

# Terms and Conditions

## ***BASF Start-up Science - Regional Elevator Pitch***

### ***Key topic 2020: Rethink air challenge***

#### **1. BASIC DEFINITIONS**

1.1. Terms used in document “Terms and Conditions of BASF Start-up Science Regional Elevator Pitch” have meanings defined below:

**Pitch:** the whole project conducted under the name “BASF Start-up Science Regional Elevator Pitch”;

**Organizer:** BASF Croata Ltd., BASF Slovenija Ltd., BASF Srbija Ltd.;

**Terms:** document named “Terms and Conditions of BASF Start-up Science Regional Elevator Pitch”;

**Website:** Website of the pitch is [www.start-up-science.com](http://www.start-up-science.com);

**Participant:** an innovator aged 18 to 35 that can apply as an individual or in a team of maximum 5 people (having or not officially registered company). In case of applying as a team, the Organizer will communicate only with 1 team representative, chosen by their team members, while the rules from Terms will apply on all team members;

**Idea:** Start-up idea, regardless of the point where Participant’s startup is, from concept to scaleup. The idea needs to contribute to cleaner air in the region directly or indirectly and needs to fall under one of the following criteria:

- It is related to the energy efficiency,
- It represents an alternative to gasoline or diesel-powered equipment/product,
- It represents an air-purifying product,
- It reduces the need for transport,
- It represents a smart solution regarding traffic,
- It represents an environmentally friendly alternative for means of transportation,
- If it is not mentioned above but it is related to contributing to cleaner air;

**Winner:** the winner of the BASF Start-up Science Regional Elevator Pitch is the participant whose idea has the highest score after being evaluated by the Jury. The winner gets the chance for further financing by the Organizer, but not necessarily – this will be further defined with the Winner after the Pitch. The winner gets seed investment of EUR5,000 gross in any case – no matter whether the idea will be further supported by the Organizer;

**Registration:** a form that needs to be fulfilled and submitted in order to get registered for the Pitch in advance and have the chance to participate. Registration form can be downloaded on the Website. It should be sent to email: [hello@start-up-science.com](mailto:hello@start-up-science.com).

**Application form:** After registering for the Pitch, the Participants need to fill in the Application form that can be found and downloaded on the Website. This completed form, together with the Presentation about the idea, need to be sent via website [wetransfer.com](http://wetransfer.com) to email [hello@start-up-science.com](mailto:hello@start-up-science.com). Each Participant is obliged to send

the completed Application form and Presentation about the idea in order to qualify for the Jury evaluation. If a participant applies as a team, than the team leader is the only obliged to deliver these two documents to email [hello@start-up-science.com](mailto:hello@start-up-science.com).

**Presentation (pitch deck):** As stated above, in order to qualify for Jury evaluation, the Participant needs to send the Presentation about the idea together with completed Application form via website *wetransfer.com* to email [hello@start-up-science.com](mailto:hello@start-up-science.com). Rules for creating a presentation on the idea:

- must be saved in .pdf format;
- must be in English;
- doesn't have to follow a defined form strictly, but can be made according to Participants' preferences;
- can contain a link to a video, photograph, graph, etc.;
- mustn't be larger than 10 MB;
- mustn't contain more than 10 pages (including the opening and closing page);
- must include an explanation of the problem being solved, market analysis, target group analysis, solution to the problem that the start-up idea suggests, business model, estimated market/sales strategy, finances and team;
- when giving a name to the presentation about the idea, please use the name and surname you used for filling in this form, don't use spaces, nor special signs except - and \_ (example: filip\_kon);

**Demo Day:** an online event conducted under the name BASF Start-up Science Demo Day, during which top 10 Participants selected by the Jury, present their ideas using their submitted Presentation. The details about conducting this event will be defined closely and delivered to the top 10 Participants in due time (no later than 5 days prior to the event). The winner will be announced at the end of the Demo Day;

**Jury:** expert Jury appointed by the Organizer. Jury will appoint 5-7 members, mostly from BASF but will include representative(s) of an expert start-up or academic community. Jury President is Markus Solibieda, Managing Director, BASF Venture Capital GmbH;

**Data Controller/Controller:** A person who determines the purpose and manner of processing personal data obliged to implement the appropriate measures to protect personal data from alteration, unauthorized disclosure or access and accidental or unlawful destruction or loss. The controller at this Pitch is the Organizer.

