

STARTUP PITCHING AND THE INNOVATION COMMISSION

STARTUP PITCHING is a Rio2C platform aimed at bringing **STARTUPS** and investors closer together. In all, 18 projects, will be selected. They will be divided into **06 themes** and **03** will be selected **for each theme**. The pitching session of selected projects will take place on April 26, 2019. The Startup Pitching sessions will take place at the Startup Pitching Room, at Cidade das Artes, **for investors** and the audience in attendance.

REGULATION - STARTUP PITCHING

SUBMISSION PERIOD

From March 11 to 29, 2019, until 11:00pm (Brasilia standard time)

RULES:

1. PROJECT SUBMISSION AND SELECTION

1.1 Only one submission per natural person or legal entity will be accepted for each of the 06 themes:

- a. **MEDIA AND ENTERTAINMENT** education; gamification, video platform; publicity; social media, VR/AR.
- b. **BUSINESS OPTIMIZATION:** Internet of Things (IoT); SaaS/PaaS; Artificial Intelligence (AI); collaborative economy; e-commerce; cybersecurity; businessintelligence – data (value generation in data);
- c. **FINTECH:** blockchain/crypto; insurance tech; investments; payments; banking; investment robots.
- d. **THE NEW SOCIETY:** Construtech, smartcities, real estate market, clean technology; social and environmental sustainability; wide access to technology; public policies; social issues; innovation system; family services; community
- e. **HEALTH AND WELL-BEING:** diagnosis; computer visioning for diagnosis; health tech, artificial intelligence devices for health, wellness and mindfulness; biotech;
- f. **FOOD:** agritech, foodtech (personalized diets, genetic diets, functional food,); farmtech; innovation in restaurants and supermarkets.

1.2 - the selection commission will choose **18 (eighteen)** Startups to take place in the Startup Pitching, which will be held on **April 26, 2019**.

1.3 - Startups have to submit their projects providing all information required on the application form of the **RIO2C** system, to be analyzed later by the event's curatorship.

1.4 - All fields in the application form must be filled out so that the curator and selection commission may provide a better assessment.

1.5 - The information required is provided below:

- a. Founder's full name;
- b. Project's full name
- c. CPF (Brazilian social security) or CNPJ (Enterprise's National Registration Number);
- d. E-mail and telephone number;
- e. Definition of what the business is about (area, sub-area, themes);
- f. Business' website (if there is one);
- g. Link and password for the video pitch, presenting the Startup, lasting between 1 minute and 30 seconds and 2 minutes;
- h. The business' main focus;
- i. What is the business' impact (market size);
- j. Business' economic model;
- k. Business' operational model;
- l. Business' differentials; and
- m. What stage the business is at.

1.6 - Only startups that meet the requirements will be able to apply to take part in the Startup Pitching. Projects with incomplete or incorrect information will not be considered.

1.7 - Submissions for the Startup Pitching are free.

1.8 - Submitting projects for the Startup Pitching does not ensure that they will be chosen for the event. All projects submitted will be analyzed by the **RIO2C** curatorship, that will choose which will take part in the event.

1.9 - By clicking 'Send Project', the person responsible for submitting the project must agree with the 'Term of project submission', where he/she claims to be aware that there may be similar projects and holds **RIO2C** harmless of any liability with respect to similar projects, exempting **RIO2C** from any judicial or extrajudicial demand involving the discussion of copyright on the projects.

1.10 - After projects are submitted they may not be changed.

1.11 - By submitting the project, the proposing party authorizes, without any burden and/or charges, the publicizing of its general information on the event's catalog and other publicity materials. **RIO2C** will not publish specific data related to the business, which may compromise its originality, copyright and/or intellectual property.

2. INTELLECTUAL PROPERTY AND ASSIGNMENT OF IMAGE RIGHTS

2.1 - Every natural person or legal entity that submits their project must own it and/or hold the copyrights license/authorization for the use of the works involved in the submitted projects.

2.2 - Only people accredited by the **RIO2C** team will have access to the Startup Pitching area.

2.3 - Participants expressly authorize **RIO CREATIVE CONFERENCES LTDA**, without any burden and/or charges to record, fix and use image, voice and singing related to their participation in the Startup Pitching and **RIO2C** in the media, technologies and free of choice supporting material by **RIO CREATIVE CONFERENCES LTDA**, for the purpose of institutional, advertising and/or commercial use, for any purpose as provided for in article 29 of Law 9,610/98. This authorization shall be free of charge and will remain in force for the term of copyright protection conferred by Law 9,610/98 on the works where images, voices and artistic performances will be used.

3. CANDIDATES SELECTED TO TAKE PART IN THE EVENT

3.1 - The selection of candidates will take place through a curatorship.

3.2 - **RIO2C** will be responsible for the curatorship. **RIO2C** will select the most suitable profiles for the guidelines drawn by the event's innovation curatorship each year.

3.3 - The selection criteria for projects chosen for the event's Startup Pitching will be established by the **RIO2C** curatorship and is directly linked to the Startups assessment through their application form.

3.4 Those selected will be officially informed of the result on April 8, 2019, through the e-mail registered at the moment of application.

3.5 - Commission members are not obliged to establish a commercial/professional relation with any of the selected startups, nor are they obliged to assess them.

3.6 - The **RIO2C** Startup Pitching schedule will be sent to the 18 selected startups via e-mail and/or whatsapp. Times and dates set out in the schedule are a priority and cannot be changed.

3.7 - Representatives of the startups selected for the Startup Pitching must identify themselves up to 2 (two) hours before the beginning of the session at the Startup Pitching Room, at Cidade das Artes. In case of non-attendance at the set time for the presentation, the project will be considered as withdrawn and no new pitching slot will be rescheduled.

3.8 - Taking part in the Startup Pitching session is an activity that will **NOT** be paid for at any time.

3.9 - Each selected project will be provided with 01 CREATOR accreditation. In case the Startup wants someone else from the team to take part in the Pitching session (maximum of 02 people per session), they must buy a CREATOR accreditation for each new member of their team. Each participant must pay for their own expenses related to

lodgings and traveling to take part in the Startup Pitching. RIO2C will not be held liable and will not refund participants for these expenses.

3.10 - Each presentation will have a maximum duration of 7 (seven) minutes - including any type of content (PPT, video and other media), which shall all be presented together.

3.11 - A big television set with remote control and a microphone will be made available. Proponents may bring any material they deem necessary to their presentation. This material must be sent to the event's organization by **April 12**.

4. DESQUALIFICATION OF PARTICIPANT

4.1 - The selected candidate will be disqualified from the event in the following

cases: (i) Supplying untrue information;

(ii) Not supplying compulsory required information for the carrying out of the Startup Pitching in the established deadline by the production and organization team;

(iii) Startup not complying with the schedule provided for by the event's production and organization team.

4.2 - In case of storms, strikes and/or duly proven transport problems, the event's production and organization team will analyze each case to decide if the Startup will remain in the event or if the day and time of their pitch will be changed.

[] In the capacity of Startup Pitching candidate, I declare to be aware of and agree with the above rules and regulations, as well as to the incurring of possible penalties and consequences, resulting from their violation.