

COMMISSION REGULATION
NOVA Idea Competition 2019

Preamble

NOVA IDEA COMPETITION is an annual initiative of the Gabinete de Apoio à Criação de Valor that wants to provide their students an integrated learning experience. This initiative is addressed to all NOVA students, who can participate with mixed teams (composed of elements from at least two different organic units). In this initiative, the NOVA University of Lisbon (UNL) is represented by its Gabinete de Apoio à Criação de Valor hereafter referred to as "Organization".

Title I - Scope

Article 1

Goals

The main objectives of this initiative are:

1. Stimulate the entrepreneurial culture among NOVA students ;
2. To promote multidisciplinary and the crossing of cultures, through the constitution of teams composed of students from different organic units of NOVA ;
3. To reinforce the training in entrepreneurship in the different schools of NOVA.

Article 2

Promoters / Sponsors

The entities promoting the NOVA Idea Competition are the NOVA University of Lisbon and the sponsors of this initiative, designated for this purpose each year.

Article 3

Competitors

1. Individuals who are students or UNL *Alumni* (who have completed their training for less than 3 years), undergraduate and postgraduate students and research fellows, competing as a team.
2. Each competing team must have between a minimum of 3 (three) and a maximum of 6 (six) elements and must be made up of students from at least two different Organic Units of NOVA .

3. It is allowed the participation of students outside the UNL as long as they are enrolled in another University and that the team integrates at least two (2) students or *Alumni* from UNL.

4 . Excluded from this Competition:

- a) All employees and all persons belonging to the maps and boards and governing bodies of the promoters and partners;
- b) Relatives or related in direct line of the jury.

Article 4

Scope

1. The ideas in the competition should be innovative, correspond to market needs and be feasible in order to give rise to a business plan.
2. The ideas should correspond to a new product, a new application of an existing product or a new service, whose importance in the respective sectors of activity are potentially relevant.
3. The ideas in the competition must be original and the participants responsible for ensuring their originality, without any impediment, legal or contract, to disclose them to the NOVA Idea Competition Jury and to the Organization, or to apply them to the proposed Business.

Title II - Phases of the Competition

Chapter I - General Part

Article 5

Stages and calendar

1. The NOVA Idea Competition 2019 involves two sequential phases, in terms and with respect to the proposed schedule .
2. The First Phase of the NOVA Idea Competition 2019 is the submission of the "Business Plan" with a mandatory maximum limit of 15 A4 pages in the minimum font size of 12pt, spacing 1.5 through the online form available on UNL website by the 17/05/2019 at 23:59h.
- 3 . The second phase of the NOVA Idea Competition 2019 is the "Final Pitch" of the selected ideas that will take place on 24/05/2019, at a time to be defined.

Article 6

Registration / Formalization of the Application

Enrollment in the competition is free and the application must be formalized through of the form "Registration".

Chapter II - Business Plan

Article 7

Business plan

1. The Business Plans must be submitted by all candidate teams in an electronic format until 23:59 hours of the day 17/05/2019 and have a maximum mandatory limit of 15 A4 pages in minimum font size of 12pt and spacing 1.5.
2. Business Plans should be submitted through an online form posted on the UNL website.
3. Business Plans should include the following chapters:
 - a. Executive summary
 - b. Problem / Opportunity
 - c. Solution
 - d. Business model
 - e. Marketplace
 - f. Competition
 - g. Marketing plan
 - h. Financial plan
 - i. Team
 - j. Investment needs
4. The analysis of the Business Plans will result in the selection of the teams that will be the finalists.

Chapter I II - Final Presentation

Article 8

Final Pitch

1. Business plans will be presented in the "Final Pitch" in front of a the jury which will assess the quality of each competing team.
2. The winners will be announced on the day of the final session and will be called to the stage by order of the 3rd place until the 1st.
3. For the "Final Pitch" competitors may use any multimedia device such as powerpoint, audio and video projection, and prototype presentation. The maximum pitch duration will be 3 minutes + 5 minutes of questions.

Article 9

Decision

The jury's decision regarding the winners of the contest will be known at the end of the event.