## 2. PROJECT BASE

- 2.1. The Pitch is held in accordance with the Terms.
- 2.2. The goal of the Pitch is to help compelling start-ups within the Adria region while contributing to the solution to one of the biggest local problems – air pollution.
- 2.3. The Pitch is held for all innovators/start-up founders aged 18-35 from Bosnia and Herzegovina, Croatia, Serbia and Slovenia.

## 3. WHO CAN APPLY

- 3.1. Participation in the Pitch is completely free.
- 3.2. All innovators/start-up founders (regardless of the point where Participant's startup is, from concept to scaleup) aged 18-35 from Bosnia and Herzegovina, Croatia, Serbia and Slovenia can apply.

- 3.3. The Participant can apply as an individual or as a team member/team leader. If the Participant is a team member/team leader, he/she can apply only as a member/leader of one team. Otherwise, the Participant will be disqualified.
- 3.4. As an individual, the Participant can apply with one or several different Ideas, and needs to fill out the Forms for each of the ideas separately.
- 3.5. All applications for participation will be checked by the Organizer, who will inform the Participant that the application materials have arrived. If the Participant does not receive feedback to the Email address within two working days from the date of sending the application, the Participant will be obliged to notify the Organizer via the following email: [hello@start-up-science.com](mailto:hello@start-up-science.com).
- 3.6. In case it is necessary to contact the Participant for any questions related to the Pitch, the Organizer will use the contact information written in the Form.
- 3.7. Only the Participants whose ideas are original have the right to participate. If the Participant's ideas are considered plagiarism, the Participant will be disqualified.
- 3.8. The Organizer has the right to, at any time, disqualify any application deemed offensive or inappropriate or in the event that the Participant does not follow the Terms.
- 3.9. Persons employed by the Organizer, members of their families and members of the Jury families are not allowed to participate in the Pitch. Ancestors, descendants and spouses are considered family members.
- 3.10. During the Pitch, the Participants must act in person. The Organizer conducts the communication only with the team leader.
- 3.11. Participation in the Pitch is not possible without prior registration by sending the filled Registration Form.
- 3.12. Participation in the Pitch is voluntary.

#### **4. TIMELINE OF THE PITCH**

- 4.1. The Pitch will last from September 21 to December 11, 2020 and it will be divided into following phases:
  - 5.1.1 First Phase refers to the application period. It will start on September 21 at 00.00 and end on November 1 at 24.00.
  - 5.1.2 Second Phase refers to the Pitch decks review and it will be implemented by the Jury. The Second Phase will start on November 16 at 00.00 and end on December 4 at 24.00. The Jury will pick ten best ideas that will be presented at the Demo Day.
  - 5.1.3 Third Phase refers to the Demo Day that will be held on December 11.
- 4.2. Dates and phases of the project are available on the Website.
- 4.3. The Organizer is obliged to inform the Participants via the Website about any change in the Timeline of the Pitch, within 3 working days from the day the change is implemented.

#### **5. JURY AND JURYING**

- 5.1. The Jury will appoint 5-7 members, most from BASF but will include representative(s) of an expert start-up or academic community.
- 5.2. Names of the Jury Members will be publicly announced no later than November 10, 2020 at 00.00.
- 5.3. The task of the Jury will be to review and grade Participants' Ideas and choose the Winner at the Demo Day.

