

LEGAL BASIS ENTREPRENEURSHIP AWARD 2024

This Contest, organized by OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L. (hereinafter, "OBS Business School"), with registered office at Avda. Diagonal, 662-664 (08034 Barcelona) and CIF B02964989, aims to launch the first edition of the "**Entrepreneurship Award**" with the goal of rewarding the best business idea of the year implemented by a current or former student of OBS Business School.

Entrepreneurship Award

Objective and category

The Entrepreneurship Award is launched with the aim of showcasing the best business ideas from students and alumni of OBS Business School and rewarding the best project presented. The winner will receive a cash prize of 6.000,00€ to invest in accelerating the project to take it to the next level.

Agenda

Application Submission Period

- The Entrepreneurship Award application period **starts on February 7, 2024, at 15:00 CET**, and **ends on May 21, 2024, at 15:00 CEST**. Projects submitted outside this period will not be eligible.
- The organizers of the Entrepreneurship Award reserve the right to extend, modify, or cancel the registration process. Any changes will be communicated through the OBS Business School website <https://www.obsbusiness.school/en/alumni/entrepreneurship-award-obs-2024>

Selection period

- After the application period, the projects will be evaluated by the Committee, selecting four (4) finalists. This evaluation will take place **in the week following the close of applications**.

Participation requirements

The conditions for participating in the Entrepreneurship Award are as follows:

1. Projects can be submitted individually or in teams (maximum of 3 persons).
2. The project leaders must be current or former students of OBS Business School.
3. Submitted projects must be based on a real and active implementation proposal. Fictitious and/or unrealized projects will not be considered.
4. The language of the project, both the business plan and the pitch, must be in Spanish or English.
5. The business plan format should be as follows:
 - Font: Arial 11pts
 - Line spacing: 1.5
 - Justified text
 - Margins: 3 cm
 - Document in PDF format
 - Include a cover page, table of contents, summary, and various sections of the project.
 - Maximum of 30 single-sided pages.
6. The presentation (hereinafter the "**Elevator Pitch**") must be submitted in a video of a maximum of 4 minutes, where the group leader (only one person), who must be a student or alumni, defends and explains the project.
7. The Elevator Pitch should have the following format*:
 - MP4 or MOV video file (maximum 2 GB).
 - Recorded horizontally.
 - Delivery via WeTransfer link or similar through email.

*If the Elevator Pitch is recorded via a mobile device, it is recommended to use the rear camera for better image quality. Please ensure that the upper body of the person conducting the Elevator Pitch is visible for a comprehensive evaluation by the Jury.

Participation mechanism

The participation mechanism will be as follows:

1. All students or alumni who wish to participate must fill out the registration form provided on the OBS Business School website
<https://www.obsbusiness.school/en/alumni/entrepreneurship-award-obs-2024>
2. Subsequently, they must send the following information by email to carrerasprofesionales@obsbusiness.school, indicating in the subject: "Entrepreneurship Award - Name of the venture":
 - Business Plan in the specified format above;
 - Download link for the 4-minute Elevator Pitch video defending the project;
 - Curriculum Vitae of the team member or members;

Projects that do not comply with the instructions above will not be considered for participation in the Entrepreneurship Award of OBS Business School.

Participation in the Entrepreneurship Award of OBS Business School by the candidate/team constitutes full and unconditional acceptance of the regulations of OBS Business School, as well as the decisions of the Entrepreneurship Award Organization, which will be final and binding in all respects.

Once the project is received, the Entrepreneurship Award Organization will inform the Committee members and verify that all necessary information is included or if any clarification is needed.

Entities, evaluation and selection of projects

Entities

The entities of the Organization responsible for the evaluation and selection of the projects submitted are as follows:

Committee

Committee composed of representatives from OBS Business School who will select the four (4) finalists.

Jury

Comprised of four (4) recognized experts who will be responsible for choosing the winner from the four finalists selected by the Committee.

The Jury will consist of*:

- Simón Lee, Founder of GameBCN and Managing Partner at Peninsula Corporate Innovation.
- Tom Vander Heyden, Co-founder and CEO at S3 Group. TEDx Speaker. Program Director at OBS Business School.
- Urs Rothmayr, Co-Founder of COREangels Barcelona and Arrivu Voice AI. Corporate innovation and entrepreneurship consultant.
- Casilda Güell (Phd), Dean of OBS Business School.

*Subject to possible modifications due to factors beyond the Entrepreneurship Award Organization.

Evaluation process phases

The evaluation will consist of two phases:

- **Phase 1.** The Committee will select the four (4) finalists. This phase will take into account the responses from the registration form, the business plan, and the Elevator Pitch.
 - ➔ This selection will be made the week after the close of applications and will be communicated to the 4 selected finalists.
- **Phase 2.** The finalist projects will have the opportunity to undergo one (1) mentoring session with an expert from Peninsula Corporate Innovation, as well as one (1) training session to improve their Elevator Pitch for the event. These sessions will provide participants with additional tools to strengthen their project and its presentation. The improved and final Elevator Pitch must be submitted through the same method as the initial submission **between Monday, September 2, at 15:00 CEST, and Wednesday, September 4, 2024, at 15:00 CEST.**

- **Phase 3.** On the day of the event, the Jury will choose the winner from among the four finalists, but all participants will have the opportunity to defend and present their projects to the Jury members and event attendees. The pitch used must be the same as the one recorded on September 2.

