TEMPLATE

Digital Attraxion
BY DIGITALWALLONIA

Digital Attraxion
MoveUP Program

Terms and Conditions

1. Program Objectives

The main objective of the **MoveUp Program** is to provide support services to the best innovative startups in the field of Innovation, accelerating their development and growth through an intense program of work, bringing them closer to the market, and also to financing, access to contacts, training, mentoring and a work space in which to develop each project.

2. Acceptance of the Terms and Conditions

The following terms and conditions are intended to establish the rules for participation in the **MoveUp program**. Participation in the program call means acceptance of these rules, without exceptions or conditions, as well as any resolution about it that may be emitted by Digital Attraxion and/or the Program Coordination and Evaluation Committee.

3. Terms and definitions:

For the purposes of this program, the following definitions apply:

"Digital Attraxion"or "DA": Trade name of the Digital Attraxion, S.A., a private company attached to the Invests of Hainaut (IMBC, Sambrinvest, Wapinvest).

Startup: a fledgling organisation in search of a scalable business model through the development of innovative products and/or services aimed at a target market.

Accelerator program: a structured program, limited in time and aimed at boosting the development and growth of start-ups by providing various support services.

Coaches: professionals who exercise the function of advising startups on different areas that affect or may affect their development. Coaches act as guides, giving their knowledge, personal experience and vision, in order to help develop startups more effectively.

Partner companies: Industry-related companies involved in the MoveUp initiative. Partner companies participate in the selection process of startup participants and may offer the finalist startups the opportunity to work jointly on a real project during the accelerator program.

Matching: a phase of the selection process which consists of the promotion of private meetings between the startup finalists and partner companies, in order to reach a joint agreement aimed at producing a real project during the accelerator program.

Pitching: a presentation to talk about an idea or a business in a defined time and space.

Demo Day: a private event where the projects which have successfully completed the accelerator program will have the opportunity to present their startup to a panel of agents and investors. DA may invite the investors they deem appropriate to this demo day. In addition, they can invite the members of the Coordination and Evaluation Committee, partner companies and mentors.

4. Types of candidate startups

The **MoveUp program** is mainly targeted at the following startup profiles:

- Startups looking at the use of new technologies applied to the industrial sector which have already completed their technological development and are in a position of finalising the configuration of their service/product and access to the market.
- Startups looking at the use of new technologies applied to the industrial sector which have a product or service that can be seen, tested, proven, or which is even already on the market.
- Startups that are no more than 5 years old which propose the use of new technologies for improving industrial processes and which need to accelerate their business development.

The MoveUp program targets scalable product-based businesses (potentially with a service component in their offering). Certain types of applications are however not eligible for MoveUp program:

- Consultancy firms, agencies, engineering bureaus or third-party software development houses (i.e. in general project-based business or purely service-oriented companies).
- Start-ups with products primarily targeting industries such as military applications, gambling, pornography.
- Start-ups developing copies of existing products, i.e. me-too products without innovative components. This innovative aspect can however be in the technology component and/or the business model.

5. The participating startups will undertake to:

- Accept and comply with the terms and conditions of the Program.
- Provide the dedication required for the development of the project during the business accelerator program.
- Attend the Program's events and comply with the work and deliverables defined within it, which should result in real progress by the participating startups.
- Participate in the communication and dissemination activities of the Program.

6. Relationship between the Program and the Startups

Each participating team leader must name a reference person with whom DA will maintain official communication, who must be over 18 with the ability to speak English fluently at all levels and who will act as the leader of the startup with sufficient or exclusive dedication to the Program during its term.

This person must meet the legal conditions needed to settle and stay in Belgium at least during the accelerator program.

In turn, the reference person of each startup will be the person who will sign the program contract (acceleration and funding conventions) and will be the person who is solely responsible for the startup’s decisions taken during their participation in the program.