Title III - Decision

Article 10

Jury

1. The business plans submitted by the teams and the Final Pitch will be evaluated by a Jury composed of at least four elements designated annually by the gabinete de apoio à criação de valor of the NOVA University of Lisbon.
2. In case of a tie, the Chairman of the jury will decide.

Article 11

Evaluation process

The Jury will evaluate the Business Plans and the Final Pitch according to the following criteria:

- a) Size of the potential market;
- b) Quality of the team, measured through the qualifications and diversity and complementarity of the elements that comprise it;
- c) Quality of the idea presented, translated through the arguments presented by the team regarding the need in the market that your product / service / technology is able to satisfy;
- d) idea innovative characteristics;

- e) Capacity of quantification of the key elements of the business;
- f) Quality of the presented business strategy;
- g) Adequacy of the financing structure presented.

Article 12

Grants/Prizes and Monitoring Committee

1. If available, grants/prizes to the first three (3) best classified ideas by the Jury will be given. The Jury reserves the right not to award grants/prizes if it considers that the applications do not meet the above criteria.
2. The Organization shall constitute a "monitoring committee" and appoint its Members, assigning them the task of accompanying the winning projects, as well as procedures related to the provision the prizes.
3. The "Monitoring Committee" establishes the conditions of give the grants/prizes , dependent on the verification of the implementation of certain project goals in agreement with the business plan proposed, in order to prevent misuse of the grants/prizes in question and encourage the realization of subsequent activities that will ensure the development of appropriate business plan.
4. Failure to comply with the conditions established by the "Monitoring Committee" implies the suspension of the payment of the value of the grants/prizes.

Article 13

Communication, dissemination of results and ceremony of announcement of winners

1. All communication with the participants will be done through the email : novaidea@unl.pt
2. The winners will be announced on the day of the "Final Pitch".

Article 14

Images Rights

1. By signing up to participate in the NOVA Idea competition in accordance with this Regulation, the participants automatically authorize the use of name, photos and images free and open use of any burden or charge, files and / or digital or non-digital media, scanned or not, as well as on posters, films and / or spots , on any type of

medium and / or promotional pieces, including television, radio, newspaper, magazines, posters, banners, billboards and on the Internet, for the wide dissemination of the Contest result.

2. The authorization provided for in the previous number does not mean, implies or results in any obligation of disclosure or payment.

Article 15

Confidentiality and Intellectual Property

1. The members of the Jury of NOVA Idea Competition 2019 and the Organization undertake to not to disclose any confidential information of competitors.
2. For the purpose of the previous paragraph, competitors must clearly distinguish, in all the information they provide to the NOVA Idea Competition 2019 or to the Organization, information that is CONFIDENTIAL.
3. The Organization is prohibited from taking any measures, except for that provided in number 1 of this Article, with a view to protecting or ensuring the confidentiality, ownership, intellectual property rights and other rights of competitors, and the protection of such rights responsibility of the participants themselves.

Title IV - Final and Transitional Provisions

Article 16

Identity and dissemination of data

1. The organization shall ensure the confidentiality of the entire process, as well as the anonymity of competitors who are not selected for the "Pitch Presentation".
2. By signing up to participate in the Competition, under the terms of these Rules, participants automatically recognize and expressly accept that the UNL is not responsible or can be liable for any damage or loss arising from participation in the Contest or acceptance of any grants / awards.

Article 17

Withdrawal

In case there is any withdrawal of competing teams, the Jury may reintegrate other competitors in place of the dropouts.

Article 18
Liability for damages

Participants of the Contest exempt the NOVA University of Lisbon from any liability for pecuniary and / or moral damages, or any incidents caused to them as a result of participation in the Contest.

Article 19
Interpretation and application

1. Any doubts concerning the interpretation and application of this Regulation shall be exclusively clarified by the Organization through the telephone contact 213845200 or by email :novaidea@unl.pt .
2. The Organization and the jury guarantee confidentiality throughout the application process and evaluation of the projects submitted to the competition.
3. The Organization reserves the right to amend this Regulation on grounds of force majeure.

Lisbon, 09 May 2019

The Pro-Rector of the Universidade Nova de Lisboa,
Professora Doutora Isabel Rocha