

Energy Acceleration Program “E-qube Startup&idea Challenge”

POWER TO INNOVATION

promoted by Estra

in collaboration with Nana Bianca and StartupItalia

Estra S.p.A. – Via Ugo Panziera 16 – 59100 Prato (PO)

STARTUPITALIA! S.r.l. – Via Giovanni Battista Piranesi 10 (MI)

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www.e-qube.it

1. Subject

E-Qube is the initiative promoted by Estra S.p.a. in collaboration with Nana Bianca and StartupItalia with the purpose of identifying and launching the best projects in the Digital&Energy field on the market, providing support and advisory to innovative entrepreneurial ventures.

Estra, also on behalf of its affiliated and subsidiary companies, is interested in selecting European projects and ideas with a strong digital backbone related to the following market areas:

- **Customer experience:** innovative business models and value added services for Estra’s customer base.
- **Smart city solutions & Efficiency Energy:** Smart city, Smart building, Smart home.
- **Smart mobility:** solutions and services for sustainable mobility in a green and sharing economy.
- **Waste Management & Circular Economy:** management&treatment solutions for waste reduction, reuse and recycle.
- **Energy:** innovative power generation and storage management.

- **Marketing&Communication:** data-driven AI solutions and services for an innovative interaction with customers.
- **Telco:** IT security innovations and applied technologies for the next generation network.
- **Biofuels & multi-energy Smart Grid:** multi-energy integration in the grid and solutions for next generation biofuels.
- **Mobile, Retail Energy & Fintech:** UX-UI based platforms for managing smart objects, payments, contracts and customer relations.

2. Minimum Participation Requirements

E-Qube addresses natural persons organized in teams and innovative European startups (incorporated with the legal entity S.r.l. under the Italian law – *startup innovativa*) which are willing to work on new digital products or services.

Candidates must also meet the following requirements:

1. for Startups already set up as limited liability companies (S.r.l.), their exclusive or main scope of activity should be the development, the production or marketing of innovative products or services of high technological value;
2. they should have at least one person entirely dedicated to the project – balanced teams with internal technology development could be favoured during selection;
3. they should have a marketable product, a prototype or be in their early stage of market development;
4. subjects, who are not already set up as limited liability companies when submitting the application, will sign a formal commitment to set up a limited liability Company (S.r.l. registered as “startup innovativa” under the Italian law) within 60 days from the acceptance of the program.

3. How to participate

Applicants must submit their applications from 1st October 2019 at 12.00 PM CET to 16th January 2020 at 11.59 PM CET, filling out the application form available on the following link: <https://www.f6s.com/e-qube-2019>

4. Duration

Applications can be submitted from 1st October 2019 at 12.00 PM CET to 16th January 2020 at 11.59 PM CET. The Acceleration Program will start within 60 days from the end of the *call for ideas* and will last for 16 weeks.

For further details, see the Terms and Conditions laid down in the Participation Rules of E-Qube Startup&Idea Challenge.

WARNINGS:

This notice is aimed at a market survey, does not constitute a contract proposal, it is not binding in any way on Estra SpA, which will be free not to proceed with the negotiations, to move dates, to cancel or withdraw this notice, to start other procedures. No one can stake claims on interests or claim any right to compensation.

DATA PROCESSING:

We inform that data processing will be carried out in accordance with the EU Regulation 2016/679, provisions of Lgs. D. 196/01 and later changes and additions, the data controller is:

- Estra Spa headquartered in (59100) Prato (PO), Via Panziera, nr. 16 Tel. 00390574872, email: estraspa@estraspa.it
- The data protection officer can be contacted at the following email address: dpo@estraspa.it
- The full report on data processing of Estra Spa “Potential Suppliers” is available at this URL: <https://www.estra.it/privacy-policy-e-copyright/estraspa>

E-Qube Startup&Idea Challenge Participation Rules Terms & Conditions

Participation in E-Qube Startup&Idea Challenge implies the agreement to all terms and conditions herein included.

To apply for and complete the registration process to the E-Qube Startup&Idea Challenge, applicants must fill in the application form, in English or Italian, using the following link:
<https://www.f6s.com/e-qube-2019>

Any application submitted after the deadline will not be considered valid for the purposes of participation in the selection process.