The repeated negative assessment of the attitude of any participant startup by the Coordination and Evaluation Committee may lead to their expulsion from the Program, without any compensation or consequence on the part of DA.

Among others, negative attitudes may include unwillingness and reluctance to dialogue, repeated non-attendance at training sessions and failure to provide the work defined in the Accelerator Program.

7. Confidentiality Policy:

The content of the applications submitted to the **MoveUp Program** and all documentation and information of any kind that is provided shall be confidential and restricted, and will be treated as such by the Program promoters. The participant startups agree, as a general rule, to the Program Coordination and Evaluation Committee's use of the basic project data during the evaluation and selection processes described in these Terms and Conditions.

8. Personal data protection

In accordance with the provisions of GDPR, the personal data provided will be held in a file called "MOVEUP PROGRAM - STARTUPS" for which DA will be responsible.

This file will be used to manage the data needed to provide the services designed and managed by DA such as information, training, coaching, internationalisation and advice. This information may also be recorded and broadcast in the media in order to publicize the service that DA provides and if necessary it may be shared with partner companies, local government departments involved in the issues and group companies.

This file has the necessary security measures to ensure total data security.

Participants can access the data provided and request, if necessary, any rectification, opposition or cancellation, in the terms established by the Data Protection Law, by writing to DA at emilie@digital-attraxion.com .

9. Contents

The candidate startups shall ensure that the work and contents voluntarily contributed to the Program (including summaries or presentations) do not infringe third party rights and have all the authorizations necessary to participate in this program. They must not be offensive or demeaning, nor incite violence, racism, nor violate fundamental rights or public freedoms recognised by the current regulations, including laws on the protection of children and young people, nor constitute or imply any intrusion into personal or family privacy of individuals or a violation of a third party's right to honour or secrecy of communications or be contrary to any current regulations.

In addition, the projects presented must ensure non-sexist use of language and images.

Moreover, each participant startup authorises the promoting entities to use their name and likeness in publicity material related to the accelerator program, including on the Internet, without receiving any payment.

10. Startup registration process

- The deadline for registration of applications will be from 08:00 (Belgium mainland time) on September 1st 2021 until 23:59 (Belgium mainland time) on September 26th 2021.

- Registration of the startups will be through an online form available on the Accelerator website, https://www.digital-attraxion.com/moveup that refers to the specific form on the website MoveUp Digital Health 2021 | Belgium .

- Registration of candidates must be carried out in English.

- The registration forms can be accompanied by a video presentation of the startup in English, where the motivation for participating in the program is explained. Moreover, it is possible to link other attachments that can provide additional information (presentations, demos, etc.). This information should be consistent with the assessment criteria for the screening of candidates listed in the following section.
- Upon receipt of the documentation, an email confirming the reception of the registration application for the program will be sent.
- One single application per startup will be admitted. If more than one entry is found from any startup, the first entry made will be taken as the valid one.

11. Selection procedure for participant startups

Submitted project applications will initially be assessed against their admissibility (completeness of the file; incubation stage; proof of concept available; max. 5 years old). The substantive review and award of the MoveUp projects is done in two stages: all entries are critically evaluated by the Program expert team (at least 3 people) and a first pre-selection is made based on selection criteria (this means a number of projects will already drop out at this pre-selection stage!). Based on this evaluation, a second pre-selection is made by the Investment Committee of the Digital Attraxion and digital health experts.

The best projects are invited for a second phase to present their project proposals to the Program Committee of MoveUp (composed of Corporates, Investors representatives and experts). The idea owner and/or entrepreneurial team will explain the idea, the business proposal, the team composition and motivation in detail. The selected startups will start the program on 8th November 2021.

