advertising and/or communications regarding the competition is intended for information purposes only. Participation in the Competition and the relationship between the organizers and Participants are regulated solely in these Rules and Regulations.
- 5.3. Considering the nature of the competition, *Participants* agree that by submitting their *Projects* to the organizers, they provide a free license without restrictions to the use of their names, images, pictures, videos and any other element as set forth in the *Personal Release* (p.4). This license will remain as effective protection of copyright and is valid anywhere in the world.
- 5.4. For any form of use by Intel Corporation, the organizers and/or Intel affiliated in any type of media and to the fullest extent permitted by law. Participants will sign any forms, license agreements or other instruments that are reasonably necessary for such purposes. Participants also agree, at any time, any action that Intel and Intel Affiliates, required or deemed advisable, and assist in the use of the license referred to anywhere in the world. The Participants understand that Intel is covering all costs and expenses related to the organization and implementation of the Competition. Therefore, Participants accept and acknowledge that such benefits are granted in exchange of the license mentioned here. **This license concerns only data about the author and no copyright and/or industrial property on the *Project* itself.**
- 5.5. Intel Corporation and/or its subsidiaries of will take reasonable steps to safeguard the use and management of information provided by Participants, however, cannot guarantee to preserve the confidentiality or restricted use of this information. Therefore, Intel Corporation and its subsidiaries are not responsible for the use, disclosure and/or improper handling of the information and documentation submitted in the *Competition*.
- 5.6. The authors of the business plan will retain all rights to the plan regarding its use at all times prior to and following the competition except as stated below. Due to the

nature of the competition, we will ask judges and reviewers to agree to or sign non-disclosure statements.

- 5.7. All public sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. Any and all of these public sessions may be broadcast to interested persons through media which may include radio, television and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged or presented in these sessions.
- 5.8. Intel Corporation may make photocopies, photographs, videotapes and/or audiotapes of the presentations including the business plan and other documents, charts or material prepared for use in presentation at the Competition. Submitting teams retain all proprietary rights. The Competition may use the materials in any book or other printed materials and any videotape or other medium that it may produce, provided that any profits earned from the sale of such items is used by Challenge to defray the costs of future Competitions. The partners have non-exclusive world rights in all languages, and in all media, to use or to publish the materials in any book, other printed materials, videotapes or other medium, and to use the materials in future editions thereof and derivative.
- 5.9. The Organizer *reserves* the right to make changes to the above Rules and Regulation. All such changes will be communicated to the Participants at www.intelchallenge.eu
- 5.10. The *Organizer's* decisions are final and irrevocable.