



BARCELONA
F A S H I O N
INVESTOR DAY

TERMS AND CONDITIONS

080 Investor Day Raising Brands

An initiative by:

080 Barcelona Fashion and Seed&Click within their
IV International Investment Forum of the Fashion Industry

#080InvestorDay



**Generalitat
de Catalunya**

Do you have a fashion brand with a disruptive, innovative, creative, viable, original and scalable business model for the fashion industry?

Present your project to 080 Investor Day Raising Brands, an initiative organized within the 080 Investor Day, until **the 1nd of June 2018!**

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1. OBJECTIVES

080 Barcelona Fashion and Seed&Click are organizing 080 Investor Day's third edition with the objective to detect new talent in the fashion industry. With this in mind, they start the '080 Investor Day Raising Brands' initiative, seeking to award emerging fashion brands born in Catalonia recently.

The main objective of this event is to support and boost entrepreneurial initiatives, as well as to raise awareness on the emerging talents of the sector, helping them to get funding.

2. INVESTMENT FORUM

Are eligible: Emerging fashion brands based in Catalonia and developed by designers and/or entrepreneurs (+18 y/o), regardless of their nationalities. Their leaders must be currently working on a fashion business firm that should have a maximum billing of 50.000€ or a maximum of 4 collections developed.

The language of the event will be English.

3. PARTICIPANTS

The projects can be presented individually or in teams. Teams that are selected as finalists will have to nominate a team representative that will present their idea or project on the day of the Grand Final.

4. SCOPE: BUSINESS AREAS

All the brands and designers must design, produce and commercialize fashion products that can (or not) include aspects regarding the following areas:

- Sustainability
- Design



- Technology
- Big Data
- Wearables
- Intelligent materials

5. PHASES

5.1. Project presentation

The projects will apply to the Investment Forum by providing the required information at <http://bit.ly/1dMOULW> , selecting “**080 Investor Day Startups (Fash Tech International Investment Forum) 2018**” on the question ‘**Do you want to present your Project to any of the following Events?**’, on the section “**Additional questions**”.

The projects should be submitted in English (preferably).

5.2. Selection

A panel of experts will analyze all the projects presented and will select a maximum of 5 finalists.

These brands selected as finalists will be announced as from the 05/06/2018, and will go through to the Grand Final.

5.3. Grand Final

All the finalists will present their projects in *elevator pitch* format, with a maximum duration of 5 minutes on the day of the Grand Final **in June the 26th** in front of the members of the jury, investors and the rest of the participants. After the presentation, the jury will deliberate behind closed doors in order to choose the winner. Once the jury has decided, the prize will be given.

The term *elevator pitch* refers to the presentation of a project in a limited time, focusing on the most relevant and interesting points for the audience we are aiming at.

6. INFORMATION TO BE PRESENTED

All participants must present the following information:

- Name and description of the business project

- Name and experience of the team members
- Market situation: problems and possible solutions
- Business Model or Commercialization Plan
- Competition
- Competitive advantage
- Financial projection
- Need and use of funds, possible exit of the investor
- Pictures of the fashion products of the brand and Video (not compulsory)

7. SELECTION CRITERIA

- Capacity of innovation and transformation: to what extent the project impacts current business, production, management and sales models.
- Viability: business plan, economic viability, job creation, track record, internationalization, etc.
- Capability of the project's managing team: experience and attitude.
- Potential for viral communication: originality and persuasive potential of the video presented, mobilization of social networks and positive impact of the business.

8. TRAINING FOR THE ELEVATOR PITCH

Silvia Bueso, expert in *Elevator Pitch*, will give a workshop to the 5 finalists giving them the necessary information to prepare the best possible presentation for the jury.

9. JURY

The jury will be public one month before the event.

10. PRIZES

Apart from the financing through Seed&Click's network, there will be other valuable prizes to help the start-up advance their project (consulting, commercialization strategy, etc.)

Seed&Click will present this year's winning project with a prize valued at €120,000

(services and benefits offered by leading companies in their sector).

12. INFORMATION AND CONTACT DETAILS

Organization: Seed&Click, S.L.

Company Tax Code: B-66141946

Telephone number: 0034-933 622 379 // 717102950 // 649234437

Enquiries: comunicacion@seedandclick.com; project@seedandclick.com

13. PARTICIPATION REQUIREMENTS

1. All those who participate in 080 Investor Day Raising Brands within the 080 Investor Day co-organized by Seed&Click and 080 Barcelona Fashion agrees to the following participation requirements:

- a) All the information supplied by the participants must be truthful, accurate and complete.
- b) The content of the projects presented by the participants must be their own.
- c) Any content published by the participants on their applications to 080 Investor Day Raising Brands must respect the copyright of the material from which it is derived.
- d) There will be no publication or diffusion of any illegal, defamatory, offensive or indecent materials.
- e) The opinions and statements of other users of the web page must be respected.
- f) All content will be respectful towards the other participants.
- g) The application website shall be used in accordance with its purpose and in no case for illegal, commercial, promotional and/or advertising purposes.
- h) No personal details obtained through distribution list or through the applications website for any purpose will be disclosed to any third party.
- i) The website user's email addresses or details will not be used to send unauthorized



commercial communication.

j) The participants of 080 Investor Day, co-organized by Seed&Click and 080 Barcelona Fashion, give up the necessary rights to film, photograph the presentations, use the participants' images and their presentations for communication purposes. They also authorize the use of material presented and obtained during the competition for the elaboration and divulgence of newsletters, press releases, social networks, blogs etc for promotional and communication purposes.

k) Each participant can only present one project.

l) Participation in the competition implies agreement to these terms.

m) The participants can send their application and give their presentations in any of the following languages: Spanish, Catalan and English. However, the language for the final presentations during the event will be English.

2. 080 Barcelona Fashion and Seed&Click, as co-organizers of 080 Investor Day, reserve the right to exclude any participant from the 080 Investor Day Raising Brands competition who does not fulfill the participation requirements established in the present terms and conditions, without prejudice to any other legal measures.