

TERMS & CONDITIONS



**II International Investment Forum of the
Sport Industry**

Barcelona - December 14th, 2017

#isportforum17

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

Present your project to iSPORT FORUM 2017 until the 27th of OCTOBER 2017!

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1. OBJECTIVES

Seed&Click is organizing iSport Forum's second edition with the objective to contribute to the sport industry's business development. With this in mind, they are looking for Startups related to or applicable to the sector.

The main objective of this event is to back and boost enterprising initiatives, as well as to incubate new projects of the sport sector and develop innovative projects in Spain. Encourage 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 minimum 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 person's representative will be nominated to present their project on the day of the Big Final if they are finalists.

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

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/1dMOULW>. Select 'iSport Forum 2017' at the additional question required 'Do you want to present your Project to any of the following Events?'

The Projects should be submitted in English.

TICKETS:

2 Premium Passes for the 5 finalists

For all startups participants:

GET 30% OFF => code: ISFSTARTUPS for your Executive Pass

GET 10% OFF => code ISFSTARTUPSPREMIUM for your Premium Pass

Book your ticket here: <https://isportforum17.eventbrite.es>

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 **03/11/2017**, and will go through 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 14th December 2017 in the Auditorium 1899 of Football Club Barcelona (FCB)**, in front of the members of the jury and the rest of the participants. After the presentation, the jury will deliberate behind closed doors in order to choose the winners. Once the selection has been done, the prize will be given.

The term *elevator pitch* refers to the capacity to present a project in a limited time, focusing on the most relevant and interesting points for the audience we are aiming at.

6. INFOMATION 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 market: problems and possible solutions
- Business Model or Commercialization Plan
- Competition
- Competitive advantage
- Financial projection
- Need and use of funds, possible withdrawal of investor

7. SELECTION CRITERIA

- Capacity of innovation and transformation: to what extent the project impacts 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

The jury will be published in our webpage: <https://isportforum.com/>

10. PRIZES

McCann Worldgroup Prize:

McCann will develop the communication strategy for the winner. This award includes the definition of the communication strategy and creative concept development and brand claim (excluding the communication pieces production). McCann is famous for pioneering many of the brand communications practices that have become today's essential approaches. Through its bedrock commitment to Truth Well Told, McCann has evolved advertising into a strategic business expertise that can deliver effective, high-impact creativity anywhere in the world, and in any media format, from mass-market traditional to leading-edge digital.

Sport Journal Prize

Broadcast worth 40.000€ in paper and digital media of Sport. SPORT Journal is a daily payment sports information and morning distribution published in Barcelona. It is the first best-selling daily sports journal in Barcelona and the third in Spain. The Sport journal is part of the Grupo Zeta, publisher of El Periódico de Cataluña and magazines like Woman, Cuore or Interviú.

Johan Cruyff Institute Prize

Postgraduate Diploma in Sports Marketing Online. The Johan Cruyff Institute educates athletes, sport and business professionals to become Leaders in Sport Management. According to Johan Cruyff: "My vision on sport management is quite simple. I think people with a passion for sport are the best to lead sports organizations".

Baker & McKenzie Prize

Pack of 10 hours in consultancy in the areas covered by the office (commercial, tax, labor, intellectual property, litigation, data protection, etc.). Baker & McKenzie is the largest law firm in the world with 77 offices in 47 countries. Three out of four companies of Fortune 500 are clients of the firm. It is also the international law firm with more tradition in Spain which has a team of over 220 lawyers. Among other sectors, advises large startups that were originated in Silicon Valley like Google.

Dorna Prize

2 tickets with access to the paddock for any GP of the season. Dorna Sports was established in 1988 as an international Sports Management and marketing company. Headquarters are in Madrid, with offices in Barcelona, London and Tokyo. MotoGP is the pinnacle of motorcycle racing and Dorna's star product. It is the oldest motorsport world championship in the world, with 59 years of history to its name, and the current premier class pits the best riders and manufacturers in the world against each other.

GSIC by Microsoft Prize

Access to the Global Sports Innovation Centre for 6 months, visibility in the media and the possibility of exhibiting their products in the GSIC showroom. Microsoft is an American multinational technology company headquartered in Redmond, Washington, that develops, manufactures, licenses, supports and sells computer software, consumer electronics and personal computers and services. Its best known software products are the Microsoft Windows line of operating systems, Microsoft Office office suite, Internet Explorer and Edge web browsers and Xbox game consoles.

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:

startups@seedandclick.com

13. PARTICIPATION REQUIREMENTS

1. All those who participate in iSport Forum organized by Seed&Click and agree to the following participation requirements:

a) All the information supplied 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 contents 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 of the 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 for any purpose 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, 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 for promotional and communication purposes.

k) Each participant can only present one project.

l) 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.