

# Credibom

## “Start & Pulse” rules

### **Article 1: Organising company**

**BANCO CREDIBOM, S.A.**, with offices in Lagoas Park, Edifício 14, Piso 2, 2740 – 262 Porto Salvo, registered in the Commercial Registration Office of Cascais under single registration and legal person number 503533726, with a fully paid capital of € 94,000,000.00 (ninety four million euros) "Credibom", is organising a competition for start-ups ... (hereinafter "the Competition") according to these rules, accessible on the [site](#).

### **Article 2: Description of the competition**

The Credibom is seeking ways of developing its activity by improving the customer experience and/or optimising the company's operational or commercial efficiency.

#### **Article 2-1. Prizes**

The winning start-up(s) will be able to carry out an experimental project with Credibom. This will consist of implementing the solution with clients and/or partners of Credibom, within a defined scope.

This experimentation could give rise to a commercial opportunity connected with the project carried out and the resources involved, or to the solution's integration within Credibom.

In addition, each winner start-up will be entitled to €5,000 to fund the experimental project with Credibom.

All applicants will be informed by electronic mail of the decisions concerning them and their potential selection as program finalists by the 24th of July at the latest.

#### **Article 2-2. Schedule**

The key dates in the competition are:

- 17 June: applications open
- 14 July: deadline for submitting applications
- 24 July: selection of the finalists to be invited for the Bootcamp
- 11 September: Bootcamp start
- 12 September: Bootcamp end, selection of the winner(s) and launch of experiments

Credibom reserves the right to cancel, cut short, extend, suspend, modify or postpone the competition at any time if circumstances so require, without this incurring its responsibility. As far as possible, any such changes will be announced in advance by the same means as those used to promote this Competition.

### **Article 3. How to apply**

#### **Article 3-1. Submitting applications**

Completed applications should be submitted using the form found on the [site](#) no later than 11.59 p.m. on 14 July 2019. If, and only if, the site cannot be accessed, applications can be submitted by electronic mail to [liliana.costa@tice.pt](mailto:liliana.costa@tice.pt) no later than 11.59 p.m. on 15 July 2019.

No application that is incomplete at the closing date and time can be considered.

The submission of an application implies no obligations or commitments for either the participant or Credibom.

## **Article 3-2. Application content**

The application consists of:

- An application form to be filled in online;
- Any additional documents presenting the company or product/solution (model, prototype, etc.), any computerised presentation or demonstration support, and generally speaking any other document considered relevant by the applicant or requested by the jury or organisers.

## **Article 4. Validity of applications**

### **Article 4-1. Eligibility**

Participation in the competition is free and open to any innovative start-ups, SMEs or micro-enterprises created less than five years ago, which meet all the following conditions:

- One of its directors taking part in the competition must attend the Bootcamp when the finalist start-ups are invited;
- Its direct shareholding must be entirely or partially held by natural persons (for example, a family group), or held by a holding company whose capital belongs entirely to natural persons.

Credibom reserves the right to ask any participant to provide proof that these conditions are met. Any person who doesn't comply with these conditions or refuses to provide proof of them will be excluded from the call for projects, and will not be eligible.

If it is noted that a participant has submitted several applications for the same call for projects, the participant will be rejected.

The following may not apply: people employed by Credibom or the entity assisting it (here TICE.pt), jury members and experts involved in this competition, and members of their families (spouses, ascendants, descendants and first-degree relatives).

### **Article 4-2. Conditions for participation**

Participants certify that the content of their product or solution is entirely original and innovative. In this respect, they guarantee that they hold, either directly or through a licence, all the intellectual and industrial property rights required for the presentation, development and marketing of the product or solution submitted.

Participants are responsible for any contestation by a third party concerning the intellectual property rights attached to the product or solution proposed. Participation in the competition implies the full, unrestricted and unreserved acceptance of these rules and a solemn undertaking as to the accuracy of the information provided.

Any request to participate and any participation meeting the following criteria will be considered null and void:

- a. Any application sent other than via the online form, sent after the deadline or sent by an entity not qualified to participate;
- b. Any incomplete application;
- c. Any attitude contrary to the laws, regulations and ethical rules applicable;
- d. Any act of counterfeiting or unfair competition connected with the application.

## **Article 5. Assessment of applications**

### **Article 5-1. Selection criteria**

Applicants will be assessed on the quality of both the company and the experimental project with Credibom. Applications will be selected according to their clarity and various criteria including but not limited to:

- The quality of the company:
  - Quality of the team
  - Maturity level of the solution proposed
  - Soundness of the business model
  - Etc.
- The quality of the experimental project envisaged with Credibom:
  - Innovativeness
  - Feasibility
  - Potential (including financial)
  - The start-up's level of involvement with the project
  - Etc.

The committee and jury do not have to justify their decisions, nor may these give rise to any claims.

### **Article 5-2. Selection procedure**

#### **Phase 1: Applications**

*17 June 2019 to 14 July 2019*

Applicants should send in their applications using the form available on the site.

