

## COMPETITION RULES

1. General provisions
  - 1.1. The rules of the competition “Enefit Idea Hub” taking place in autumn 2018 specify the objectives, participants and competition organisation details, incl. the rounds, and the procedure of assessment and the granting of awards to participants.
  - 1.2. The organizer of the competition is Eesti Energia AS, registry code 10421629 (hereinafter referred to as the *Organizer*).
  - 1.3. The time of the competition is 22.10.2018 - 13.12.2018.
  - 1.4. The rules of the competition are published on the website [ideahub.enefit.com/](http://ideahub.enefit.com/) (hereinafter referred to as the *competition website*).
  - 1.5. The Organizer may withdraw from the competition or change the terms and rules of the competition before the deadline specified in section 5.2, and terms specified in section 1.6 can be changed by the Organizer also after this deadline. In such case, the withdrawal or amendment of terms is made known on the competition website.
  - 1.6. The Organizer may change the schedule of the competition rounds and performers. In the case of any amendments, the Organizer presents the updated schedule on the competition website, and if possible, informs the participants of the competition rounds.
  - 1.7. The procedure for the conducting of the competition is established by the Organizer in the rules within. In the case of any inconsistencies between the rules in English, Russian and Estonian, we will proceed from the Estonian version. All decisions by the Organizer during the conducting of the competition are final and mandatory for all participants. Any complaints related to the organisation and conducting of the competition must be submitted to the e-mail address [ideahub@enefit.com](mailto:ideahub@enefit.com) (hereinafter referred to as *e-mail address*) no later than 13.01.2019.
2. The objectives of the competition
  - 2.1. Identification of new business opportunities and development of potential ideas.
  - 2.2. To motivate entrepreneurship, encourage and raise the awareness of the possibilities of the development of new and more sustainable ideas in the name of a cleaner living environment.
3. Competition participation terms
  - 3.1. Adult persons with active legal capacity and legal persons (hereinafter referred to as the *Participant*) may take part in the competition.
  - 3.2. Persons directly related to the organisation of the competition, mentors and jury members may not participate.
  - 3.3. To participate, the participant must submit a duly completed application form in Estonian or English found on the competition website.
  - 3.4. A participant may submit several ideas, but each idea must be submitted on a separate application form.
  - 3.5. Only ideas by persons having completed the form on the competition website shall participate, having submitted all data required with sections 4.1.1-4.1.3 and 4.1.9. The person submitting the application form is responsible for the correctness of the data.
  - 3.6. The participant must agree with the terms of the competition when submitting the application form, and give their consent for the processing of data submitted in the application form, for its assessment, for the idea to be forwarded to the assessors, for announcing the best ideas and winners on the Organizer’s website and social

media channels. In the processing of data, the participant gives their consent to the following:

- 3.6.1. The data collected by registration with sending the application is used by the Organizer Eesti Energia AS (chief processor of personal data) for determining the winners of the awards of the competition and for potential further cooperation. The Organizer shall cease the processing of the data of the Participants no later than within 12 months after the end of the competition, except if otherwise provided by law or the Organizer has another basis for further processing.
- 3.6.2. To receive a prize in the competition, the Participant's name may be disclosed on the organizer's website and social media channels (incl. Facebook, Instagram, Youtube). If a person wishes to receive additional information about the processing of their personal data, it can be obtained at the address: <https://www.energia.ee/-/doc/8457332/ettevottest/pdf/privaatsuspoliitika.pdf> and they have the opportunity of contacting the Organizer at the e-mail address of the competition.
- 3.7. All ideas are considered submitted according to the rules of the competition valid for the deadline of submission of ideas as specified in section 5.2. A participant who has submitted an idea, but does not agree with the terms of the competition changed based on section 1.5, may withdraw their submitted idea from the competition before the deadline specified in section 5.2 by sending a corresponding request to the e-mail address of the competition.
- 3.8. Participants must be prepared to communicate with media publishers, and among other things, give interviews
- 3.9. Participation in the competition shall be considered as a Participant's consent to the Organizer to use the Participant's name in the media, advertising, PR campaigns and other events, without paying any fees to the Participant and making any additional agreements. By participating in the competition, the Participant has given their irrevocable consent to the Organizer for saving their presentation and using it in whole or in part.
- 3.10. The Organizer shall not compensate for any costs, claims or damages related to the submission of the idea, participation, or receiving the prize, at any stage of the competition.
- 3.11. Competition rounds are held in English and the Participant must speak English at a sufficient level to take part, or arrange translation at their own expenses. Also, another person designated by the Participant is allowed to present the Participant's idea.
- 3.12. By submitting the idea, the Participant confirms that they give their consent to the Organizer to use their idea independently of the author, i.e. anonymously without any reference to the Participant and without a separate consent.
- 3.13. By submitting the idea, the Participant confirms that they give their consent to the Organizer to use their idea and further developments of the idea independently of the author, i.e. anonymously without any reference to the Participant and without a separate consent.
- 3.14. By submitting the idea, the Participant confirms that he/she is the author of the idea and there are no complaints or claims by third parties concerning the idea, and the regulation of copyright is respected.
- 3.15. By the participation in the competition, the Participant allows the Organizer to use their materials, slides, citations, images, videos, the short description of the idea, and the title without a separate charge.