- 5.4. Jury President is Markus Solibieda, Managing Director, BASF Venture Capital GmbH. The task of Jury President will be to participate in the work of the Jury and supervise other Jury Members.
- 5.5. Jurying refers to the evaluation of the received Ideas and will act according to the following criteria:
  - **Response to the topic:** does the submitted Idea offer a solution (directly or indirectly) to improve air quality;
  - **Problem Definition:** how has the Participant defined the problem which his Idea solves;
  - **Innovation:** does the Idea have a new approach to achieving the objectives;
  - **Flexibility:** is the Idea adaptable to changes and can it be implemented in different surroundings;
  - **Feasibility:** how the Idea will further develop and how probable it is that the Idea will be successfully implemented;
  - **Individual/Team:** is the Individual or the Team competent enough to develop the Idea further and achieve the goal.
- 5.6. Ideas will be assessed by grades from 1 to 5, with 1 being the lowest grade and 5 being the highest grade.
- 5.7. Each Jury Member will assign grades to each individual Idea. The grades of Jury President have the same value as the grades of other Jury Members.
- 5.8. Up to ten ideas that have the highest score in total will qualify for the Demo Day.
- 5.9. The Participant whose Idea has the highest score on the Demo Day will be the Winner.
- 5.10. In case two or more Participants' Ideas have the same total score, Jury President will choose the Demo Day Participants and the Winner.

## 6. DEMO DAY

- 6.1. The Demo Day is the final online event conducted under the name BASF Start-up Science Demo Day, during which top 10 Participants selected by the Jury present their ideas using their submitted Presentation.
- 6.2. The Winner will be announced at the end of the Demo Day.
- 6.3. The Participant who does not attend the Demo Day cannot be the Winner.
- 6.4. The Participants will present their Presentation about the idea sent via wetransfer to [hello@start-up-science.com](mailto:hello@start-up-science.com) on the Demo Day in front of the Jury. The Participant has no right to change the Presentation before the Demo Day.
- 6.5. The Participants will have ten minutes to present their Presentation in front of the Jury.
- 6.6. The Demo Day will be held in English.
- 6.7. All details about the Demo Day will be determined later.
- 6.8. The Participants will be notified of their participation at the Demo Day and the exact time and place of the Demo Day no later than five days before the Demo Day via email. The Participants are required to confirm their presence at the Demo Day within 24 hours of receipt of the notice.
- 6.9. If any of the notified Participants is not able to participate in the Demo Day, the Organizer will invite to the Demo Day a Participant whose Idea, in the second phase of the Pitch, took 11<sup>th</sup> place. If even the Participant who took the 11<sup>th</sup> place cannot attend the Demo Day, the Organizer will invite the Participant who took the 12<sup>th</sup> place and so on.  
The Demo Day will be recorded and transmitted using audio-visual means.

## **7. REWARD**

- 7.1. By participating in the Pitch, Participants have the chance to get financed by the Jury in order to accelerate their start-up and get the needed funding to go to the next level.
- 7.2. The best idea will get seed investment of EUR5,000 gross in any case – no matter whether the idea will be further supported by BASF.
- 7.3. The Award and the Award Fund will be provided by the Organizer.
- 7.4. The seed investment will not be handed out in cash, but will be transferred to the bank accounts of the Winner.
- 7.5. The seed investment will be given to the Participant no later than 60 days after the end of the Demo Day. If the Participant participates as a team member, the seed investment will be transferred to the team leader (if no start-up company is registered).
- 7.6. The costs of transferring the seed investment to the Participant's bank account shall be borne by the Participant.
- 7.7. In order to transfer the funds, the Organizer may request additional information from the Participant such as a bank account number or other bank information.

## **8. PUBLICITY AND PROMOTION OF THE PITCH**

- 8.1. The name and photograph of the Winner will be publicly displayed on the Website and will be used in communication with the media and general public. If the Team wins the Award, the names, surnames and photos of all team members will be displayed and used for communication.
- 8.2. The Organizer may ask Participants to promote the Pitch by providing information to the media and members of the general public but only if the Participants are willing to.
- 8.3. The Organizer has the right to use the photos of the Participants in communication with the media and representatives of the general public.

## **9. GENERAL DATA PROTECTION**

- 9.1. The Organizer will have an access to the personal data of the Participant that the Participant fills in the Pitch Registration Form, from the moment of receipt of the Form.
- 9.2. The data that are processed are the data that the Participant provides when filling out the Form, as follows:
  - name and surname of the Participant;
  - name and surname of the team leader;
  - contact phone of the Participant;
  - contact e-mail of the Participant.

In addition, the Organizer processes personal data - photographs and video, which the Organizer collects at the Demo Day, by recording through audio-visual means.