#### **Phase 2: Pre-selection**

*15 to 24 July 2019*

The most promising applications will be pre-selected after examination by a pre-selection jury of technical and commercial experts. They will be assessed on the quality of both the company and the experimental project with Credibom.

Pre-selected applicants will be invited for a remote Pitch (via skype or equivalent) on the basis of a more in-depth presentation of the project.

#### **Phase 3: Bootcamp**

*11 to 12 September 2019*

A two-day intensive entrepreneurship program for the finalist start-ups where their current business model and value proposition is re-shaped to match Credibom business needs and presented back.

#### **Phase 4: Designation of the winner(s)**

*12 September 2019*

The winner(s) will be chosen by the jury at the end of the Bootcamp, and will receive a monetary award of €5,000 to fund the experimental project with Credibom. The experiment(s) will start from 16 September 2019. Credibom also reserve the right to carry out experiments or work with applicants not designated as winners.

*The decisions of the committee and jury do not have to justify their decisions, nor may these give rise to any claims.*

### **Article 5-3. Composition of the pre-selection and finalist juries**

#### Composition of the pre-selection and finalist jury:

- Experts from the Credibom teams and TICE.pt
- Any experts the organisers consider necessary or helpful.

*We guarantee that there are no conflicts of interest between applicants and any party with access to the applications.*

## **Article 6. Confidentiality**

As part of the competition and the presentation of applications, applicants may be required to disclose confidential information. The organisers and members of the jury undertake to treat this information with the utmost care and not to disclose it without applicants' prior authorisation, provided that it has been previously identified by a participant as "confidential".

However, in the context of communication linked with the competition, the organisers are authorised:

- To communicate with the press and to publish on the site the company's name, the name of the project, and the names of the project leaders;
- To make public the essential and non-confidential characteristics of the projects presented, without compensation of any kind.

Participants commits to treat as strictly confidential the information provided and that they have access as part of the competition, committing not to disclose, divulge, transmit or make known in any way to any single or legal person, public or private entity, company or another organisation regardless of the nature or object thereof, any type of information transmitted under the present Competition.

For the purposes of the present Competition, "Confidential Information" is deemed to be all and any information, regardless of its origin, work or sending format, and, in general, everything that concerns documentation, databases, systems and other information owned and/or provided by Credibom, or concerning the Credibom' activity, that of their clients, statutory bodies, workers, suppliers and service providers, eventually exchanged between Credibom and the Participants and that is not known to the public.

"Confidential Information" is also deemed to be for the purposes of the present Competition, all information concerning clients of Credibom, as well as their personal data, transmitted or treated under the Contract, in strict observance of banking legislation, including that concerning banking secrecy, and of legislation on the protection of personal data and the standards and opinions issued by the National Data Protection Commission.

The present clause remains valid, as long as the confidential nature of the information provided to the Participants subsists, Credibom being tasked only with the decision about the maintenance of the confidentiality of such information.

Credibom and the Participants state that they will observe the provisions of Law n.º 67/98, of October 26th, Law n.º 41/2004, of August 18th, and further legislation concerning the protection of personal data, especially guaranteeing to the holders of data the exertion of the rights of access, correction and deletion of the respective personal data.

## **Article 7. Image rights**

All participants authorise the organisers, at no cost, to record and make use of their image and details of the application presentation, directly or indirectly, on any support (photographic, film or audio).

To this end, participants authorise the organisers, for one year from the submission of their applications, to represent, reproduce, disseminate and exploit the participants' image, in whole or in part, directly or indirectly, via the organisers or any third party authorised by the organisers, throughout the world, via the press or in written, radio, television or electronic form, on any support in any format, and more generally by means of any technical methods and procedures known to date or in the future, whatever the dissemination sectors, including in communication supports connected with the organisation or promotion of the competition or information about it.

The winner(s) undertake(s) to participate in the prize-giving ceremony and grant the associated image rights according to the conditions of this article.

The confidential information indicated in article 6 is expressly excluded from this authorisation.

## **Article 8. Intellectual property (IP)**

The project leaders applying retain the intellectual property that applies to their own solutions before participation in the call for projects.

As concerns solutions co-created with Credibom, a legal term sheet will be proposed after the selection of the winners, and will provide a legal framework for the future cooperation between the winner and Credibom. The sharing of intellectual property will be negotiated by the start-up and Credibom within the framework of this term sheet. The default situation (without negotiation) stipulates shared intellectual property rights for all work carried out jointly.

## **Article 9. Applicable law and jurisdiction**

For matters on which the contract is silent, the provisions of Portuguese civil law applicable shall apply to these rules.

No dispute relating to the competition can be considered after one month from the participation deadline for indicated in article 2-2.

The Parties shall make every effort for any dispute arising from or connected to the present rules, namely as far as interpretation, integration and validity of the respective clauses, to be settled amiably.

In an amiable settlement is not possible, eventual disputes arising from the interpretation, integration and validity of the present Contract shall be definitely solved by the Courts of the District of Oeiras, with explicit exclusion of any others.

## **Article 10. Viewing the rules**

With the submission of applications the participants expressly agrees with these rules, which will be available on the site throughout the effective period of the competition.