

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 – Startup Competition by COFIDIS organized by [adigital](#) that will be held on account of the seventh [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, contents), digital or mobile marketing or communications and related services and tools.
- Their operations should have started after November 2011, their turnover for 2013 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 by providing all of the information requested, including a video of their elevator pitch and expressly accepting these rules.

Submission of applications: From October 21st to October 3rd. Applications for the EEC Launch competition must be submitted using the public form.

Selection of finalists: First of all, entrants who fail to meet the requirements or have not provided all of the information will be disqualified. The 10 finalists will be chosen to do their elevator pitch during the EEC Launch as follows:

- 2 finalists will be chosen according to their popularity by monitoring the highest number of mentions for the official hashtags on Twitter using the Guud tool. If one of these finalists gives up their place, the project with the next highest number of mentions will take that place; and the other
- 8 finalists will be chosen by the jury, excluding, if appropriate, the 2 projects chosen by popular vote. 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 projects on the shortlist will be announced from November 11th.

Final of the Start-up Competition: November 19th. The 10 finalists will be doing their elevator pitch at the EEC Launch, which will be held at KBi Digital in Bilbao.

The elevator pitch will last no more than 3 minutes. Each project may be given a maximum score of 100 points. Out of these 100 points, the public at the event may give 50 points maximum by using the applications provided as tool to take part, and the professional jury attending the event can give the other 50 points. The sum of both scores will be the final score for each project.

The project with the highest score will be the winner of the EEC Launch – Startup Competition.

4. Professional Jury

The 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 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.

5. Prizes

adigital will offer two free tickets to the EEC14 Bilbao on November 20th to the 10 entrants whose projects are shortlisted. adigital will provide an allowance of 150 euros per shortlisted company to cover the transport/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 do an elevator pitch during the morning program of EEC14 on November 20th.

6. 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.

7. 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 to access, cancel, change or oppose said data through info@adigital.org. Likewise, entrants authorize the audiovisual recording of their elevator pitch and its broadcasting on any media that the organization may wish.

8. 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 for the submission of entries, entrants understand and fully agree to –and waive the right to appeal– the contents of this document and the decisions made during the development 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.