



TERMS AND CONDITIONS

STARTUP WORLD CUP 2017

Startup World Cup 2017 is a startup competition powered by Fenox Venture Capital. Applicants agree to be bound by the terms of these official rules, our privacy policy and by our and the judges' decisions, which are final and binding on all matters pertaining to the competition.

1. Eligibility

- The competition is open to all startups from any sectors around the world.
- At the time of application, companies must have a functional prototype. Companies that are in closed beta, private beta, limited release or generally have been flying under the radar are eligible. Hardware companies can have completed crowdfunding but those funds should have been directed to an earlier product prototype. Companies launching new feature sets do not qualify.
- There is no cap on money raised by company to participate in this competition
- Applicants must be able to travel to the U.S for grand finale and are eligible to receive U.S. Visa

2. How to Apply

- The application period begins at June 2016
- To apply, visit our website at www.startupworldcup.co, click button "Apply Now" and you will be directed to complete each regional official application form by following the instructions provided.
- You will be required to submit a description of your startup business and any materials that will support your application such as business pitch deck and demo video. All materials must be submitted in English
- Your application may be shared to third parties for assessment process
- Participants can choose one of 11 regional events through our online platform
- More than one Application may be submitted by an Applicant but no more than one Application per Applicant can be selected as a Finalist (as defined below).
- All applications are final. Once submitted, an application may not be amended, supplemented, withdrawn or in any other way resubmitted.
- This competition is free. There is no registration fee. However, finalists of each region must be responsible for their own travel expenses.

- We will send an email notification once we receive a complete and final application from the applicants.
- Only shortlisted applicants will be contacted by the committee not later than 2 weeks before the regional competition.
- By submitting the application, you agree with these Terms and Conditions

3. Judging

Application Screening

- All qualified Applications will be judged by a panel of qualified judges reviewed and approved by Startup World Cup by Fenox VC.
- The panel of judges will judge the qualified Applications using the following judging criteria: (a) Uniqueness of the product; (b) market size of the product; (c) Exit Strategy (M&A and IPO); (d) Marketing Strategy; (e) Business Model and Monetization Plan; (f) Expertise and abilities of the team.
- Potential Finalists will be contacted by Startup World Cup Committee. In order to proceed to the Final Round, each potential Finalist must notify us of his/her willingness to proceed to the Final Round within 3 business days of notification and satisfy other eligibility requirements described in these Official Rules. If a potential Finalist does not timely satisfy all requirements set forth in these Official Rules, a runner-up may be selected in the potential Finalist's place. The Finalists' names will be announced on the Event Website unless their profile settings preclude the use of names.

Regional Finale Round

- The regional final round will be live in 11 big cities
- Each Semi-Finalist must be present in person at the Regional Final Round and must prepare, at his/her expense, a presentation and demo of his/her Business Proposition. There will be a special panel of judges selected for the regional final round ("Event Judges"). The Semi-Finalist will present the presentation and demo to the Event Judges and to live audience.
- The Semi-Finalists' Applications will be judged on the Judging Criteria and the strength of the presentation.
- The Event Judges will then meet privately to conduct a final review of the Semi-Finalists' Applications. The Semi-Finalist with the most Event Judge votes will be selected as Startup World Cup regional winner. Semi-Finalists must be present at the Final Round to be eligible to win the prize.
- All decisions made by Startup World Cup committee, Fenox VC, the Judges and Event Judges are final and binding.

Grand Finale Round

- The grand finale round will be live in Silicon Valley, March 10, 2017
- Each Finalist (Regional Winners) must be present in person at the Grand Finale Round and must prepare, at his/her expense, a presentation and demo of his/her Business Proposition. There will be a special panel of judges selected for the final round (“Event Judges”). The Finalist will present the presentation and demo to the Event Judges and to live audience.
- The Finalists’ Applications will be judged on the Judging Criteria and the strength of the presentation.
- The Finalist with the most Event Judge votes will be selected as Startup World Cup Grand Prize Winner. Finalists must be present at the Grand Finale Round to be eligible to win the grand prize.
- All decisions made by Startup World Cup committee, Fenox VC, the Judges and Event Judges are final and binding.

4. Applicant’s Personal Information

Each Application submitted in this event will be submitted directly to Startup World Cup Official Committee. By entering the Event, Applicants consent to the collection, use and, unless otherwise precluded by the Applicant, disclosure of minimal Applicant data to include name, business/entity name, any uploaded pitch videos, and short description of Application by Startup World Cup solely for purposes of administering the Event.

5. Applicant Representation and Warranties

By submitting an Application, each Applicant represents and warrants that each of the Business Proposition and the various materials submitted therewith and components there of (collectively, “Submission Materials”) is an original work of authorship created solely by the Applicant and does not infringe or misappropriate any patent, trade secret, copyright or any other intellectual property rights of a third party; and the Submission Materials do not violate or conflict with any law, code, regulation or ordinance. Applicant further agrees to indemnify and hold harmless Fenox VC, Startup World Cup Committee, and any and all Judges against any 3rd party claims of misuse or misappropriation of any intellectual property.

6. Prizes

We will fly out two team members of the winning team of Startup World Cup regional competition to Silicon Valley to join the conference and grand finale of Startup World Cup 2017. Grand Prize for the winner of Startup World Cup 2017 is US\$ 1,000,000 in equity investment.

7. Limitation of Liability

Participation in the Event constitutes each Applicant's agreement to indemnify, defend and hold harmless Startup World Cup and its respective affiliates, agents, directors, officers, employees and assigns (collectively, "Released Parties") from and against any and all loss, cost, damage liability or expense arising from or relating to (i) any third-party claim inconsistent with the representations set forth in Official Rule 5 (ii) any act or omission by us in connection with administering or publicizing the Event

8. Treatment of Business Propositions

Without limiting the generality of Official Rules, we will be under no duty to keep Submission Materials confidential. Applicants should be guided by their own attorneys as to the desirability of seeking patents or other protection for their Business Propositions. Each Applicant acknowledges that we or our affiliates may currently or in the future be developing information internally, or receiving information from other parties, that is similar to Submission Materials ("Our Developed Materials"). Nothing in these Official Rules will be construed as a representation or agreement that we or our affiliates have not developed or will not develop products, concepts, systems or techniques that are similar to or compete with the products, concepts, systems or techniques contemplated by or embodied in any Submission Materials. Each Applicant agrees to waive any claims or action he/she has or may have in connection with Our Developed Materials.

9. Limitation of Technical Liability

Released Parties are not responsible for transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Application materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive Application information by us on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. Released Parties are not responsible for injury or damage to any applicant's or any other computer resulting from downloading any materials in connection with the Event.

10. Right to Terminate Event

We, in our sole discretion, reserve the right to terminate the Event in the event it does not receive a minimum of 5 qualified Applications from separate eligible Applicants. In addition, if for any reason the Event is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Event, we may, in our sole discretion, change these Official Rules or cancel, terminate, modify, or suspend the Event.

If we elect to terminate the Event, we reserve the right to select a winner from all non-suspect, eligible Applications received as of the termination date using the judging procedure outlined above. We may disqualify any Applicant and void its Application if the Applicant is found to be tampering with the Application process or the operation of the Event or website; to be acting in violation of these Official Rules; to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person.