

Energy Acceleration Program
“E-qube Startup&idea Challenge”
powered by Estra and Hubble Acceleration Program

“We look far and beyond to find talented entrepreneurs and support their growth”

Estra S.p.A. – Via Ugo Panziera 16 – 59100 Prato (PO)
- **Nana Bianca srl** – Via Ippolito Pindemonte 61 (FI)
Mail: challenge@e-qube.it
www.e-qube.it e www.nanabianca.it

1. Subject

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

Estra, itself or on behalf of its controlled companies, and Nana Bianca are interested to select European projects and ideas, with a strong digital backbone related to the following market areas:

- **Smart City Solution:** advanced technological solutions within the context of urban development policies.
- **IoT:** internet of things, extension of internet to objects and concrete places.
- **Energy Efficiency and Mobile:** energy efficiency solutions (products or services).
- **Retail Energy and Fintech:** UX-UI based platforms for managing smart objects, payments, contracts and customer relations (management).
- **Mobility:** solutions for smart mobility and energy storage.
- **Telecommunications:** data transfer protocols, cryptographic systems, cybersecurity, data management platforms.
- **Machine Learning and AI solutions:** optical character recognition, computer vision and data analytics to be directly applied in the Energy and Utility industries.

- **Marketing & Telecommunications:** CRM systems, marketing analytics and marketing automation tools, ad-tech projects.
- **Sharing and Circular Economy:** exchange and sharing of goods (material assets), services or expertise (knowledge)

2. Minimum Requirement for participation

E-Qube is directed to physical persons organized in teams and innovative European startups (Incorporated with the legal entity under the Italian law of srl – startup innovativa) which are willing to work on new digital products or services.

Candidates must also meet the following requirements:

For Startups already constituted as limited liability companies (SRL) their exclusive or prevailing scope of activity should be the development, the production or marketing of innovative products or services of high technological value.

1. They should have at least one person entirely dedicated to the project – balanced teams with internal technology development would be preferred during selection.
2. They have a marketable product, a prototype or are in their early stage of market development.
3. Subjects who are not already consisted as limited liability companies at the moment of application submitted should underwrite a formal commitment to constitute within 60 days from the acceptance in the program a limited responsibility Company (SRL registered as “startup innovativa”) under the Italian law.

3. How to participate

Applicants must submit their manifestation of interest from Thursday 7th June at 12.00 hours CET to Friday 28th September 2018 at 23.59 CET of the same day, filling out the application form, through the following link: <https://www.f6s.com/e-qube2018>

4. Duration

Applications can be submitted from Thursday 7th June at 12.00 hours CET to Friday 28th September 2018 at 23.59 CET. The acceleration program will start within 60 days from the end of the call for ideas and will last for 16 weeks.

For more details, see the Terms and Conditions laid down in the Rules of Participation 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 Estra SpA & Nana Bianca srl, 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 boast camp claims or interests or rights to any compensation.

DATA PROCESSING:

We inform that data processing will be carried out in accordance with the EU Regulation 2016/679, the owner of data processing activities are:

- Estra Spa headquartered in (59100) Prato (PO), Via Panziera 16 – 53100 Prato (PO) Tel. 0574872 email: estraspa@estraspa.it
- The responsible of data protection can be contacted at dpo@estraspa.it
- The full report on data processing of Estra Spa “Suppliers” is available at this URL: <https://www.estra.it/privacy-policy-e-copyright/estraspa>
- Nana Bianca Headquartered in 50124 Florence, Via Ippolito Pindemonte 63 Email start@nanabianca.it
- The full report on data processing of Nana Bianca is available at this URL: <https://www.iubenda.com/privacy-policy/997425/legal>

E-Qube Startup&Idea Challenge Rules of Participation Terms & Condition

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

To apply and complete the registration process at the Startup&Idea Challenge, applicants must fill the application form, in English or Italian, using the following link:
<https://www.f6s.com/e-qube2018>

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

The content of the application form to be presented includes:

- Project Description
- Founders BIO, track of record and CVs
- Company overview
- Upload of a pitch deck (max 12 slides)
- Providing an access 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 closure of the call, all received applications will be evaluated. The selection process will take into account those projects that demonstrate an extraordinary potential for innovation, both in terms of technological development, market growth and matching with the priority areas described in the notice.

Also, criteria such as 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 interest Estra or Nana Bianca.