All the startups as well as the natural persons organized in teams, even though not founded yet, shall submit an Investor deck, including the following info:

- Project Description
- Founders BIO, track of record and CVs
- Company overview
- Upload of a pitch deck (max 12 slides)
- A link to an URL with a demo product
- Description of the maturity stage (in terms of Traction, revenues, #users etc)
- Technology and product analysis
- Competitive advantage and market scenarios
- Objectives and roadmap for the next 12 months
- How exactly the project is related to Estra core businesses

For more information you can contact us at: challenge@e-qube.it

Evaluation of applications & projects selection

After the closing of the call, all received applications will be evaluated. The selection process will take into account those projects that show an extraordinary potential for innovation, both in terms of technological development, market growth and matching with the priority areas described in the notice.

Moreover, the following criteria will be taken into consideration: a business model associated to the project; its sustainability (both in terms of economic viability and environmental sustainability), as well as the degree of attractiveness of the projects for possible collaborations and / or partnerships that may be interesting to Estra.

The evaluation committee which will select the projects will be composed by industry experts, appointed by and from Estra, Nana Bianca and StartupItalia! S.r.l..

The selection process is structured in three different steps:

- Step 1 Pre-Screening:

Online documents on the F6S platform will be reviewed and analyzed. Each application will be evaluated by the E-Qube committee and the most promising candidates will be contacted and asked to attend meetings in person to exhibit their project.

- Step 2 Pitch & live meeting:

The most interesting teams will be asked to attend one or more meetings with the E-Qube Staff.

A meeting usually lasts 30 minutes and involves product and technology review, marketing strategy and general Q&A.

A detailed meeting agenda will be shared with the teams with one week notice.

In particular cases, meetings could be attended using Video Conference platforms (Skype, Hangout, AppearIn).

- Step 3 Selection Committee & Contract Review:

A shortlist of 5 up to 15 projects will be asked to exhibit in front of the E-Qube committee and discuss the objectives they would like to reach during the next 4 months of acceleration.

The projects selected by the committee will have access to the Acceleration Program, receive a pre-seed funding and they will be asked to attend the Acceleration Program.

The chart below outlines the program dates and deadlines:

Opening Call	Closing Call	Selection Committee	Start of acceleration	End of acceleration
01/10/2019	16/01/2020	06/02/2020	20/02/2020	11/06/2020

Investment Grant:

The projects selected for the Acceleration Program will have access to a pre-seed financial grant and other services:

1. Investment grant:

The projects selected by evaluation committee will receive an investment grant up to 60.000€ divided as follows:

1st place: 30.000 €

2nd place: 20.000 €

3rd place: 10.000 €

The grant will be issued in two instalments:

- 1st instalment: within the closing of the acceleration;
- 2nd instalment: within 8 weeks from the closing of the acceleration.

All instalments will be issued upon demonstration of the real participation to all the activities of E-Qube programme and reaching the specific and set goals.

The physical presence at Nana Bianca or Estra facilities during the Acceleration Program is a mandatory requirement in case of acceptance.

The selected teams are expected to keep track of all their expenses for the entire duration of the program and they are allowed to spend the resources granted through the Acceleration Program only on business-related activities, within the framework of the approved business plan. We reserve the right to ask for a verification at anytime and to suspend funding should any inconsistency be found. Please note pre-seed investment grants cannot be deployed to cover previous losses in incorporated companies.

2. Acceleration Services:

The selected candidates will attend the Acceleration Program managed by Estra, Startup Italia and Nana Bianca for a period of 16 weeks. The Acceleration Program trains founders with advanced prototypes or registered startups to compete globally. The program will support the startups through activities of business modelling, product pricing optimization, UX/UI, networking and business execution.

The program is structured on four main pillars and will be mainly held at Nana Bianca facilities in Florence or in offices in the cities of Prato and/or Siena given by third parties for Estra's disposal.

3. Training & Workshops:

The selected teams must attend all training courses organized by Nana Bianca. These courses are divided into modules revolving around three major areas:

PRODUCT AND CUSTOMER	TEAM	STARTUP ENVIRONMENT
Influencer mktg	Radical thinking	Prospect Spending Report
Email mktg	Agile for Startup	Introduction to Job Discipline for Startups
SEO	Design thinking	Salesoar/Google Adwords
SEM + Mktg Funnel	DevOps: Process & Automation	GDPR
Video adv	Time management	Google Cloud
Mobile mktg/Instal	Leadership, cooperation, Communication	Crowdfunding + 1to1
Analytics	Teambuilding of cohort and link to Nana Bianca community and eco-system	Public Funds /smart & start
Workshop Facebook Advertising		Shareholders' Agreement
Social content marketing		BacktoWork24
KPI for your Business + Q&A		
Pitch review + demolition		
Pitch/dry run		
Business Model Canvas		
UX-UI		
Storytelling		
Growth hacking		

In addition, the E-Qube program will offer the possibility to attend dedicated workshops, seminars with partners like Google, Amazon, Cisco, Iubenda, Aruba, Facebook and many others.