Evaluation criteria

The evaluation for the selection of the Entrepreneurship Award finalists and winner will consider the following criteria:

- Business Viability > 25%.
 - The business's capacity and potential to be economically and commercially profitable for long-term market sustainability.
- Business Strength > 25%.
 - Having a strong and resilient structure that allows the company to grow and face challenges in a changing business environment.
- Social Impact > 25%.
 - Acting responsibly, seeking a balance between profitability and positive contribution to the social and environmental surroundings.
- Sustainability > 25%.
 - Balancing economic growth with environmental respect and social responsibility, ensuring ethical operations and awareness of their impact.

Announcement of the winner and the prize

Four (4) finalists will be selected, who will be contacted in the week following the close of applications through the email provided in the registration form.

Finalists must send explicit acceptance of participation in the award.

If any of the finalists does not accept participation in the award within a period of five (5) working days after the email is sent, the organizing committee will disqualify them. The Entrepreneurship Award Organizers reserve the right to select another finalist.

From the four (4) finalists, one (1) winner will be chosen who will receive the €6,000 prize, the entire amount of which must be invested in accelerating the presented project.

The public announcement of the winner will take place live on the day of the "**Entrepreneurship Award OBS 2024**" event, which will be held on **September 26, 2024***.

*OBS Business School reserves the right to cancel and/or modify the date and time of the event. Any changes will be communicated to the parties involved.

Data must be provided truthfully by the participant. Any false communication of personal data gives the Contest organizers the right to disqualify the winner for such an act.

The prize is subject to current legislation and other relevant tax provisions, and in this regard, tax withholdings that may be applicable will be applied. The contest winner must include the value of the prize plus any withholding or advance payment made in their taxable base.

State and local taxes associated with receiving the prize, as well as other costs and expenses related to accepting and using the prize, will be the responsibility of the recipient.

The prize is not transferable to any other person or organization, either in whole or in part.

The full amount of the prize will be awarded to the team member who is or has been a student at OBS Business School.

The Organization reserves the right not to award the prize if the submitted projects do not meet a minimum quality criterion.

The Organization may modify or include additional prizes, which will be updated on the OBS Business School website <https://www.obsbusiness.school/en/alumni/entrepreneurship-award-obs-2024>, if applicable. The Organization's obligations regarding the prize end once the prize is awarded to the winner.

The prize obtained in the Entrepreneurship Award is subject to these Legal Bases, and under no circumstances can it be entirely or partially replaced with cash. The prize cannot be changed, altered, or compensated at the winner's request. If the prize is rejected by the winner, no alternative will be offered. Its sale or transfer is strictly prohibited. The prize is personal and non-transferable.

Participants in this Contest release the organizer from any liability, sanction, claim, demand, or civil, commercial, criminal, administrative cause, including any nature and/or kind of compensation, expenses, costs (including attorneys' and solicitors' fees), as well as the participant's use of the prize they receive, to the fullest extent permitted by law.

Prize delivery and receipt

The announcement of the winner and the public award of the prize will take place during the "**Entrepreneurship Award OBS 2024**" event, organized by the Career Services Department of OBS Business School. This event is aimed at entrepreneurs, investors, students, alumni community, and, in general, the entire entrepreneurial ecosystem worldwide.

Participation details

The submitted projects must be an original work of the author(s). The identity of the candidate(s) must be verifiable through official documentation (ID card, NIE, Passport...), which will be sent to the organization immediately upon request.

The participant agrees that the organizer may postpone, shorten, extend, modify, cancel, or suspend the Contest due to force majeure beyond its control, committing to inform the participants of such circumstances as soon as possible. The Entrepreneurship Award Organization will be exempt from any obligation or compensation to participants if, for any reason of force majeure, the event must be cancelled or suspended.

The organizer is authorized to resolve any unforeseen contingency not covered in these Legal Bases.

Candidates must provide a valid email address. If a candidate submits more than one proposal, only the one registered first in the registration form will be considered.

OBS Business School will not assume any responsibility for project submissions made by participants to other recipients, or that are illegible, altered, or lost for any reason.

Confidentiality

All submitted materials, including business plans, must be able to be presented publicly. Submitted projects must not contain any confidential information that should not be made public. Due to the nature of the OBS Business School Entrepreneurship Award, the school is not responsible for the confidentiality of the projects or their content.

Declaration of acceptance

Each candidate/team commits to:

- Follow all regulations and rules of the OBS Business School Entrepreneurship Award, follow the organization's instructions, and accept the decisions of the Organization.
- Comply with delivery times.