The evaluation committee that will select the projects will be composed of industry experts, appointed by and from Estra and Nana Bianca.

The selection process is structured into three different phases:

- Step 1 Pre-Screening:

Online documents on the F6S platforms will be reviewed and analyzed. Each application is evaluated by the E-Qube commission. The most promising candidates will be contacted and asked to attend in person to meetings to pitch their project.

- Step 2 Pitch & live meeting:

The most interesting teams are asked to sustain one or more meetings with the E-Qube Staff.

Meetings usually last 30 minutes and involve 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 should be asked to pitch in front of the E-Qube commission and discuss the objectives they would like to reach during the next 4 months of acceleration.

The projects selected by the commission will have access to the acceleration program and receive a pre-seed funding 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
07/06/2018	28/09/2018	18/10/2018	05/11/2018	29/03/2019

Investment Grant:

Projects selected for the acceleration program have access to a pre-seed financial grant and other services:

1. Investment grant:

Selected projects will receive an investment grant up to 40.000€ from Estra SpA, for a maximum of 120.000€. The exact amount will be discussed on a case by case basis and will be communicated to the selected team after the admission to the E-qube program. The grant will be issued in one or more instalments within the 16 weeks of acceleration in line with specific and general milestones.

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

Selected teams are expected to keep track of all their expenses for the entire duration of the program, which are required 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 can't be deployed to cover previous losses in incorporated companies.

2. Acceleration Services:

Selected candidates will attend the acceleration program managed by Nana Bianca and Estra 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 modeling, 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, via Ippolito Pindemonte 63.

3. Training & Workshops:

The selected teams must attend all training course jointly organized by Nana Bianca and Fondazione Ricerca & Innovazione. These courses are divided into modules revolving around four major areas:

- **Validate:** Business Modeling & Business Planning; Goals identification and execution planning; Pitch Deck, Agile Framework, Lean Canvas; Design Thinking.
- **Develop:** Coding; UX/UI; Cloud; Time management; How to run a company's operations and to manage human resources (Org. Chart, Roles and KPIs). Recruiting Channels and selection process.
- **Sell:** SEO, SEM, ASO, Analytics, Video ADV, Storytelling, Social Media mktg, Legal, Financial.
- **Funding:** Venture Capital, Public Fundraising, Crowdfunding, term sheet review.

In addition, the E-qube program will offer the possibility to attend dedicated workshops, seminars and 1to1 review sessions with partners like Google, Amazon, Cisco, Iubenda, Aruba, Facebook etc.

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 duration 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 SPA.

Mentorship:

A mentor will be assigned for each selected projects, with proven experience and knowledge in the field of interest. Mentors will collaborate with the startups for the 4 months 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 for legal services with Iubenda
- 5k€ free credit on Send Pulse
- Free cowo for limited period in New York, Shangai & Singapore.

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

Equity Fee – Collaboration proposal with Estra SPA

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. The acceptance into the

program does not automatically involve Equity and its evaluated by the E-qube commission on a case by case basis.

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

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, indemnity and guarantees

Each participant:

- a) 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, withdrawing Estra and/or its eventual partners from any responsibility, liabilities, claim for damages and/or compensation that should be advanced by any third party;
- b) It assumes the onus and full responsibility of 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-qube2018> platform
- c) Acknowledges that the publication of its idea on <https://www.f6s.com/e-qube2018> involves the visibility to the whole community that has access to this page and that Estra assumes 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 access to the

<https://www.f6s.com/e-qube2018> platform, renouncing the possibility to advance any claim for compensation regarding offence and/or reimbursement towards Estra for any title, reason and/or cause.

Acceptance of the regulations

The participation to 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 compilation of the application form in an incomplete, incorrect or false manner, by the participants, automatically implies disqualification from the notice, the loss of any right to any recognition, with renounce to any form of revenge against Estra and Nana Bianca. Each participant acknowledges the civil and criminal consequences of false and mendacious statements.

Updated Regulation

Any updates to the rules 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 and Nana Bianca Srl, as independent data controllers.

ESTRA S.P.A.

Disclosure statements - Clauses 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 detains the use of the personal information?