Specific classes and training activities could be scheduled in line with the program areas of interest:

Energy&Utility:

To be tailored in line with the needs, areas of activity, and maturity stage of the selected startups.

Business Support:

During the entire 16 weeks of the program, participants will receive business execution support in terms of:

- Business model review
- Tutor assigned from both Nana Bianca and Estra
- One-to-one intensive mentorship and support from a broader network of mentors
- Strategy and positioning
- UX/UI support

- Business Development support: Sales, Finance, HR, Operations, Strategy.
- Leveraging Estra know how and facilitating a collaboration proposal between the selected startups and Estra S.p.a..

Mentorship:

A mentor with proven experience and knowledge in the field of interest will be assigned to each selected project. Mentors will collaborate with the startups for the 16 weeks of acceleration with at least one weekly meeting.

Services & licenses:

The selected projects will have access to a package of free services to ease their growth; these services include, and are not limited to:

- 15k€ Amazon Web Services
- 50k€ on Aruba Cloud Platform
- 120k€ on IBM Cloud
- 15k€ for Stripe Payment services
- 90% discount on Hubspot
- 25% discount on legal services with Iubenda
- 5k€ free credit on Send Pulse
- Free coworking spaces for a limited period in New York, Shanghai & Singapore.

The teams will also have access to Nana Bianca and Estra coworking facilities without any charge for the entire duration of the program and particularly discounted prices will be applied after the end of the program.

Equity Fee – Collaboration proposal with Estra S.p.a.

The acceptance to the Acceleration Program may imply an Equity Fee for the selected projects that can range up to 15% on the company shares. Acceptance to access the program does not automatically involve Equity and it is evaluated by the E-Qube committee on a case by case basis.

The relationship between Estra and the selected startups will be formalized by specific contracts, which will be shared with the teams after phase 3 of the above mentioned selection process.

In addition, startups could be offered the opportunity to collaborate with Estra at the end of the program through different means, that can include, but should not be limited to:

- Joint product development (White label or branded)
- Revenue Sharing Agreement
- Follow on seed investment
- Coworking & Collaboration with Estra R&D or with other companies related to the Estra Group.

Intellectual Property, waiver and guarantees

Each participant:

1. expressly declares that every proposed idea is original and does not violate in any way, in whole or in part, the intellectual or industrial property rights of third parties, holding Estra and/or any of its partners harmless from any responsibility, liability, claim for damages and/or compensation that should be advanced by any third party;
2. has the duty and takes on the full responsibility for the protection of its idea and its inventive and/or original aspects through the means to this end prepared by the order (registration, patent or similar, as appropriate) before the disclosure of the same on the <https://www.f6s.com/e-qube-2019> platform;
3. acknowledges that the publication of its idea on [_https://www.com/e-qube-2019](https://www.com/e-qube-2019) entails its visibility to the whole community that has access to this page and that Estra takes no responsibility in case of use and/or abuse of the idea and/or possible development and realization of the same and/or project related to it, by anyone who has become acquainted with it through the access to the <https://www.f6s.com/e-qube-2019> platform, renouncing the possibility to claim for any compensation regarding offence and/or indemnification against Estra for any title, reason and/or cause.

Acceptance of the regulation

The participation in the initiative implies the reading, understanding and total acceptance of the regulation presented here and of its annexes. Failure to accept the regulation and/or the partial, incorrect or false compilation of the application form by participants, automatically implies disqualification from the call notice, the loss of any right to any recognition and to claim for compensation against Estra. Each participant acknowledges the civil and criminal consequences of false and mendacious statements.

Updated Regulation

Any updates, changes and/or additions to the regulation will be published on the E-Qube website.

Controversy

Should any controversy arise, the parties submit to the exclusive jurisdiction of the courts of Florence, Italy.

Annex 1 The following information is provided by Estra Spa, as independent data controller.

ESTRA S.P.A.

Disclosure statements - Articles 13 and 14 of Regulation (EU) 2016/679 Privacy Notice

For complete information, please refer to <https://www.estra.it/privacy-policy-e-copyright/estraspa>

Who is the data controller?

