



**DIGITAL
ATTRAXION**

Digital Attraction 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.

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.
- Accept to release the all technical part to the IT coach during the acceleration phase. Technical parts consist of all the source code of the application as well as all technical documentations. A specific NDA will be concluded with the coach. An example of this NDA that can be sent on demand.

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 the 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 Law 15/1999 of 13 December (and after in accordance to GDPR), the personal data provided will be held in a file called "MOVEUP PROGRAM", for which DA will be responsible, at rue des 4 fils Aymon ., B-7000 Mons.

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's Head of Security at denys@digital-atraxion.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 10:00 (Belgium mainland time) on August 17th , 2017 until 23:00 (Belgium mainland time) on October 6th , 2017.

- Registration of the startups will be through an online form available on the Accelerator website, www.digital-attraxion.com that refers to the specific form on the website www.F6S.com.
- 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

The selection process is divided into two phases:

1. Pre-selection of candidates
2. Selection of finalist startups

12. PHASE 1 - Pre-selection of candidates

Applications will be evaluated by the Program Management Team, which will pre-select a maximum of 25 startups. Each application will be assessed from 0 to 100 points using the following criteria:

Evaluation criteria	Maximum points
Value of the Service/product	30
Innovativeness of the service/product	10
Impact of the service/product on the current market	10
Level of competition with similar solutions	10
Startup team/Promoter's Team	30
Background of academics/professionals in the promoting team	10
Complementarity of the profiles in the team (Hipster – Hustler – Hacker) ¹	10
Skills and knowledge of the sector/industry within the team	10
Specific criteria	40
Potential for generating direct/indirect employment	10
Overall growth potential over the next 5 years	10
Technological risk review evaluation ²	20

¹ See the following <https://www.forbes.com/sites/andyellwood/2012/08/22/the-dream-team-hipster-hacker-and-hustler/#6938adea2c85>

² Based on the online evaluation test that pre-selected startups will have to complete on request

The Program Management Team will determine which candidates have obtained the highest scores in the application of the selection criteria and will go on to the next stage.

Nominations that are rejected from passing to the next phase, as well as those who do not get a required minimum total score of 70 points will not be accepted, and will be notified by email of this decision. Any result to 0 on at least one of the sub-criteria will lead to automatic rejection of the selection.

13. PHASE 2 - Selection of finalist startups

The preselected teams will be evaluated by the Coordination and Evaluation Committee, consisting of 2 members of the Digital Attraxion, 1 of the invest, 1 of the economic agency and 1 member from each of the partner companies, through ‘pitching’ interviews and group dynamics based on the evaluation criteria defined in this section. In the case of local startups, interviews will be held face to face and, in the case of startups located outside Belgium, via videoconference.

Each project will be evaluated from 0 to 100 points according to the following criteria:

Evaluation criteria	Maximum points
Value of the startup	20
Development stage of the startup	10
Acceleration potential	10
Startup team/Promoter’s Team	20
Involvement, commitment and motivation of the promoting team	10
Ability to develop the business plan proposed	10
Value for the Program partner company	60
Applicability of the solution for the Program partner company	20
Potential to develop a joint project	20
Business Opportunity	20

The Coordination and Evaluation Committee will select a maximum of 10 finalists startups with the highest scores to move on to Phase 3 – Matching between the partner company and finalist startups.

14. 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.
- During the duration of the accelerator program, teams will have a workspace in the Negundo Innovation Center³ of Tournai, and will be able to work on other complementary activities in other locations. Space allocation for each startup will take into account their particular characteristics and needs in order to facilitate their operations and logistics.

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-atraxon.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

DA'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.

³ <https://ideta.be/centres/centre-dentreprise-negundo-innovation-froyennes/>