

Event Rules

1. Organizer

The event is organized by Up In The Air, s.r.o., a company with registered office at Pernerova 676/51, Prague 8, post code: 186 00, company ID: 06160328; registered in the Commercial Register of the Municipal Court in Prague, section C, file 277252 (hereinafter referred to as “the Organizer”).

2. Event

The event referred to in these rules is the regional competition of the international “Startup World Cup” contest held in Prague in the Czech Republic, SWC Summit for short. The event is intended for legal entities – teams or individuals specified under item 4 of these rules (hereinafter also referred to as “the Participant”). Each Participant has a chance to present their idea (hereinafter referred to as “Startup”) by filling out a form available at the following website: <http://swcsummit.com/>. All entries will be evaluated by an official jury and shortlisted projects will then be presented by the corresponding Participants in person at the SWC Summit event in the Lucerna Palace. More details about the event and its organization are available at the event website under section “Contest”: <http://swcsummit.com/>

3. Event Dates and Registration

Participation in the event begins with the registration of a competing legal entity (a company registered in a commercial register). The next stage is the competition itself.

Participants can register for the competition from 19th June 2017 to 12th September 2017.

The jury will then have time to judge the entries from 13th September 2017 to 25th September 2017, when the projects shortlisted for the regional finals event will be announced. The event will take place on 17th October 2017 in the Lucerna Palace and will follow a schedule posted on the event website, ending with the announcement of the winner of the regional competition, who will then have a chance to participate in the world finals on 11th May 2018 in Silicon Valley.

Registering for the Event:

Participants are required to register by completing a simple form available on the event website (<http://contest.swcsummit.com/>) and expressing their consent with their participation in the event as well as with these event rules. After registering, each Participant will be contacted through e-mail by a representative of the UP21 company (a Startup coordinator), who will provide further details on their registration for the competition. The regional finals will allow the Participants to get up on the main stage and directly present their Startups to the official jury. Jury members will be announced on the event website.

4. Event Participants

Under the terms and conditions set out by these rules, event Participants are **legal entities** established in accordance with the laws of the corresponding country that register their Startups. Prospective Participants also need to truthfully complete all the information required by the registration form. If any of the data provided by a Participant in the form prove untrue, their team will be disqualified without entitlement to any reward.

5. Event Mechanism

The mechanism of the competition is described on the event website under the Competition section.

6. Prizes

An expert jury will evaluate all registered projects and select the most promising fifty startups, which will be given free access to the Startup World Cup & Summit and be entered for the Fundlift Award. Nine startups, with the best evaluations, will be automatically shortlisted for the top 10, with the final spot reserved for one wildcard entrant, which will be selected after all other projects are showed off in the Trial Pitch Zone. This Startup pitching event will take place on 17th October 2017 and its winner will get the opportunity to take part in the world finals in Silicon Valley on 11th May 2018, the grand prize being an investment in the amount of USD 1,000,000. Other prizes will be gradually announced on the event website at <http://swcsummit.com/>.

7. Information about the Event

Information about the event will be published on social media: on the event's Facebook profile @swcsummit and @UP21incubator, Twitter profile @swcsummit and @up21incubator, and Instagram profile @UP21incubator. The information will also appear in other selected media over the course of the event. Detailed information is available on the event website at <http://swcsummit.com/>.

8. General Terms and Condition

1. Participants advancing to the regional finals in Prague will be informed by e-mail or telephone.
2. Winners will be announced publicly on the main stage on the day of the event.
3. The list of winners will be available on the event website and at the registered office of the Organizer.
4. The Organizer reserves the right to decide on their own discretion in all matters related to the organization of the event, especially the right to extend, stop or cancel the competition, change the rules of the competition or reject all submitted projects, all without giving any reason. Any such decision shall come into effect on the day of its posting on the event website.
5. The Organizer shall have the right to definitively disqualify any competitor if the Organizer suspects the competitor of achieving their results in the competition by acting fraudulently or otherwise in contradiction with morals and provided that such actions could affect the results of the competition. Such decision of the Organizer shall be final and without appeal.

6. By registering on the event website, the Participant agrees to the rules and terms and conditions of the event and undertakes to abide by them. At the same time, in accordance with Act No. 101/2000 Coll., on the Protection of Personal Data and on Amendments to Some Acts, as amended, (hereinafter referred to as "PDPA") the Participant provides their consent for their personal data provided in the online form (available on the event website) to be processed for the purposes of creating and managing the Participant's user account on the event website, offering trade opportunities or services, and improving and expanding the services provided to the Participants. The Participant also consents to have their name published in the media and on the event website when the results of the competition are announced.
7. The Organizer shall be the administrator within the meaning of the Personal Data Protection Act (PDPA). The Participant provides the abovementioned consent of their own will and the processing of the Participant's personal data is essential to the mechanisms of the event. The administrator may gather and process personal data but not sensitive information in accordance with Act No. 101/2000 Coll. (PDPA) both manually and automatically until the Participant requests their removal. The Participant has the right to withdraw their consent by sending a written notice of such withdrawal to the address of the registered office of the Organizer or to the following e-mail address: info@swcprague.com. The Participant is aware of their right of access to their personal data provided to the Organizer, their right to ask the Organizer how the data is being processed and the Organizer is obliged to provide such information without undue delay, their right to have these personal data corrected, and the right to demand, under conditions specified by the law, that the Organizer explains and removes any potential deficiencies, especially by blocking, correcting, amending or deleting the Participant's personal data. The Participant is aware that their provided personal data may be processed by parties collaborating with the Organizer, however this shall be always done on the basis of a personal data processing agreement concluded with the Organizer in accordance with § 6 of the PDPA. The Participant is aware that their provided Pitch Deck may be processed by investors collaborating with the Organizer, in particular UP21 s.r.o., IČ: 03922961 and Air Ventures s.r.o., IČ: 04999851.
8. With the abovementioned exception, neither the Organizer nor the processor shall provide the Participant's personal data to any third party with the exception of persons providing administrative and technical support for the operation of the event website. Employees of the Organizer or the processor, any other persons processing the Participant's personal data on the basis of a personal data processing agreement concluded with the Organizer or the processor, and any other persons that will, while performing their lawful rights and obligations, come into contact with personal data kept by the Organizer or the processor shall maintain confidentiality of such personal data as well as of any security measures the disclosure of which might compromise the security of the Participant's personal data. This obligation shall continue to apply even after the termination of employment of such persons or after the relevant work tasks have been completed.

9. The Organizer and the processor shall implement measures necessary to prevent unauthorized or accidental access to, or change, deletion or loss of the Participant's personal data, their unauthorized transfer or any other unauthorized manipulation as well as any other kind of misuse. This obligation shall continue to apply after the processing of the personal data has been finished.
10. Should reasonable doubts arise concerning the fulfilment of conditions for participation in the event or the entitlement to a prize, the final decision on the specific cases of participation in the event and/or entitlement to a prize shall be made by a CMO employed with the Organizer.
11. The rules of the event shall be available at the registered office of the Organizer and on the event website.
12. All information provided by the Organizer to the Participant in relation to the organization and progress of the event shall be considered confidential and shall not be made accessible or otherwise disclosed to any third party with the exception of information that were known to the public at the moment of their provision to the Participant or that were provided to the Participant by a third party.
13. The Participant shall especially maintain confidentiality of the abovementioned confidential information that they will learn during their collaboration with the Organizer and this obligation shall continue to apply even after the event has ended.