Moreover, the Organizer may request a bank account number or other bank details from the Winner, in order to deliver the seed investment.

- 9.3. When sending the Registration Form, the Participant gives permission to the Organizer to take photos and make videos in case of participation in the Demo

Day. These photos and videos may be distributed to third parties for the purpose of promoting the Pitch.

**9.4.** The organizer is also the Data Controller.

**9.5.** As a Controller, the Organizer may use the Participant's data exclusively for the needs of the Pitch and in particular for the following purposes:

- communication with the Participants;
- making a decision on the Winner by the Jury;
- informing the Participants about the Demo Day;
- taking care of data correctness;
- performing public duties of the Organizer and Participants;
- media promotion of the Pitch.

**9.5.1.** The Organizer may publish the name and surname of the Winner in any communication related to the Pitch.

**9.6.** In cases not regulated by the Terms, the Controller may provide data to third parties only with the prior written consent of the Participant as the person providing the data. This does not apply to the processing of data by third parties.

**9.7.** Data collected during the completion of the Form by the Participant, as well as the photographs and videos collected during the Demo Day, the Controller will keep within five years from the date of receipt of data, due to completion of obligations prescribed by law and defense against possible lawsuits. The controller is to determine the period of data processing on the basis of the General Data Protection Regulation (EU-GDPR, Serbia- Law on Personal Data Protection, Bosnia and Herzegovina - Law on the Protection of Personal Data ), in the office of the Organizer, with the application of all necessary organizational, technical and security measures, after which the data will be deleted.

**9.8.** The Participant can revoke his/her/their consent at any time without any adverse consequences by sending any notice of cancellation to email [hello@start-up-science.com](mailto:hello@start-up-science.com). In the event of cancellation, Participant's data will be deleted upon receipt of his/her/their notice no later than 5 days after the notice receipt.

**9.9.** The Participant is aware of and agrees with the fact that, if he/she/they request the removal or modification of the data required for participation in the Pitch, it may result in disqualification from the Pitch.

**9.10.** The Participant's data will be collected, processed, and used in the context of the aforementioned objectives in accordance with the General Data Protection Regulation (EU-GDPR, Serbia- Law on Personal Data Protection, Bosnia and Herzegovina - Law on the Protection of Personal Data ).

**9.11.** Transmission of personal data: In order to promote, monitor and organize the Pitch, the access to personal data of the Participants will have the Agency for Communications and Public Relations Press Office, based at Despota Stefana 59, 22000 Sremska Mitrovica, Republic of Serbia. PR consultants in this company will have access to the personal data of the Participants.

**9.12.** The Controller undertakes the obligation to comply with minimum security requirements and to use physical and procedural security controls based on applicable laws. These include, but are not limited to, firewalls, access controls, system-level security, data protection training, and other procedures to protect personal data from any unauthorized access. Personal data files in printed form are with limited access and are available only to the authorized individuals based on the criteria of responsibility.

## **10. INTELLECTUAL PROPERTY RIGHT**

- 10.1.** The Organizer commits not to use the received Ideas in part or in full in any situation. Submitted Ideas are the exclusive intellectual property of the Participant.
- 10.2.** The Organizer commits not to disclose information about the submitted Ideas to third parties, except in cases defined by law and with prior notice to the Participant.
- 10.3.** If the Organizer decides to proceed into further funding of the Winner, this will be further defined between these two parties, and it will not be regulated by these BASF Start-up Science Terms.

## **11. ADDITIONAL NOTES**

- 11.1.** The Organizer reserves the right to suspend, cancel or modify the Pitch in whole or in part for any technical, commercial or other reasons. If the Pitch is suspended, cancelled or changed, the Organizer will publish the reasons for the suspension, cancellation or change of the Pitch on the Website.
- 11.2.** If the Organizer concludes that the Participant has falsified data, committed fraud, endangered the safety of others or did not comply with the Terms, the Organizer has the right to prohibit the Participant from participating in all other events organized by the Organizer.
- 11.3.** For all additional clarifications, it is possible to contact the Organizer by e-mail: [hello@start-up-science.com](mailto:hello@start-up-science.com)