12.Evaluation criteria

Digital Attraxion uses the following selection and evaluation criteria for MoveUp projects:

IDEA

- The degree of techn(olog)ical inventiveness
- A clear customer need (Need)
- A business model in development (Approach)
- At least 1 clear and strong differentiator identified (Benefit)
- The initial market is identified and sufficiently large (Competition)

TEAM

- The core team is committed and willing to bear the entrepreneurial risk

- The core team is capable of achieving techn(olog)ical developments
- The team is willing to accept external coaching
- The team is willing to go global (international business orientation)

STATUS & POTENTIAL

- The proof-of-concept of the technology is already realized
- An idea of the actions required regarding freedom-to-operate & IPR exists
- Break-even possible within 2 to 3 years
- Sales of at least EUR 1 million possible within 3 years
- Sales of at least EUR 10 million possible long term

The last two criteria are less hard than the others. Especially in case of equally strong proposals, MoveUp will support the projects with higher technological inventiveness and international business orientation. Furthermore, projects with more focus on societal impact are also eligible (and thus the last criteria apply less).

13. Program work

Introduction and reception event

As a starting point, the startups that have been selected to participate in the MoveUp Program must attend the introduction and reception event, where they will meet the other participant startups, the mentors, the tutors for each project and the partner companies and where they will find out about the work dynamics and the various operational aspects of the program.

Operational aspects of the MoveUp Program

- The accelerator program will have a duration of approximately 5 months.
- The program will be mostly in English, requiring at least one of the team members to have the necessary language skills.
- The Program provides financial assistance. The amount and the payment of this assistance will be subject to the conditions and criteria defined by the Program Team.

14. Program eligibility

You don't need to have a legal entity (yet) to be able to apply for the MoveUp program. When selected however, we expect a project to establish a legal entity before the MoveUp program support begins. Start-ups (legal entities) can apply for the MoveUp program as long as their company is not older than 2 years at the moment of submitting their project in an MoveUp call.

Admission to the MoveUp program of applicants with business cases competing to the ones of existing Digital Attraxion portfolio companies will not be rejected. This is in line with the vision of Digital Attraxion to drive innovation and monetization of new technologies.

For non-Belgian startups

We welcome non-Belgian submissions, provided they are willing to establish a substantive activity in Wallonia or Brussels Capital Region (e.g. sales office for Europe, R&D center, …), or can demonstrate to have a link with our region (e.g. collaboration with a local research institute, development team in the region, sales office, ..), or commit themselves to build such link.

This link can be realized on different levels.

- Startups from Europe, USA & Canada
    - Set-up subsidiary office in Belgium
        - Digital Attraxion invests in the mother company
        - Separate Belgian company with own legal representation power
        - Can apply for grants in Belgium
        - We expect a minimum presence in Belgium during the program (1 week per month)
    - Set-up branch office in Belgium
        - Digital Attraxion invests in the mother company
        - Not a separate Belgian company (Virtual Office)
        - Can not apply for grants in Belgium
        - We expect a minimum presence in Belgium during the program (1 week per month)
    - Have a research collaboration with a local university / company
        - Digital Attraxion invests in the mother company
        - Contract for the research collaboration should already be signed with a minimum value of 250k€
        - We expect a minimum presence in Belgium during the program (1 week per month)
- Global startups (rest of the world)
    - Move your headquarters to Belgium:
        - Digital Attraxion invests in the Belgian company
        - Preferred solution to get to most out of our MoveUp Program

This link with Belgium is not needed yet upon application, but once selected Digital Attraxion can advise you on how to create this link.

15. Communications

All notifications concerning the development of the accelerator program, including the list of projects selected in each of the phases, will be published on the Accelerator website, www.digital-attraxion.com.

The startups will receive all communications issued by DA via email in the email account of the leading person of each initiative identified in the registration process.

16. Complaints

Digital Attraxion's decision is of a commercial nature and jurisdictional competence belongs to the tribunals and civil courts of Mons, Belgium. The participants, formally renouncing any other jurisdiction that may apply, submit expressly to the courts of Mons for the resolution of any dispute, disagreement, question or claim that may arise directly or indirectly concerning the interpretation or implementation of this Program, the courts being competent to this effect.