4. Requirements to the ideas
  - 4.1. The Participant must complete the following data on the application form (data market with a star\* is compulsory):
    - 4.1.1. Name of the idea\*;
    - 4.1.2. Description of the idea\*;
    - 4.1.3. Describe, how does the idea change the world better? \*;
    - 4.1.4. Keywords of the idea;
    - 4.1.5. Benefits of the idea;
    - 4.1.6. Market and customers;
    - 4.1.7. Maturity of the idea/solution;
    - 4.1.8. Additional info;
    - 4.1.9. Contact details including given name and surname, e-mail address and phone number\*.
  - 4.2. Ideas can be submitted for the 2 following main fields:
    - 4.2.1. Smart energy solutions for the customer;
    - 4.2.2. The smart network.
  - 4.3. The main fields of the ideas are divided into sub-fields. More detailed descriptions of the sub-fields are specified on the competition website.
  - 4.4. An idea is not taken into account, if:
    - 4.4.1. It does not comply with what has been specified in sections 3.1-3.6;
    - 4.4.2. It's not for a field specified in section 4.2;
    - 4.4.3. The idea has previously been implemented or its implementation inexpediency has been verified;
    - 4.4.4. The submitted idea or text is incomprehensible or it's not credible;
    - 4.4.5. The idea was submitted after the deadline specified in section 5.2.
5. Deadline for the submission of ideas
  - 5.1. Before the deadline for submitting ideas, an Inspiration Day will be held (31.10) - participation is voluntary for everyone. More detailed information about the Inspiration Day is provided on the competition website.
  - 5.2. The deadline for submitting your idea is 18.11.2018.
6. Competition rounds
  - 6.1. The competition will be held in three rounds.
  - 6.2. 1st Round - Submission of Ideas.
    - 6.2.1. In the 1st round, the field experts of the decision-making body from Eesti Energia will select the best 30 ideas, which will move on to the 2nd round.
    - 6.2.2. The authors of ideas proceeding to the 2nd round will receive a confirmation of progression on 23rd November 2018.
    - 6.2.3. The authors of the progressed ideas must confirm their participation in the Pitching event (presentation of ideas) by e-mail by 26th November 2018.
    - 6.2.4. The Organizer is not responsible, if the contact details of the Participant, incl. e-mail address and phone number, have been submitted incorrectly and the Organizer is unable to contact the Participant via e-mail. If the Organizer does not receive a response from the Participant by 26.11.2018 to the letter sent to the e-mail address provided by the Participant, or it comes back with an error message, or the Participant has not submitted their confirmation required for

participation, then the Organizer has the right to leave this participant out of the ranking and aside from participation, and select the next participant in the ranking instead.

#### 6.3.2nd Round - Idea Pitching Day

- 6.3.1 Each author has 90 seconds to pitch their idea.
- 6.3.2 The authors of ideas have the possibility to use presentation slides during the pitching.
- 6.3.3 Presentation slides (up to 3 slides) must be submitted in PDF format to the competition e-mail address by 29.11.2018 at 08.00.
- 6.3.4 At the end of the pitching, the jury may ask specifying questions from the author.
- 6.3.5 At evening of the pitching, the jury will select the TOP 10 to progress to the mentor program and finale. The TOP 10 will be informed of progression at the end of the pitching event.
- 6.3.6 The Pitching Event will take place at TalTech's innovation and business centre Mektory, located at Raja 15, Tallinn.

#### 6.4.3rd Round - Finale

- 6.4.1 Before the 3rd round, the mentor program will take place in cooperation with the competition organizer's mentors between 01.12 – 12.12.2018. The Organizer shall mediate the contacts of authors and mentors.
  - 6.4.2 Each author has 180 seconds to pitch their idea.
  - 6.4.3 The authors of ideas have the possibility to use presentation slides during the pitching.
  - 6.4.4 Presentation slides (up to 3 slides) must be submitted in PDF format to the competition e-mail address by 12.12.2018 at 08.00.
- 6.5. The progression of an idea is based on the following criteria: relation to organizer's business lines, implementation speed, technological feasibility, good marketing opportunities, environmental impact reduction, and work safety.
- 6.6. The composition of the jury will be disclosed on the competition website by 18.11.2018. The jury will jointly decide on the winner on the basis of the criteria specified in section 6.5., also taking into account the success of the presentation of the idea and the answering of questions.
- 6.7. The authors of ideas to receive prizes will be announced at the place of the finale specified in section 6.3.6 at the Finale Event. The award winners will be disclosed on the competition website no later than within 3 calendar days following the day of the finale event.

## 7. Prizes

- 7.1. The size of the prize pool is € 30 000, which is divided as follows : 1st Prize EUR 15 000, 2nd Prize EUR 10 000 and 3rd Prize EUR 5 000.
- 7.2. These amounts announced as prizes will be the actual amounts that the winners receive. State taxes and fees applicable to the prizes will be paid by the Organizer in accordance with the legislation.
- 7.3. The Organizer shall contact the prize winners on their e-mail addresses indicated in the application form within 5 calendar days after the finale. The Participant must confirm having received such notification e-mail and provide their bank account number, to which the Organizer shall pay the prize money within 35 business days.
- 7.4. The prize shall not be replaced with another kind of award and it shall not be paid in cash upon a request by the Participant.

7.5. We will personally agree with the award winners of how the prize is received and how it can be used. If we are unable to contact the winner within 14 calendar days using the contact details provided by them on the application form, and they have not contacted the Organizer either within that time, they lose the right of receiving the prize money.

7.6. A prize that has not been timely redeemed, shall not be paid.

#### 8. Further cooperation

8.1. Before further development of the idea, the Organizer contacts the Participant that submitted the idea, and offers a possibility for cooperation, which is separately agreed between them.

8.2. Potential cooperation with the prize winners after the end of the competition will take place in accordance with an agreement between the Organizer and the prize winner.