

RULES & REGULATIONS

1. Organizational issues

1.1. The organizer of the Start-up Challenge 2017 is Związek Liderów Sektora Usług Biznesowych (Eng.: Association of Business Service Leaders, "ABSL" or "Organizer") with its seat in Warsaw, address: Rondo ONZ 1, 00-124 Warsaw, NIP: 525-246-58-47, subscribed into the register of associations and organizations, other social or professional organizations, foundations and independent public health care establishments and the register of entrepreneurs of the National Court Register maintained by the District Court for the capital city of Warsaw in Warsaw, XII Commercial Division of the National Court Register under the KRS number: 0000340712.

2. Start-up Challenge

2.1. The Start-up Challenge is a competition that enables newly started companies and authors of innovative Startup projects related to the software and new technologies to present themselves to potential clients, investors, special guests and company presidents invited by the Organizer, as well as to participants of the ABSL conference held on 6 - 8 June 2018 in Poznań.

2.2. The Start-up Challenge competition is addressed to all innovative start-ups that have a product / service / solution at least at the prototype stage - MVP (Minimum Viable Product).

2.3. In the Start-up Challenge competition is open to companies and individuals who (I) are not employees of the Organizer or any ABSL member, (II) are the sole authors of the start-up project, (III) have the copyright to it, and all rights to all start-up activities, whereby (IV) the implementation of the project does not infringe the copyrights of third parties, and which undertake to retain such copyright to the end of the final phase of the Start-up Challenge.

2.4. By participating in the Start-up Challenge competition, participants fully accept the terms and conditions of the competition contained in these Regulations. Participants must confirm acceptance of the terms of these Regulations and fulfill the conditions entitling them to participate in the Start-up Challenge.

2.5. The schedule of the Start-up Challenge competition is published on the website <http://startupchallenge.pl/>.

2.6. All rights to projects / products / services / solutions presented by start-ups as part of the Start-up Challenge will remain the property of individual start-ups and will not pass to ABSL, any ABSL member or a third party.

2.7. In the event that any third party claims any copyright claims on projects / products / services / solutions presented by start-ups as part of the Start-up Challenge, the participant who presented the idea, protects and secures the Organizer against liability in all such matters claims.

3. Participation in the Startup Challenge Competition

3.1. The Start-up Challenge 2018 competition is open to all companies and authors of innovative ideas that offer or plan to offer projects / products / services / solutions that may be used in a company from the modern business services sector (SSC / BPO / ITO / IT / R & D) may start). Innovations based on software solutions in the following categories are preferred:

- (I) Blockchain & Fintech - with particular attention to start-ups that propose innovations related to distributed transactional databases;
- (II) HR TECH - solutions used to manage human resources;
- (III) Marketing & Communication - improvements in marketing, communication with the client and within the organization;

- (IV) Robotic Process Automation, AI & Bots - robotization and use of artificial intelligence and bots in business processes;

3.2. In the Start-up Challenge competition, any start-up project wishing to gain future cooperation opportunities and / or financing from companies in the business services sector in Poland and in Central and Eastern Europe can participate, using for this purpose as the main platform of ABSL itself , in particular the Annual ABSL Conference, which will take place this year in Poznań.

3.3. Stage I - Preliminaries and semi-finals.

3.3.1. Candidates wishing to take part in the Start-up Challenge competition are required to complete the application available on the website: <http://startupchallenge.pl/>, by 20 April 2018 at the latest.

3.3.2. From the applications sent, the selection board will select start-ups qualified for the second stage of the competition, taking into account the following criteria:

- (I) the level of innovation,
- (II) validation in the field of practical feasibility of the undertaking,
- (III) business model, which means the possibilities for increasing the number of customers and revenues,
- (IV) technical implementation in terms of product functionality and user experience,
- (V) adequacy with respect to preferences set by the organizer in point 3.1. of these Regulations.

