

# **TERMS & CONDITIONS**

## **ISPORT FORUM**

**International Investment Forum of the Sport Industry**

**Barcelona - March 17, 2016**

**#isportforum16**

**Do you have an innovative, creative, viable, scalable business project for the sport industry?**

**Present your project to ISPORT FORUM 2016 until the 26<sup>th</sup> of February 2016!**

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## 1. OBJECTIVES

Seed&Click is organizing ISport Forum's first edition with the objective to contribute to the sport industry's business development. Taking this into account, they are looking for Start-ups related to or applicable to the sector.

The main objective of this event is to back up and boost enterprising initiatives, as well as to incubate new projects of the sport sector and develop innovative projects in Spain. Followed by encouraging investment and commercial transactions in the sport industry.

## 2. INVESTMENT FORUM

Are eligible: Entrepreneurs over the age of eighteen and of all nationalities who are working on a project which is between 1 and 3 years old, that needs capital and is related to or applicable to the sport industry. The projects should be at least in Beta version of product/service/app/portal and ready for sale.

The language of the event will be English.

## 3. PARTICIPANTS

The business projects can be presented individually or in teams. In the case of teams, a maximum of 2 representatives will be nominated to present their project on the day of the Big Final.

## 4. BUSINESS PROJECTS SECTORS

All the Business Projects must be based on at least one of the following sectors:

- Mobile application
- Ecommerce/Blogs
- IOT
- Product
- Marketing: Geolocation, analysis of consumer, advertising, etc.
- Services
- Distribution
- Logistics
- Advertising
- Sustainability
- Design
- Technology
- Big Data
- Wearables
- Intelligent materials
- Social media
- Smart Cities, Smart Drive

## 5. STAGES

### 5.1. Presentation

The projects will be presented at the Investment Forum by providing the required information. The information about the project must be entered; you must register, create your profile and apply to Seed&Click Angel Network at <http://bit.ly/1dM0ULW>.

Select 'ISport Forum 2016' under the additional question required 'Do you want to present your Project to any of the following Events?'

The Projects should be submitted in English.

## 5.2. Selection

A panel of experts will analyse all the business projects presented and will select the 5 finalists. These finalists will be announced from the **29/02/2016** onwards, and will advance to the Big Final.

## 5.3. Big Final

All the finalists will present their projects in elevator pitch format, with duration of 5 minutes on **Thursday 17<sup>th</sup> March 2016 in the Auditorium of INEFC in Barcelona**, in front of the jury and the rest of the participants. After the presentations, the jury will deliberate behind closed doors in order to choose the winners. Once the selection has been done, the prize will be handed over.

The term elevator pitch refers to the capacity to present a project in a limited amount of time, focusing on the most relevant and interesting points.

## 6. INFORMATION TO BE PRESENTED

All participants must present the following information:

- Name and description of the business project

- Presentation video of between 1 and 2 minutes
- Name and experience of the team members
- Situation of the current market: problems and possible solutions
- Business Model or Commercialization Plan
- Competition
- Competitive advantage
- Financial projection
- Need and use of funds, possible exit strategy for investors

## 7. SELECTION CRITERIA

- Capacity of innovation and transformation: to what extent does the project impact current business, production, management and sales models.
- Viability: business plan, economic viability, job creation, track record, internationalization, etc.
- Capacity of the managing team of the project: experience and attitude.
- Viral communication capacity: originality and persuasive potential of the video presented, mobilization of social networks and positive impact of the business.

## 8. TRAINING FOR THE ELEVATOR PITCH

Silvia Bueso, Associate Director Corporate Relations & Fundraising at ESADE Foundation and expert in Elevator Pitch, will give a workshop to the 5 finalists of each category giving them the necessary information to prepare the best possible presentation for the jury.

## 9. JURY

...Coming soon

## 10. PRIZES

...Coming soon

## 11. COORDINATION OF THE INVESTMENT

Seed&Click SL can coordinate the investment in any of the projects presented if they are considered of interest to the investor/s that do not belong to the Seed&Click Angel Network (owned by Seed&Click), who therefore agree to the terms established to invest in projects presented by the platform. Seed&Click will give support to national and international investors in order for the project to attain an optimal outcome.

## 12. INFORMATION AND CONTACT DETAILS

Organization: Seed&Click, S.L.

Company Tax Code: B-66141946

Telephone number: 0034 933 622 379

Enquiries:

project@seedandclick.com

## 13. PARTICIPATION REQUIREMENTS

1. All those who participate in ISport Forum organized by Seed&Click agree to the following participation terms:

a) All the information provided by the participants must be truthful, accurate and complete.

b) The content of the projects presented by the participants must be their own.

c) Any content published by the participants on the Seed&Click web must respect the copyright of the material from which it is derived.

d) There will be no transmission or diffusion of any illegal, defamatory, offensive or indecent materials.

e) The opinions and statements of other users of the web page must be respected.

f) All contents will be respectful towards other users of the web



g) The website shall be used in accordance with its purpose and in no case for illegal, commercial, promotional and/or advertising purposes.

h) No personal details obtained through distribution list or through the web will be disclosed to any third party.

i) The website user's email addresses or details will not be used to send unauthorized commercial communication.

j) The participants of ISport Forum organized by Seed&Click give up the necessary rights to film and/or photograph the presentations, and use the participants' images and their presentations for communication purposes. They also authorize the use of material presented and obtained during the competition for the elaboration and divulgence of newsletters, press releases, social networks, blogs etc. and for other promotional and communication purposes.

k) Each participant can solely present one project.

l) A Participation in the competition implies agreement to these terms.

m) The participants can send their application and give their presentations in any of the following languages: Spanish, French, Catalan and English. The language of reference will be English.

2. The organization of ISport Forum reserves the right to exclude any participant from the Competition who does not fulfill the participation requirements established in the present terms and conditions, without prejudice to any other legal measures.