According to art. 26 of Reg. UE 2016/679 informs that the holders of the personal data processing are respectively:

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

Who is in responsible of 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 managers, any other owners and/or holders which are:

- The proprietor's company by way of Auditors, subsidiaries or affiliates
- Companies involved in administrative-accounting management
- Data processing and computer services companies (e.g. Web hosting, data entry, management and maintenance of infrastructures and computer services, etc.).

What will be done of your personal information?

The personal data concerning you are (*):
<ul style="list-style-type: none">o name, surnameo tax code or VAT numbero bank account numbero accounting datao resumeo related to occupation and/or family conditiono data on occupational/professional performanceo data related to criminal convictions and offences or related security

<p>measures</p> <ul style="list-style-type: none"> o data related to health status if required by the type of application or if you also communicated through the resume 	
Personal data will be processed:	The treatment is based on:
To join the initiative	Fulfillment contract of obligations arising from the established relationship
For storing	Contract, for all its duration, of fulfillment of obligations arising from the relationship established and of law, such as: book-keeping and exercise of rights dependent on the contract
The personal data concerning you are (*):	
<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 resume o computer data o data related to health status if required by the type of application or if you also communicated through the resume 	
Personal data will be processed:	The treatment is based on:
For storing	Legal obligations of an accounting and fiscal nature or for the exercise of rights dependent on the contract with the proprietor
For communication to recipients and/or third parties depending on the contractual relationship and obligations	Fulfillment of obligations deriving from the contract arising from the participation in the initiative E-Qube, legitimate interest of the holder of the processing or of third parties and recipients

What personal data will be processed but not received from you?
Name, surname, place and date of birth, physical and telematic address, fixed 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 activity

Which are the sources from which we have collected your personal data?
Physical people (legal representatives)
Other owners of the treatment, eg. Legal persons or even companies belonging to the proprietor's group
Lists held by public authorities or under their authority or similar bodies according to specific national and/or European legislation
Private individuals carrying out work, brokerage, research and selection of personnel, training and support activities for professional relocation
Individuals (family members, cohabiters or legal representatives), as well as public and private individuals who also professionally conduct health care activities

Those between your data, collected or otherwise processed by E.S.TR. A. S.p.A. indicated with (*) are necessary and their non-conferral does not entail the possibility for the holder to follow the activities relating to the main treatment.

Your personal data is not transferred to countries outside the EU or otherwise not belonging to the European Economic Area. It is implied that in any case that the holder, 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 holder 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 of complaint to the competent authority, the rights provided for in articles. 15 and SS.

Of the European Regulation (EU) 2016/679 contacting the address: estraspa@estraspa.it

For more information on the treatment 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

NANA BIANCA

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

For complete information, please refer to

<https://www.iubenda.com/privacy-policy/91155956/legal>

Who is the details the use of the personal information?

According to art. 26 of Reg. UE 2016/679 informs that the holders of the personal data processing are respectively:

Nana Bianca srl. with registered office in 50124 Florence, Via Ippolito Pindemonte 63 - Email start@nanabianca.it

Types of Data collected

Among the types of Personal Data that Nana Bianca collects, by itself or through third parties, there are: geographic position, Cookies, Usage Data, email address, phone number, first name, last name, various types of Data, number of employees and website.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using Nana Bianca.

Unless specified otherwise, all Data requested by Nana Bianca is mandatory and failure to provide this Data may make it impossible for Nana Bianca to provide its services. In cases where Nana Bianca specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools – by Nana Bianca or by the owners of third-party services used by Nana Bianca serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy, if available.

Users are responsible for any third-party Personal Data obtained, published or shared through Nana Bianca and confirm that they have the third party's consent to provide the Data to the Owner.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of Nana Bianca (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes. Note: Under some legislations the Owner may be allowed to process Personal Data until the User objects to such processing (“opt-out”), without having to rely on consent or any other of the following legal bases. This, however, does not apply, whenever the processing of Personal Data is subject to European data protection law;
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data. Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or inquire with the Owner using the information provided in the contact section.

Retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Services, as well as for the following purposes: Location-based interactions, Analytics, Contacting the User, Remarketing and behavioral targeting, Hosting and backend infrastructure, Content performance and features testing (A/B testing), Managing contacts and sending messages, User database management, Infrastructure monitoring, Interaction with external social networks and platforms, Displaying content from external platforms and Interaction with data collection platforms and other third parties.

Users can find further detailed information about such purposes of processing and about the specific Personal Data used for each purpose in the respective sections of this document.