3.3.3. From among applications received, the selection committee will select startups qualified for regional semi-finals held in 8 cities (Wrocław, Warsaw, Katowice, Kraków, Łódź, Poznań, Tricity and Szczecin), during which selected candidates will present their ideas to all regional commissions. It is assumed that six to ten startups will appear in each of the semi-finals.

The organizer will publish the list of participants qualified for participation in the semi-finals of the Start-up Challenge competition on the website: <http://startupchallenge.pl/>, no later than on April 16, 2018. The organizer is not obliged to notify start-ups not qualified to participate in the second competition stage.

3.3.4. As part of completing the application on the website <http://startupchallenge.pl/> startup can specify the preferred place where you want to enter if you qualify for the semi-finals. The qualifying commission will take the above preferences into account when making assessments and assigning startups to the semi-finals, however, it is possible to send the startup to a place other than preferred, if it is required by the logistics of the competition (eg. a small number of applications in one of the cities combined with a large number applications in another city / cities).

3.3.5. During regional semi-finals, representatives of individual ABSL member companies, sponsors, representatives of partners and patrons of the competition, ABSL IT Club and ABSL HR Club will select a regional winner, ie one start-up project, whereby the start-up will be given the opportunity to participate and present your project in the final of the competition, which will take place during the Annual ABSL Conference in Poznan. Each representative of the member company and the sponsor is entitled to one vote, one vote will also have the IT ABSL Club and ABSL HR Club, as well as representatives of sponsors, partners and patrons of the competition.

3.3.6. Semi-finals rely on the presentation of the project / product / service / solution by each of the qualified startups (pitch) in front of the audience referred to in the point above. The presentation should be in English. Each presentation should last about 3 minutes + 2 minutes to the audience's questions.

3.3.7. During the semi-finals, the evaluators will take into consideration the following criteria:

- (I) the level of innovation,
- (II) validation in the field of practical feasibility of the undertaking,
- (III) business model, which means the possibilities for increasing the number of customers and

- revenues,
 - (IV) technical implementation in terms of product functionality and user experience,
 - (V) adequacy with respect to preferences set by the organizer in point 3.1. these Regulations,
 - (VI) The way and style of presentation of the project / product / service / solution,
- 3.3.8. ABSL reserves the right to grant start-up Challenge 2018 sponsors the opportunity to grant "Wild cards". I.e. the sponsor will have the right to grant startups / start-ups who have not won one of the semi-finals the right to appear in the final of the competition. The use of such a right will not be at odds with the right to perform in the final by all winners of the regional semi-finals.
- 3.4. Stage II – Final
- 3.4.1. The organizer will publish the list of participants qualified to participate in the final of the Start-up Challenge competition on the website: <http://startupchallenge.pl/>, no later than on 31 May 2018. The organizer is not obliged to notify start-ups not qualified to participate in the finals Start-up Challenge.
- 3.4.2. Start-ups qualified for the finals of the Start-up Challenge will be invited to the conference organized by ABSL in Poznań on 6-8 June 2018, during which the final of the competition will take place (2nd day of the Conference, 8 June, Friday, main stage).
- 3.4.3. Each start-up must prepare a presentation of its project for the participation in the Final. the presentation should last up to five (5) minutes and will be presented before the competition jury (the jury will be announced on the website: <http://startupchallenge.pl/> until 31 May 2018).
- 3.4.4. From the start-ups participating in the final, the competition jury will select the winner of the Start-up Challenge, taking into account the following criteria:
- (I) the level of innovation,
 - (II) validation in the field of practical feasibility of the undertaking,
 - (III) business model, which means the possibilities for increasing the number of customers and revenues,
 - (IV) technical implementation in terms of product functionality and user experience,
 - (V) adequacy with respect to preferences set by the organizer in point 3.1. these Regulations,
 - (VI) the way and style of presentation of the project / product / service / solution,
- 3.4.5. The winner of the Start-up Challenge will be announced on the second day of the Conference. However, if in the jury's opinion none of the start-ups participating in the finals deserves to win, the jury may decide not to win the winner.
4. Awards
- 4.1. The organizer undertakes to cover the accommodation costs of team members qualified to participate in the finals of the Start-up Challenge. The organizer covers the accommodation costs for not more than two members of each team.
- 4.2. The organizer provides free participation in the ABSL Conference to no more than two members of each team qualified to participate in the finals of the Start-up Challenge. The standard fee for participation in the Conference is PLN 2,950. Selected teams will receive the right to participate free of charge.
- 4.3. The main prize for qualifying for the final of the Start-up Challenge competition is the opportunity to present your start-up project in front of a professional and reputable jury of the Start-up Challenge (in the composition indicated on the website <http://startupchallenge.pl/>).
- 4.4. The winner of the final of the competition (or two winning companies) will be able to take part in Polish Tech Day, held in London on June 20, 2018 (<http://polishtechday.com/>). ABSL will cover the costs of accommodation and travel for Polish Tech Day participants. The organizer covers the accommodation costs for not more than two members of each team.

