

# Futureland Call4ideas

## TERMS & CONDITIONS

This Terms & Conditions set an Agreement between PricewaterhouseCoopers Advisory S.p.A. and the person or entity (“You” or “Submitter”). By clicking “**REGISTER**”, you acknowledge that you have read, understood and agree to be bound by the terms of this Terms & Conditions.

### 1. Description of the contest

#### 1.1. Sponsor entities

This initiative is launched in the context of Futureland and it is sponsored by PricewaterhouseCoopers Advisory S.p.A. (“**PwC**” or “**PwC Italy**” or “**the Sponsor**”) and Talent Garden S.p.A (“**TAG**”).

Taking place in Milan on November 9-10, Futureland is a two-day international tech event enabling the business community to stay ahead of the market through practical applications of emerging technologies: Artificial Intelligence, Augmented Reality, Virtual Reality and Robotics.

An international audience of 400 selected entrepreneurs, corporate executives, startups, investors, media and decision makers will explore new business opportunities in a variety of industries such as healthcare, automotive, industrial automation, media, gaming, sports and entertainment.

Keynote speakers, panels, networking activities and experience areas will allow participants to understand how to truly develop game-changing products, services and processes for both enterprises and consumer markets.

#### 1.2. Outlook

The technology is changing the traditional ways of doing business, companies cannot fail to take this into account in their strategies.

Through this Call4ideas we want to show participants how artificial intelligence, virtual reality, augmented reality and robotics can disrupt the way companies can do business and create value for all their stakeholders.

### **Artificial Intelligence**

Real breakthroughs in AI are happening, transforming how we do business. We are already experiencing in real life software that has the ability to anticipate the needs of its users and customers through a combination of pattern recognition, knowledge, planning, and reasoning.

### **Robotics**

Software and hardware are combining in new ways, thanks to artificial intelligence and robotics.

Inventing, designing, building, and deploying systems to unite the cyber and physical worlds to successfully move from ideation to impact requires skills across disciplines. This cyber-physical systems disruption extends to the Industrial Internet of Things, which combines mobile sensors, machine learning, and critical enterprise systems. As we adopt intelligent machines, business leaders need to manage change, maintain security and profitability, assess an organization's ability to integrate robots and AI into its daily operations, and be ready for developing technologies and use cases.

### **Virtual reality**

It is a unique moment for emerging technologies like Virtual Reality to be experimented and meet consumers' demand for new and memorable purchasing experiences and entertaining moments.

### **Augmented reality**

As the traditional separation between physical and digital is blurring, AR seems to be addressed as the most accessible ubiquitous wearable technology. The recent announcement of a wearable device by Facebook, the AR-powered Lenses by Snapchat and the revamped Tango project by Google, must be read as signs of a disruption in mobile devices and the way we interact with reality, augmenting our capabilities both at work and in private.

If VR will be big, most say that AR will be even bigger, as they will total a \$108 billion market by 2012, with AR taking the lion's share of \$83 billion and VR \$25 billion.

## 1.3. Eligible Participants

We are looking for a company, start-up or entrepreneur (hereinafter "**User**") with an innovative Solution exploiting the potential of one of the following so called emerging technologies:

- Artificial Intelligence
- Augmented Reality
- Robotics
- Virtual Reality

Applying one or more of the above technologies solutions proposed should be able to disrupt a company's business model, improve the operations in any industry and for whatever aims, or maximise the customer experience.

Solutions could address needs and use cases across different fields such as healthcare, automotive, industrial automation, media, gaming, sports, entertainment, among others.

Proposed Solutions should be able to convey to participants the value, so it is required at least an MVP (minimum viable product) or a working prototype that, if selected, could be showcased in front of hundreds managers and executives of large and mid companies.

Ideas in early stages will be evaluated and eventually selected by the jury according to the potential value.

#### 1.4. Initiative process

The initiative (hereafter *Call4ideas*) is divided in **[2]** phases with specific timeframes and events.

##### **Phase 1 – [Collection]**

Phase 1 will start the 17<sup>th</sup> of October 2017 and ending the 2<sup>th</sup> of November 2017

During this phase:

- submitters will be able to post their Solutions within the platform
- submitters will be able to tune and modify their entry adding contents
- proposals will be evaluated by a panel of experts on the platform through a card evaluation to select the 5 Solutions that will attend the event.

The Sponsor will notify a communication to the selected submitters inviting them to join the event.

##### **Phase 2 – [ Pitch]**

Phase 2 will be carried out during the Futureland event.

The five proposals selected during the event will make a pitch of their Solutions to the jury and a panel of Futureland attendees. According to the declared criteria, the jury will award the winner of the competition.

