

RULES OF THE EEC LAUNCH – START-UP COMPETITION BY COFIDIS

1. Purpose

The purpose of this document is to lay down the rules of the EEC Launch – Start-up Competition by COFIDIS organized by [adigital](#) that will be held on account of the ninth [European Ecommerce Conference](#) (EEC) in Bilbao, sponsored by the company COFIDIS.

2. Eligibility

Entrants must meet the following requirements:

- Their operations must be within the digital businesses, including e-commerce (retail, services, content), digital or mobile marketing or communications and related services and industrial technology.
- Their operations should have started after November 2012, their turnover for 2014 should be under 1 million euros, and the funding raised should not exceed €500,000.

Any entrants who fail to meet these requirements will be directly disqualified from the competition.

3. Procedures and phases of the competition

Entrants must fill in the organization's form, providing all the information requested, including a video of their elevator pitch and expressly accepting these rules.

Submission of applications: From September 24th to October 26th. Applications for the EEC Launch competition must be submitted through the public form.

Selection of finalists: From October 27th to November 3rd. Firstly, those candidates who do not meet the requirements or have failed to provide complete information will be disqualified. 10 finalists will be chosen to do their elevator pitch during the EEC Launch and these will be chosen as follows:

- 2 finalists will be selected through public participation, with the most popular official hashtags on Twitter being monitored using the Twitter hashtag-tracking tool selected by the organization during the specified period. If one of these finalists gives up their place, the following project will take that place following the order of popularity; and the other
- 8 finalists will be selected by our partner SociosInversores, based on the criteria specified in point 4 of these rules, excluding the 2 projects selected by popular vote, if applicable. If one of the entrants chosen gives up their place, the following entrant will take that place following the classification made by the jury.

The 10 shortlisted projects will be announced from November 4th.

Final of the Start-up Competition: November 18th. The 10 finalists will be giving their elevator pitch at the EEC Launch, which will be held in the Euskalduna Palace in Bilbao.

The elevator pitch will last no more than 3 minutes. Each project can obtain a maximum score of 100 points, which will be awarded by the professional jury present at the event.

The project with the highest score will be the winner of the EEC Launch – Start-up Competition.

4. Selection of finalists by our partner SociosInversores

SociosInversores, a leading company in collective investments in Spanish-speaking countries, with over 80 fully-funded companies, will select the finalists of EEC Launch – Start-up Competition by Cofidis 2015, based on the following criteria:

1. Viability of the project: focused on the viability of the product or idea; its commercial viability and economic viability.
 - Viability of the product or idea: aspects such as the competitive edge it offers over other existing ones, the characteristics of the product, the competitors or existing alternatives and whether there are any barriers to entry (patents, costly and lengthy development etc.) will be taken into account.
 - Commercial viability (likelihood of selling the product or service): assessing whether there is a market for them and how big it is, who its potential customers are and the methods used to reach them.
 - Economic viability: aspects such as expenditure and costs compared with funding sources, the likely evolution of liabilities and anticipated returns on investments.
2. Development team: the members of the project team, the roles and abilities of each of them and their level of commitment and involvement.

5. Composition and procedure of the professional jury for the final of the EEC Launch Start-up Competition

The professional jury is made up of several reputable professionals who may be investors or founders of successful projects, or sponsors of the event. The jury will be presided over by one of its members who will have the casting vote in the event of a tie.

Projects will be scored by the jury based on their degree of innovation, impact and potential for growth and sustainability at an international level.

6. Prizes

adigital will provide the 10 entrants whose projects have been shortlisted for the final with two gold passes to the EEC15 Bilbao event that will be held on November 18th and 19th. Additionally, adigital will provide each shortlisted company with an allowance of 150 euros to help cover the travel/accommodation costs of the entrants.

The winning entrant of the EEC Launch Start-up Competition by Cofidis will receive a prize of €2500 –subject to the applicable withholdings– and will have the chance to give their elevator pitch in the main EEC15 program.

The winner of the EEC Launch Start-up Competition by Cofidis will receive the following services from SociosInversores:

- Pro Plan, (valued at €300) which includes:
 - Assessment and review of the project by our team of analysts.
 - Publication of the project on SociosInversores.
 - Sending of the project to interested investors in your industry.
 - Prominent appearance among investor profiles.
 - Access to investment and venture capital companies selected for your project.
 - Project featured on Social Media.
 - Contact with investors interested in your project.

- Business analysis report produced by the team of analysts from SociosInversores (valued at €290).
- Training course: General course for entrepreneurs and investors (valued at €30).

7. Intellectual Property

Entrants will provide the organization with the right to use, on a non-exclusive basis, the brand and logo of their corporate image to integrate these in the marketing campaign of the EEC Launch Start-up Competition by Cofidis, as well as the information on the project required to efficiently manage and announce the event on any media that the organization may wish to gain coverage of the event.

The intellectual property rights and industrial design rights related to the information and documents provided by the entrants for the EEC Launch Start-up Competition by Cofidis on projects entered will only be leased to the organization in order to take part in the event. Likewise, all other parties taking part in the development of the event agree to use said information and documents in this same manner and shall be responsible for any possible misuse of the information they may access.

8. Data Protection

Personal data provided by the entrants will be entered into a file that belongs to the organization and will be processed to manage the event and keep the entrants informed of the latest activities developed by the organization through the contact means specified by the entrants. If they wish, the entrants may exercise their rights of access, cancellation, correction or objection by contacting info@adigital.org. Likewise, entrants authorize the audiovisual recording of their elevator pitch and its broadcasting on any media that the organization may wish.

9. Acceptance of the rules

This document contains the rules of the EEC Launch Start-up Competition by Cofidis. By providing the information requested through the platform used by the organization to receive applications, entrants understand and fully agree to –and waive the right to appeal against– the contents of this document and the decisions made during the course of the event by any of the parties involved in it –organization, sponsors or jury. Unless otherwise stated herein, violation of the rules set forth or of the decisions taken to be observed will result in disqualification from the event.