4.5. For all finalists of the 2018 Start-up Challenge, ABSL plans to organize a one-day bootcamp meeting in September or October 2018. This meeting will take place in the city chosen by ABSL. They will consist of:

- 4.5.1. Substantive workshops and mentoring meetings with representatives of ABSL member companies and sponsors of the Start-up Challenge in terms of the needs of companies in the modern services sector, product development, business trends, and cooperation with corporations.
- 4.5.2. Speed-dating startups with representatives of ABSL member companies and sponsors.

The costs of organizing the meeting are covered by ABSL, while any travel and accommodation costs related to participation in the meeting will not be covered by ABSL.

4.6. In addition, each of the finalists of the Start-up Challenge will be able to participate in the conference with representatives of companies associated in ABSL. Thanks to this, participants will have a unique opportunity to intensify their business contacts and consult their ideas with the leaders of the business services sector.

4.7. The winner of the Start-up Challenge contest will receive an ABSL Diploma, a commemorative statuette and an individual coaching session with a jury member of his choice. If, however, it turns out that the winner of the Start-up Challenge contest has violated the provisions of these Regulations, the Organizer has the right to withdraw the prize and to award the prize and the title of the winner to another finalist of the competition.

5. Consent to the use of the right to image and data protection

5.1. During the conference, the Organizer is entitled to make pictures and movies for the purpose of using them in the mass media (TV, radio, Internet, press) or for documentation, promotion and marketing purposes of the Organizer, ABSL Sponsors and other entities indicated by the Organizer. Participation in the Start-up Challenge means granting the consent for recording, using and broadcasting by the Organizer and its related entities and sponsors, of the image/voice/statements of each of the participants, in all promotional and marketing materials, without any time and territorial limitations.

5.2. Granting the consent means that the pictures, movies and records made during the conference can be published on the website of the conference, or other website maintained by the Organizer and used in promotional materials, including broadcasting them in audio, video and image formats. Each of the participants hereby waives all claims (existing and future), including for the remuneration from the Organizer and its sponsors, on the basis of using their image/voice/statements for purposes indicated in the herein terms and conditions.

5.3. Each of the participants hereby grants the consent for the processing of their personal data provided in the Start-up Challenge by the Organizer (acting as a personal data administrator), in accordance with the Polish Act on Personal Data Protection of 29 August 1997. Participants also confirm that they provided their personal data voluntarily and they have the right to access and modify their data.

6. Final terms and conditions

6.1. Participation in the Start-up Challenge means that the participant accepts the terms and conditions of the Start-up Challenge and the rules of ABSL Conference in their entirety. The participants also assure that they shall comply with the rules laid down herein and declare they satisfy all prerequisites of participation in the Start-up Challenge.

6.2. The schedule of the Start-up Challenge is published on <http://startupchallenge.pl/>. The Organizer reserves the right to change the Start-up Challenge Schedule. Any changes shall be published on <http://startupchallenge.pl/>.