## 2. Participation guidelines

### 2.1. How to participate

To enter and participate in the Challenge, the User must first create an account on the PwC Innovation Platform (“**Platform**”) at <https://pwcitaly.brightidea.com/Futureland>. If the User already has such an account, the User does not need to create another account and can simply enter his/her User name and password to access the Platform and thus the Challenge.

During the Challenge, Users can submit their contributions following the instructions and submission form provided on the initiative website.

### 2.2. User contribution

User contribution is the ensemble of contents comprising, but not limited to, Ideas, Comments and Votes provided by the User by mean of the Platform within the framework of the Call4ideas. In particular:

**Solution:** A Solution is the proposal provided by a User and that aims at fulfilling the Challenge Objectives described in this Terms & Conditions. Solutions must be submitted on the Platform by means of the dedicated submission system. All submissions must comply with the rules and the ethics guidelines described in this Terms & Conditions and must follow the rules set by PwC and by the specified governing law (see Section 4)

In some cases, Administrators may make basic grammatical changes on User behalf so for purpose of clarity and to speed up the Challenge process. PwC will never change the nature of User contribution and notify Users by email if any changes is made. PwC and the Platform Administrators have the right of deleting any User contribution that is not compliant with PwC policies and rules and/or with the directions provided in this Terms & Conditions.

Photos, renderings, screenshots, and drawings, video or audio recording can be uploaded and are strongly recommended to make contributions more appealing to other Users.

### 2.3. Selection and awarding

Solutions will go through a selection process articulated throughout the Challenge phases and based on the following selection criteria:

## **Selection criteria**

Submissions will be assessed against the following criteria:

- Relevance to the identified technologies
- Innovative character of the submission
- Market potential
- Scalability

## **Jury compositions**

A jury composed by a selection of professional from PwC, TAG and a selection of influential figures in the world of innovation and high tech will select among the proposals the winning Solution.

## **Prize and awards**

The five Solutions selected will:

- Get two tickets to attend Futureland and getting in touch with hundreds managers and executives cross industry

The five selected Solutions will receive a € 400 flat-rate reimbursement as a support for logistic costs to attend the event that will be billed against the display of an invoice by the selected subject.

The winner solution will get:

- Ten man days of support by PwC professionals to develop and improve the marketability of the innovative Solution
- Three months of membership to Talent Garden campuses
- Showcase and pitch to an international audience of 400 selected corporate executives, entrepreneurs, investors, media and decision makers

All the awards are for a consideration of work performance and recognition of personal merit in relation to the production of scientific works and the presentation of projects or studies in the commercial or industrial sphere and therefore fall into the exclusion cases provided for in Article 6 , c.1, letter A of DPR 430/2001.

The winner will not be able to contest the prize awarded, nor demand the corresponding cash value or exchange/replacement for any reason

## **3. IP management and content ownership**

### **3.1. Content ownership**

User warrant that, as at the date of this submission, User Contribution is his/her own original work and has not been copied wholly or substantially from any other work or material or any other source, and that User is the sole legal and beneficial owner of the rights assigned and that so far as the User is aware, the exploitation of the rights assigned by this agreement will not infringe the rights of any third party.

The User will not submit content that is copyrighted, protected by trade secret or otherwise subject to third party intellectual property rights or other proprietary rights, including privacy and publicity rights, unless the User are the owner of such rights or have permission from their rightful owner to post the content and to grant all of the rights granted herein to the User. Each User shall take full responsibility for any infringement of intellectual property or other legal issues related to his/her product.

Consequently, each Users hereby undertakes to indemnify and hold the Sponsor, in relation to any possible dispute raised by third parties which might claim rights on documents, data, materials, technological information, as well as trademarks, distinctive signs, industrial inventions, utility models and the works protected by the copyright and software possibly made available by the User on the occasion of the performance of the challenge.

### 3.2. IP management

By submitting a Contribution and participating in this Call4ideas, the Users will not grant the Sponsor any rights on and assign ownership of his/her Contribution and any intellectual property that it may contain or generate in the future.

All title, ownership, rights, and intellectual property rights in and to the Platform shall remain with **PwC Italy**.

All rights not expressly granted to the User in this Terms & Conditions are reserved to **PwC Italy**.

The User may not copy or download any content from the Platform unless is expressly authorized to do so.

The User agree not to remove, obscure, or alter copyright, patent, trademark, or other proprietary rights notices affixed to content. The User may not sell, license, distribute, copy, modify, publicly perform or display, transmit, publish, edit, adapt, create derivative works from, or otherwise make unauthorized use of Content. All rights in owned and licensed content that are not expressly granted to the user in these Terms and Conditions have to be considered of properties of **PwC** or of its partners.

Making unauthorized copies of content found in the Platform may result in the termination of User account, prohibition to use this software and further legal action.