Any non-compliance with the dates or procedures outlined in this document will result in the disqualification of the candidate/team from the OBS Business School Entrepreneurship Award. Likewise, any sign of fraud or violation of intellectual property law or third-party rights will result in immediate disqualification, and, if applicable, the obligation to return the prize.

Intellectual property rights and Image rights

By participating in this Contest, participants authorize OBS Business School free of charge to use, reproduce, display, and disseminate their image, voice, and the project presented in the promotional campaigns of OBS Business School, as well as publish their personal data (name and surname), all through any means of dissemination, including paper format and any current or future technical means, including, but not limited to, television, radio, websites, the internet, mobile phones, digital platforms, blogs, social networks (including Instagram®/YouTube®/Facebook®/Twitter®/LinkedIn®/Twitch®/ etc.).

Therefore, by submitting the business plan and the Elevator Pitch, as well as participating in the event, the candidate authorizes OBS to:

- Record the candidate's image, voice, and/or statements sent or made during the event, as well as during any directly or indirectly related events before or after.
- Reproduce the above, partially or completely, in videos, infographics, photographs, among other formats.
- Use for promotional purposes the images (including voice and name) and the project of the candidate(s), through any means or method that the organization considers appropriate, with no geographical or time limitation, including the OBS Business School website, as well as its social networks, including Instagram®/Youtube®/ Facebook®/Twitter®/Linkedin®/Twitch®/TikTok®/etc.

Participants declare and guarantee to be the authors of the project and the holders of all exploitation rights of the elements (text, images, sound, design, etc.) that compose it.

The assignments made in this section are made free of charge, without giving rise to any consideration to the participants or winners.

The organizer will not be responsible for any breach of any rule or any infringement of third-party rights by participants in the context of their participation in the promotion, with participants assuming the obligation to hold the organizer harmless in such case.

By submitting the project to the OBS Business School Entrepreneurship Award, the candidate(s) guarantee that they own all rights, titles, and interests in the project, that the information contained in it is true and complete, and that, by submitting the project, they are not violating any contracts with third parties, including patents, copyrights, trade secrets, or any other intellectual property and industrial rights, as well as confidentiality obligations, trademark registrations, or privacy rights, including personal data.

OBS Business School will not be responsible for any violation that may occur of any rules or rights of third parties by the candidates; likewise, the candidates undertake to keep the organization free from any liability.

In case OBS Business School discovers or suspects that plagiarism has occurred, that third-party rights have been violated, or that the submitted project has not been developed by the candidate(s), the Organization reserves the right to eliminate the project and the candidate(s) from the OBS Entrepreneurship Award.

Data protection

In accordance with the provisions of the General Data Protection Regulation (GDPR) and applicable Spanish data protection legislation, we inform you that OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L. (hereinafter, "OBS Business School"), with registered office at Avda. Diagonal, 662-664 (08034 Barcelona) and N.I.F. B02964989, will be responsible for processing the personal data provided by the participant in this Contest throughout their participation. OBS will process said data to manage the participant's participation in this Contest and deliver the corresponding prize in the event they are the winner, a process that will be carried out based on the participant's consent when accepting the conditions of participation in this Contest. This

data will be kept for the period during which any claim or liability may arise from the Contest once it is finished. The requested data are strictly necessary to carry out the aforementioned purposes, so if the participant does not provide them or opposes their processing, we will not be able to manage their participation in this Contest.

The participant declares that they have the express consent of the other team members who participate to provide their personal data for the purpose of participating in this contest.

The participant may exercise their rights of access, deletion, rectification, opposition, limitation, portability, and revocation of consent, by written request addressed to OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L., P.O. Box 221, Barcelona or by sending an email to lopdbaseslegales_pfu@planeta.es.

Likewise, when the participant deems it appropriate, they may file a complaint with the Spanish Data Protection Agency. Likewise, you can contact our Data Protection Officer by writing to dpo@planeta.es or to Grupo Planeta, Attn: Data Protection Officer, Avda. Diagonal 662-664, 08034 Barcelona.

Acceptance and changes

The mere fact of participating in this Contest implies the full and irrevocable acceptance of these Legal Bases, as well as the express acceptance of the interpretative decisions that OBS Business School makes of them.

OBS Business School reserves the right to modify or expand these Legal Bases at any time, to the extent that it does not harm or diminish the rights of participants in the Contest.

Disqualification and penalty

Any attempt to harm OBS Business School, its website, or any action against the Organization of the OBS Entrepreneurship Award will be considered just cause to disqualify the offending participant.

Applicable law and jurisdiction

These legal bases of the OBS Business School Entrepreneurship Award will be governed in accordance with Spanish law. By participating in the OBS Business School Entrepreneurship

Award, candidates irrevocably accept that the Courts and Tribunals of Barcelona have jurisdiction over any dispute or litigation that may arise related to the validity, interpretation, or fulfillment of the rules and the OBS Business School Entrepreneurship Award.

**** The present legal and regulatory terms of participation are a translation of the official Spanish version, which you can find following this link:*

https://marketing.onlinebschool.es/premio_emprendimiento/bases_legales_2024.pdf