According to art. 26 of Reg. EU 2016/679 the data controller is:

E.S.TR. A. S.p.A. with registered office in (59100) Prato (PO), via U. Panziera, n. 16, Tel.: 0039 0574872, email: estraspa@estraspa.it

Who is responsible for the data protection?

E.S.T.R.A. S.p.A. has appointed a data protection officer who can be contacted at the following address: dpo@estraspa.it

Who are the recipients?

The recipients are external data processors, any other controllers and/or joint controllers which are:

- The controller's companies as parent company, subsidiary or affiliated company
- Companies involved in administrative-accounting management
- Data processing and computer service companies (e.g. Web hosting, data entry, management and maintenance of infrastructures and computer services, etc.).

What will be done of your personal information?

Your personal data are the following (*):

- o name, surname
- o tax code or VAT number
- o bank account number
- o accounting data
- o resumé
- o data on your occupation and/or family condition
- o data on occupational/professional performance
- o data related to criminal convictions and offences or related security measures
- o data related to your health status if required by the type of application or if

you reported such information in the resumé	
Personal data will be processed:	The data processing is based on:
To join the initiative	The contract to discharge the obligations laid down by the established relationship
For storing	The Contract, for all its duration, to discharge the obligations laid down by the established relationship and law, such as: bookkeeping and exercise of rights depending on the contract
Your personal data are the following (*):	
<ul style="list-style-type: none"> o name, surname o tax code or VAT number o bank account number o data on occupational/professional performance o accounting data o resumé o computer data o data related to your health status if required by the type of application or if you reported such information in the resumé 	
Personal data will be processed:	The data processing is based on:
For storing	Legal, accounting and fiscal obligations or for the exercise of rights depending on the contract with the controller
For communication to recipients and/or third parties depending on the contractual relationship and	The discharge of obligations laid down by the contract for the participation in the initiative E Qube, legitimate interest of the data controller or

obligations	of third parties and recipients
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What personal data will be processed but were not received from you?
Name, surname, place and date of birth, physical and electronic address, landline number and/or mobile telephone number, bank account number
VAT number, tax code
Information regarding occupational and/or professional performance
Information regarding criminal convictions, offences or security measures
Information regarding family and marital status and work

Which are the sources we have collected your personal data from?
Natural persons (legal representatives)
Other data controllers, eg. Legal persons or even companies belonging to the Data Controller's group
Lists held by public authorities or under their authority or similar bodies according to specific national and/or European legislation
Private individuals acting as employment agencies, brokers, dealing with research and selection of personnel, training and support activities for professional relocation
Individuals (family members, cohabitants or legal representatives), as well as public and private individuals who also professionally carry out health care activities

Your data, collected or otherwise processed by E.S.T.R.A. S.p.A., indicated with (*) are necessary and their non-conferral prevents the Controller from carrying on the activities related to the main data processing.

Your personal data are not transferred to countries outside the EU or otherwise not belonging to the European Economic Area. It is understood that in any case the controller, if necessary, will have the right to change the location of the servers in Italy and/or the European Union and/or non-EU countries. In this case, the controller shall ensure that the transfer of extra-EU data will take place in accordance with the applicable legal provisions by stipulating, if necessary, agreements which guarantee an adequate level of protection and/or by adopting the clauses of standard contractual provisions of the European Commission.

We inform you that you can exercise at any time:

the right to lodge a complaint to the competent authority, the rights provided for by articles 15 and following of the European Regulation (EU) 2016/679, contacting the address: estraspa@estraspa.it

For more information on data processing of E.S.T.R.A. S.p.A., please consult the complete information at the following link: <https://www.estra.it/privacy-policy-e-copyright> or contact us at: estraspa@estraspa.it

Privacy statement about personal data processing

This statement must be printed, signed for acceptance and uploaded to the platform www.f6s.com/e-qube-2019 when applying.

Following the application submitted by your Startup or Project in order to participate to the **Energy Acceleration Program “E-qube Startup&Idea Challenge”** (“E-qube” hereafter), ESTRA S.p.a. is responsible as the Data Controller. The Data Controller collects and processes your personal information in compliance with the duties set forth in the European General Data Protection Regulation (EU Reg. 679/2016) as well as the Italian Law (Lgs. D. 196/2003 and later changes and additions, Lgs. D. 101/2018) and with full legitimacy, transparency and honesty principles together with the protection of your privacy and rights.

