

BOOST MY START UP

C H A L L E N G E

Terms and Conditions

The scope

All startups fulfilling the following criteria are eligible to participate in the Startup Challenge:

- The startup is based in Switzerland
- The startup provides an innovative product or service in the sectors of construction, real estate, energy, logistics, or mobility
- The business model of the startup is data-driven
- The startup has achieved proof-of-concept as well as proof-of-market (through first revenues)
- The startup has a high-growth potential

The process

The whole process takes place over six weeks, unless otherwise stated:

- August 29th, 2022: Boost My Startup Challenge launch
- September 25th, 2022: Submission deadline on www.boostmystartup.ch
- September 30th, 2022: Pre-selection of startups completed. Pre-selected startups are notified
- October 6th, 2022: Pitch of pre-selected startups in front of the Jury and private investors / clients from UBS (in Lausanne)

Pre-selection team and Jury

Only complete applications will be assessed.

A pre-selection team, composed of staff from BG and UBS, will preselect the startups that will be invited to pitch the potential of the collaboration with BG to the Jury.

The Jury will consist in 6 members, 2 by BG Consulting Engineers, 2 by UBS and 2 external members. The Jury reserves the right not to select a startup if the collaboration and / or investment potential does not meet the expectations.

The selection criteria include the following parameters:

- Collaboration potential with BG within on-going customer or internal development projects
- Growth potential
- Experience of the management team
- Qualified product on the market

Other parameters may apply.

The Jury does not make public its internal deliberations. Legal recourse is excluded.

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Benefits for the selected Startups

A common product development and market development between the startup and BG is at the heart of this initiative. Therefore, it is important for BG and UBS that a close collaboration can take place. In this context, the selected startup will benefit from several or all of the following advantages:

- a. Access to BG offices and teams, as much as necessary for the success of the collaboration
- b. Subject to BG's confidentiality obligations towards its clients, access to BG's unique portfolio of services and customer network in Switzerland, France and all over the world, depending on the target segment and common product development. BG is running up more than 2000 projects in parallel and can offer a first-class springboard for ambitious startups
- c. Objective-driven project or product co-development together with BG teams
- d. Visibility in medias, print or digital
- e. Support from UBS Growth Advisory (equity fund-raising and SEF growth initiative). UBS has supported over 40 Swiss growth companies, by finding the right investors for them or granting them credit financing
- f. Access to funding, either from the UBS Growth Advisory services or from BG, upon proper matching and long-term collaboration perspectives

Upon selection, the selected startup(s) will enter into a collaboration contract with BG. The terms and conditions of this collaboration contract shall provide details about clauses a.-f., depending on joint development expectations and actual needs.

Confidentiality

The information – documents, conversation and presentation – uploaded on the website of the Boost My Startup Challenge or disclosed by any other means by the startups during the Boost My Startup Challenge (hereafter "**Information**") are treated confidentially.

BG and UBS warrant that:

- the Information will be treated confidentially by all persons involved in the organization and selection process of the Boost My Startup Challenge, including their respective personnel, private investors/clients (where relevant) and any external jury member; and
- only personnel, private investors/clients (where relevant) and external jury members who have a need to know the Information for the organization and the selection process of the Boost My Startup Challenge will have access to the Information

The confidentiality obligations do not apply to information that:

- is, or thereafter becomes, publicly available at the time of its disclosure through no fault of BG and/or UBS and/or any external jury member
- was lawfully in the possession of BG and/or UBS and/or any external jury member prior to its disclosure in relation to or for the purpose of the Boost My Startup Challenge
- is or becomes available from a source other than BG and/or UBS and/or any external jury member and that is not, to the best of the receiving party's knowledge, covered by confidentiality obligations
- was or is independently developed by BG and/or UBS and/or any external jury member without reference to or use of any of the Information

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