## 4. Legal aspects

### 4.1. Privacy

By participating to this Challenge, the User acknowledge and agree that PwC will have access to and use of any personal data provided as governed by the "Information on how PwC handle Personal Information" policy attached here as Annex 1

### 4.2. Governing law

This Agreement is governed by, and shall be construed in accordance with, the Italian laws.

### 4.3. Limit liability

By participating in the Challenge, the User agree to release, indemnify and hold harmless PwC, Administrator, and their respective parents, affiliates, subsidiaries, advertising and promotions agencies, as applicable, and each of their respective agents, representatives, officers, directors, shareholders, and employees (collectively, "Sponsor Entities") and the Judging Panel from and against any injuries, losses, damages, claims, actions and any liability of any kind (including attorneys' fees) resulting from or arising out of his/her participation in, association with or submission to the Challenge including any claims alleging that his/her Contribution infringes, misappropriates or violates any third party's intellectual property rights.

Sponsor Entities and the Judging Panel are not responsible for any miscommunications such as technical failures related to computer, telephone, cable, and unavailable network or server connections, related technical failures, or other failures related to hardware, software or virus, or incomplete, late or misdirected Contribution. Any compromise to the fair and proper conduct of this Challenge may result in the disqualification of an Contribution, termination of the Challenge, or other remedial action, at the sole discretion of the Sponsors.

## 5. Annex 1: Information on how PwC handle Personal Information

In order to carry out the challenge, PwC may become aware of personal data in the possession of or otherwise available to the user that are protected by Legislative Decree No. 196 of 30 June 2003 "Code regarding the protection of personal data" (the "Privacy"). In particular, PwC may become aware of

personal data, including sensitive and judicial information, regarding employees, customers/suppliers (natural persons), counterparties in court proceedings, etc. i) of the User (or of its group companies), or ii) of other companies where the challenge includes conducting due diligence investigations or analyses of data of such other companies (collectively, the “Data”).

PwC confirms that:

- a) The Data will be handled solely for the purpose of the performance of the challenge, including execution of the independence and conflict check procedures, risk management and quality assurance processes mandatorily required by the policies adopted by the PricewaterhouseCoopers network and/or by professional conduct rules, as well as compliance with the requirements of the anti-money laundering and anti-terrorism regulations in force;
- b) The Data shall be processed using both traditional means (forms, questionnaires etc.) and computer-based tools and shall be kept both on paper and partially in electronic format. The data shall be maintained and archived by legal entities, in Italy or elsewhere. However, their logic security and physical safety, and their overall confidentiality, shall be guaranteed;
- c) The Data may be communicated to external collaborators and services providers used by PwC in the performance of the challenge or for Data storage, national and international public bodies, judicial entities in civil, criminal and administrative proceedings, as well as to third parties by virtue of domestic and international laws and/or regulations, or in execution of orders issued by public authorities or in order to comply with the applicable professional standards of PwC in the performance of such activities;
- d) The Data may be communicated to other member firms of the PricewaterhouseCoopers network with headquarter in Italy or abroad in order to allow the latter to carry out the independence, risk management and quality assurance processes mandatorily required by the policy adopted by the PricewaterhouseCoopers network, or to perform the challenge where their involvement is necessary. The Controller of the Data acquired in execution of the Services assigned to us is PricewaterhouseCoopers S.p.A., with registered office in Milan, Italy, Via Monte Rosa 91, and the Processor of the data processing is the challenge Partner. However, the list of the Processors in charge of Data processing for the purposes of the abovementioned Code can be consulted at our offices.

For its part, the User:

- a) confirms that the Data were gathered and delivered to the PwC fully in compliance with the applicable regulations, and therefore, that the processing of the Data by PwC for the purpose of the performance of the challenge is legitimate;



- b) confirms that appropriate information has been given to the interested parties in compliance with the provisions of article 13 of the Privacy Code and, where necessary, the interested parties have given their consent to the disclosure of the Data to PwC in the execution of the challenge;
- c) acknowledges that the non-availability of the Data can make the execution of the challenge by PwC more difficult and expensive and, in some cases, impossible.

At the same time, the User agrees to indemnify and hold PwC harmless against any liabilities, losses, expenses and other costs that PwC may incur arising out of or in connection with non-compliance by the User with one or more of the requirements mentioned above or for any actions or claims brought by the interested parties as a result of the use of the Data by PwC.

PwC also points out that the User's contact information (physical address, e-mail addresses, etc.) may also be used by PwC and/or other member firms of the PricewaterhouseCoopers network, in order to:

- a) perform market research, benchmarking and/or marketing services, and mailing of information and material on matters of interest connected with the Services provided;
- b) perform centralized statistical and information management activities connected with User and the services provided in order to monitor and improve the services rendered and to propose more efficiently additional services and/or initiatives considered of interest.

With reference to the abovementioned activity, the User will always be entitled to deny its consent to the processing of e-mail addresses upon submission of communications