The Data Controller.

The Data Controller is E.S.T.R.A. S.p.A., headquarter in (59100) Prato (PO), via U. Panziera, n. 16, in the person of its p.t. (pro tempore) legal representative.

We may co-operate with other subjects entitled to process your personal data as Data Protection Officers:

- Nanabianca S.r.l., in the person of its p.t. legal representative, Via Ippolito Pindemonte 63 – 50124 Firenze.
- StartupItalia! S.r.l., in the person of its p.t. legal representative, Via G.B. Piranesi 10 – 20137 Milano.

Data Protection Officer (DPO)

ESTRA informs you that you can contact the Data Protection Officer at the following email:

dpo@estraspa.it

Information collected and process purposes.

The Data Controller collects your personal data such as: name*, surname*, Tax Code or VAT Number*, accounting data*, curricular data* you provide during the filling-in of the application form to candidate your Startup or Project to E-qube contest. The Data Controller collects and processes all your personal information in order to guarantee a correct selection procedure for the contest, as well as the subsequent organisation of the event. Your personal data will be processed for promotional purposes, i.e. to send you – via automated means – news, initiatives and services offered by the Data Controller.

Optional or Mandatory data.

All data with an asterisk are mandatory in order to let the Data Controller guarantee your participation to the selection process and - in case of selection – guarantee your participation to E-qube contest. All other data are completely optional.

Processing purposes and law basis.

ESTRA processes your personal information for the following purposes: research, selection and analysis of new Startup companies to participate all the activities and acceleration processes in order to develop any co-operation and/or partnership promoted by our company.

The law basis is the legal interest of the Data Controller linked to your application request to the selection as well as to the correct organisation of all the collateral activities to guarantee Your potential participation to the event, and the implementation of any pre- and contractual conditions deriving from the E.qube participation contract. Otherwise, your explicit consent is required for any promotional and marketing activities.

Methods and places for Data Processing.

Your personal data will be processed in the Data Controller's offices by internal personnel empowered for this purpose and in any other places where the parties concerned by data processing are located. The data are processed with any paper or computer or IT enabled tools. In any case, the Controller takes appropriate security, organisational and technical measures to guarantee the privacy protection and to prevent any risks of unauthorized destruction, modification, loss, disclosure, access or processing of your data non compliant with the data collection purposes.

Retention time

Your personal data will be stored for as long as required by the purpose they have been collected for. The Data Controller follows the storage criteria as set forth in Art. 5 EU Reg. 679/2016. You may ask your data processing interruption and cancellation at any time and in any case.

Data Communication

We may share your personal data with the Data Controller's partners dealing with the selection process and managing E-qube project, in order to guarantee the correctness of the purposes as described before herein. We may provide your personal data to third parties working for outsourcing services on the Data Controller's behalf and they will be appointed as data protection officers according to Art. 28 of EU Reg. 679/2016. We may also share your personal data with other third parties in case we are enforced by law or upon any legal Authority requests. You can ask the complete updated list of the external data officers at any time.

Data Transfer

We will not transfer your personal data outside EU geographical borders or to countries not belonging to the European Economic Area. However if needed, we will guarantee that all the duties will be met as set forth in Art. 44 and its following changes of EU Reg. n. 679/2016.

Your rights.

You can exercise your rights as set forth in Art. 15 and later changes of EU Reg. 679/2016 at any time, specifically You have the right to get confirmation of your personal data presence or absence and their being processed or not; you have the right to know the content and source of your personal information, to verify their accuracy and request modification, update and correction. You have the right to request and obtain data portability, to have your data erased, to change them into an anonymous format, to limit their processing or interrupt the processed data because of law violation. You also have the right to object the processing of your personal information for legal reasons and to cancel your consent. You have the right to raise an objection in any case to the control Authority concerned.

All requests can be addressed to the Data Controller ESTRA S.p.A. at the following email: estraspa@estraspa.it

Consent giving.

If you received this Privacy Document and you understood all its content, E.S.T.R.A. S.p.A. asks you to give your explicit consent for you personal data processing:

to share your personal data (name, surname, physical and electronic addresses, phone or mobile numbers) with E.S.T.R.A. S.p.A. business partners (agents and/or companies working in the same business area) and/or with other companies it is grouped with, in order to allow them to

independently process your data for marketing purposes (direct marketing actions, research and market surveys):

- Yes, I accept
- No, I deny my consent

Signature and date _____