

International Start-Up Matchmaking Competition Call “The Aggregator 2021”

Article 1. ORGANISATION

- Descartes Développement & Innovation, Incubateur Descartes located at 2 B rue Alfred Nobel, 77420 Champs-sur-Marne, France, represented by Jean-Christophe de TAUZIA in his capacity as Managing Director,
- Hatch located at No. 14, Baron Jayathilaka Mawatha, Colombo 01, Sri Lanka, represented by Brindha Selvadurai in her capacity as CEO,

(hereinafter referred to as the "**Organisers**"),

are organising “the Aggregator 2021”, an International Start-Up Matchmaking Competition between Europe and Sri Lanka (hereinafter the "Competition"), under the conditions set out in these rules (hereinafter referred to as the "Rules").

Article 2. PARTICIPATION IN THE COMPETITION

Article 2.1. Principle of the Competition

As part of the Europe-Sri Lanka Innovation Partnership (EU-SLIP) a network of European and Sri Lankan incubators collaborating on joint activities, this joint call is being launched. The Competition is designed to identify, reward, and promote innovative start-ups and SMEs interested in expanding to Europe or Sri Lanka while also encouraging joining forces across regions.

In addition, the selected candidates will win services in kind and extensive visibility.

Article 2.2. Award category

The Competition is designed around the molecular start-up concept: participation is reserved for start-ups / SMEs who are interested in external growth and want to liaise with similar start-ups / SMEs in the other region (Europe / Sri Lanka).

The aim of this Competition is to identify pairs for matching. Competing companies should fulfill the following criteria:

- ✓ same maturity in terms of development,
- ✓ same products or services or complementarity,
- ✓ same targeted market,
- ✓ in different geographic locations.

Pairs will be engineered by the jury based on information provided by the candidates on their application forms.

Article 2.3. Rules of the Competition

Article 2.3.1. Access

The Rules of this competition are accessible online at: <https://www.descartes-devinnov.com/en/incubateur-descartes/apply>.

The Organisers reserve the right to prolong, shorten, change or cancel the Competition at any time, and in particular in the case of force majeure, without the participants being entitled to claim any compensation.

Information on any changes will thus be provided on the Organisers' website and social media event pages. Participation in the Competition implies the irrevocable and unreserved acceptance of these Rules, as well as the applicable laws, regulations and other texts.

Failure to comply with the conditions of participation set out in these Rules will render the entry void.

Article 2.3.2. Interpretation

Any questions as to the application or interpretation of the Rules will be decided on by the Organisers.

Article 2.4. Access to the Competition

- The Competition is free to enter, with no obligation to purchase. Only one entry per participant is allowed.
- Candidate start-ups / SMEs must already be incorporated (registered) and have achieved market validation of their product/service/solution.
- If the candidate start-up / SME is run by several people as a "team", the participant must state this in the online application form and describe the people on the team. If registering as a team, the project leader must be identified in the application form.
- Individual team members may not enter the Competition, nor may any person who has directly or indirectly participated in the design, implementation, or management of the Competition.
- Each participant must fulfill the Competition participation and selection criteria set out by the Organisers:
 - o Be at least 18 years old at the time of applying,
 - o Have a project on one of the themes of focus (see Article 3.3 of these rules),
 - o Each participant may only submit one application.

Specific criteria:

- Be up-to-date with their tax and social security contributions,
- Represent a company with SME status as defined by the European Commission (https://ec.europa.eu/growth/smes/sme-definition_en),
- The person making the application must be the legal representative of the company.

Article 3. TERMS OF PARTICIPATION

Article 3.1. Application

To apply, the candidate must fill out an application form at the following address: <https://forms.gle/Emcr1nmEkiJEw8QG8>, including a video pitch (in English) of 1-minute maximum and provide the link with public access to the video file on relevant field in the sign-up form above.

The deadline for submitting the application form and video pitch is on :

15th May 2021, 23h59 CET or

16th May 2021, 04h29 IST.

Any application which is incomplete, does not comply with the conditions set out in these Rules, or contains information that is false, erroneous or registered after the application deadline, will not be taken into account and will be considered void. Participation in the Competition implies unrestricted acceptance of these Rules.

Article 3.2. Selection criteria

Selection is based on the following criteria:

- HUMAN ASPECT, founders' profile education and experience, complementarity of the team,
- TECHNICAL AND INTELLECTUAL PROPERTY ASPECT, disruptive or innovative nature of the products/services/solutions, IP strategy,
- BUSINESS ASPECT, target customers and users, business model, growth perspective in the other region,
- SUSTAINABLE ASPECT with regards to the United Nations Sustainable Development Goals.

Article 3.3. Compulsory themes

Innovative start-ups' and SMEs' projects providing technology solutions including but not limited to AI/ML (Artificial Intelligence / Machine Learning), blockchain, etc. to the Education and Agritech sectors are expected, addressing in particular one or more of the following [United Nations Sustainable Development Goals \(UN SDGs\)](#):

- #4 Quality education
- #5 Gender Equality Industry, Innovation and Infrastructure
- #8 Decent Work and Economic growth
- #9 Industry, Innovation and Infrastructure
- #17 Partnerships for the Goals.

As such, technology enabled solutions addressing one or many of the above-mentioned SDGs are invited to apply.

Article 3.4. Selection jury

The winners will be selected by a jury of members composed of a panel from the Organizers' professional staff. Strict confidentiality will apply.

The selected candidates shall be notified by email on 16th June 2021 at the latest.

Article 4. AWARDS GIVEN/PRIZES/SUPPORT

Multiple pairs of similar companies in Europe/Sri Lanka will be selected and will receive :

- Information on a potential match with another start-up / SME from Europe or Sri Lanka that is working on similar or complementary solutions,
- Access to a matchmaking facility to discover and interact with relevant counterparts,
- Connection to mentors from big corporates, strategic partners and market experts in the target region for business modeling and scaling up across regions,
- Support from an enabling environment (legal, demo day with selected start-ups, seed funds, etc.) for cooperation with your pair in Europe or Sri Lanka,
- The duo of 2 matching companies with the highest potential of engineering a molecular start-up, will win a travel allowance to the other region for taking the next steps towards serious engagements.

Article 5. SCHEDULE

Applications open	7 th April 2021
Deadline for submitting application form+pitch	15 th May (23h59 CET) / 16 th May 2021 (04h29 IS)
Pre-selection of the winners by the jury	1st June 2021
Winners notified	16th June 2021

Article 6. COMMITMENT OF THE WINNERS

- The candidates and winners of the Competition agree to respond to all requests for information from the Organisers.
- The winners agree to enter into discussions and potential negotiations with the other identified start-up/SME party.

For the implementation of their “aggregation”, the winners agree to:

- Personally, and actively invest in the successful completion of their project;
- In the case of a project relying on a technological innovation, take the most appropriate steps in terms of protecting intellectual property rights, and maintaining patents;
- State in relevant communications that they are winners of the Aggregator Competition;
- If asked about the progress of their project by the Organisers, provide all information required;
- If abandoning their project, send an email explaining the reasons to the Organisers, explicitly stating that they renounce the support received as winner of the Aggregator Competition.

Article 7. IMAGE RIGHTS AND AUTHORS' RIGHTS

The winners agree to allow photos and videos to be produced. These images may be displayed by the organising partners on their social media and websites for communication purposes.

Article 8. COMPLAINTS

Registration for the Competition immediately entails the prohibition against making a complaint about the decisions of the Competition jury on consideration of applications. The organising partners reserve the right to cancel this Competition, disqualify candidates if events require it, and modify these Rules.