



RULES OF THE 2019 EUROPEAN STARTUP PRIZE FOR MOBILITY

The European Startup Prize for Mobility (the “**EU Prize**”) is organized by European Union Startups Prize, a French association governed by the law on association of 1901 (“**EUSP**”) under the patronage of the European Parliament, with the support of the European Commission and several partners.

The EU Prize aims at promoting startups using innovative technologies to create and develop innovative mobility solutions. The goal of this competition is to help sustainable mobility startups conquer the European market.

The EU Prize entails a selection process made by startup and mobility experts chosen among the partners of the EU Prize (the “**Jury**”), including *Via ID* and *Boston Consulting Group* (the “**Co-founders**”). The list of the members of the Jury is available at the following address: [*in progress*]. The Jury can change during the process.

This document sets out the rules of the EU Prize. It constitutes a binding agreement between the company applying to the EU Prize (the “**Applicant**”) and EUSP.

I. ELIGIBILITY AND SELECTION PROCESS

Participation to the EU Prize is free and open to all mobility companies incorporated in the European Union and willing to expand at the European level.

The selection process is organized in four levels of selection:

- 1. Level one:** among the applications, selection of 150 top companies who filled the registration form. The selection is made by the Jury.
- 2. Level two:** among the 150 top companies, selection of 50 top companies who have submitted the second level form prepared by the company “EarlyMetrics”. The selection is made by the Jury. A Facebook vote will be organized by EUSP in order to allow the public to choose one company

(the “*Public’s Favorite*”) which will be a part of the 10 winners. The rules of the Facebook vote will be made public by EUSP in due time and fraudulent votes will not be accepted.

3. **Level three:** the 50 top companies will be auditioned by the Jury in order to assess their motivation as well as the quality of their application. At the end of this selection phase, 9 companies will be selected in addition to the Public’s Favorite to be the 10 winners.
4. **Level four:** 4 companies will be selected by the Jury with of qualified personalities (gold award) among the 10 winners (the exact list will be made public by EUSP in due time).

At each step of the selection process, all deliberations of the Jury will be confidential and no written decision will be provided to the Applicant.

All decisions of the jury are final and cannot be appealed.

II. DATA

In order to assess applications in the course of the EU Prize, EUSP will collect the Applicant’s data (“*Data*”).

By accepting these rules and participating to the EU Prize, the Applicant explicitly allows EUSP to use Data in the context of the EU Prize, both for its organization and promotion. In particular, the Applicants explicitly allows EUSP to send their application file and Data to the co-founders and European partners in order for them to cooperate. Applicant is informed and accepts that EUSP can send relevant commercial proposals (invitations, tenders, workshops etc.) by its European partners, partners, evaluators and supporters. A list of partners of the EU Prize can be found at the following address: [In progress].

III. SELECTION CRITERIA

There are six key selection criteria for the EU Startup Prize:

- **#1 Team:** How strong does the managing team look?
- **#2 Market:** How does the traction look for this startup?
- **#3 Impact:** How ecologically and socially impactful could be this product/service?
- **#4 Innovation:** How innovative/game-changing is this product/service?
- **#5 Execution:** How would you assess the execution speed of the company since its incorporation?
- **#6 Europe:** How much will this startup benefit from this European program?

The list of criteria is not comprehensive but the above details are provided to give Applicant a better idea on the selection process.

IV. AWARD

Each of the 10 winners of the EU Prize will be awarded:

1. A tour of European cities during major events in the mobility sector (destinations can be changed):
 - European New Mobility Summit in Brussels (11 April 2019)
 - Vivatech in Paris (16 and 17 May 2019)
 - ITS European Congress in Brainport (3 and 4 June 2019)
 - New Mobility World Congress in Frankfurt (12 and 13 September 2019)
 - Smart City Congress in Barcelona (19 and 20 November 2019)

For each of these events, the 10 winners will be offered two entries, a stand, a pitching opportunity, a workshop with mobility experts. In addition, the EU Prize staff will help them to organize meetings with relevant leaders in their field (politicians, VCs or companies).

The 10 winners will be reimbursed 200 euros per person (maximum) for two people per companies (maximum) for the fees and expenses incurred (accommodation and travel only and Applicant is responsible for the booking). This reimbursement will be made on the basis of invoices sent to EUSP.

2. A ranking by *Carbone 4* allowing them to assess the carbon impact of their company, which is a valuable metric in order to find investors or clients.

In addition to the above, the 4 gold award winners of the EU Prize will be awarded:

3. Two months of dedicated coaching coordinated by *BCG* composed of:
 - a detailed outside-in analysis,
 - access to large potential clients and partners,
 - business advices by *Via ID*,
 - legal mentoring by *Parallel Avocats* (France) or *Grimaldi Studio Legale* (Europe), which will be integrated in *BCG*'s process (ie. participation to the identification and explanation of the legal framework and issues).

The winners are committed to attend every step of the European tour and mentoring event organized by the EU Prize. They also commit to publicly communicate on the EU Prize.

V. KEY DATES OF THE EU PRIZE

- **13 December 2018:** level one submissions open
- **21 January 2019:** level one submissions close
- **4 February 2019:** announcement of the top 150 applicants and opening of level two submissions
- **18 February 2019:** level two submissions close
- **25 February 2019:** announcement of the top 50 applicants and opening of the Public Votes.
- **11 April 2019:** announcement of the 10 winners including the Public's Favorite and 4 gold award winners companies during the award ceremony in Brussels

VI. CONFIDENTIALITY

EUSP guarantees Applicant the full confidentiality of all information communicated during the EU Prize selection process. EUSP ensures that the Jury, *European partners* and *Co-founders* of the EU Prize will maintain the same level of confidentiality in accordance with the principles set out in the Article II.

VII. CANCELLATION OF THE EU PRIZE

EUSP may cancel the EU Prize at any time. If so, Applicant will be individually informed at the earliest opportunity.

