

# **Contest regulation**

## **Blockchain Life Startup Pitch 2023**

### **1. General Provisions**

1.1. This Regulation is applied during the Startup Pitch Contest (hereinafter 'Contest') and determines the conditions, procedure, and deadlines for the Contest in 2023.

1.2. The organizer of the contest is JETS CAPITAL EVENTS ORGANIZING AND MANAGING EST., a company registered in Dubai, UAE, License No. 1046196 (hereinafter 'Organizer').

1.3. The Contest is held on October 25, 2023, as part of the 11th international forum on blockchain, cryptocurrencies and mining – Blockchain Life 2023 in Dubai (hereinafter 'Forum').

1.4. The Contest is a public presentation and defense of projects in order to find companies or individuals interested in financing or otherwise participating in the project.

### **2. Contest Objectives**

2.1. The ultimate purpose of the Contest is to create a platform for cooperation between both projects in the blockchain and cryptocurrency industry, and investors and leading global funds.

2.2. The main objectives are:

- Stimulating the development of the global blockchain and cryptocurrency industry.
- Identification, evaluation, and support of innovative projects in the blockchain and cryptocurrency industry.
- Acquaintance of new projects with the world's leading representatives of the blockchain and cryptocurrency industry.
- Popularization and formation of new trends in the field of cryptocurrencies and blockchain technology in the world.

### **3. Organizer**

3.1. The functions of organizer are:

- Determining the conditions and the regulation of the Contest.
- Development of topics and evaluation criteria.
- Formation and approval of the jury.
- Involvement of partners, representatives of private investors and funds.
- Ensuring the direct holding of the Contest.
- Confirmation and awarding of winners based on the decision of the jury.

### **4. Jury**

4.1. The jury of the Contest is formed by the Organizer in order to evaluate the participants of the Contest. The jury consists of the leading experts in the field of blockchain, cryptocurrencies and mining, top managers of the most significant companies in the

industry, investors, and representatives of large investment funds, business angels, entrepreneurs and well-known blockchain developers.

4.2. The jury of the Contest is published on the official website of the Forum ([https://blockchain-life.com/asia/en/startup\\_pitch/](https://blockchain-life.com/asia/en/startup_pitch/)) no later than 1 week before the start of the Contest.

4.3. During the Contest, the jury members evaluate the performances and presentations of projects in person, followed by filling out the ballots in paper form.

4.4. The organizer has the right to increase or decrease the number, change the jury in its sole discretion.

4.5. Based on the completed ballots of each member of the jury, a written protocol is issued with the decision of the jury.

4.6. The jury's decision is final and cannot be disputed.

4.7. The voting data of each member of the jury is confidential and prohibited from publication.

## **5. Participants**

5.1. Participants who wish to participate in the Contest must submit an application via Blockchain Life Forum website (by directly accessing [https://blockchain-life.com/asia/en/startup\\_pitch/](https://blockchain-life.com/asia/en/startup_pitch/)).

5.2. Applications for participation in the Contest are accepted in English.

5.3. Applications are accepted for consideration both from legal entities and from individuals or groups of participants.

5.4. The project should be implemented in the following areas:

- Cryptocurrencies (tokens)
- Blockchain
- Mining
- DeFi
- GameFi
- NFTs
- Metaverses

5.5. The project may be at the pre-seed stage, which allows evaluating business hypotheses, or at later stages of development and implementation.

5.6. Participation of the project in the Contest should not violate the rights of other participants or any rights of third parties, including copyright and related ones.

5.7. Participation in the Contest is allowed after verification by the security service of the Forum.

5.8. Participation in the Contest is allowed only after payment of the organizational fee.

## **6. The Procedure of Determining the Winners**

6.1. The Contest includes:

- Presentation of the project to the jury and Forum participants.

- Awarding of the winners of the Contest.

6.2. The presentation of the project and awarding in person is a priority; participation via videoconferencing is also allowed.

6.3. Representatives of the Contest, participating in the presentation, must:

- Be the individuals who play a key role in the development and commercialization of the project.
- Be fluent in spoken English.

6.4. The sequence of speeches and presentations of projects is determined by lot, which is held by the Organizer no later than 1 week before the Forum.

The 6-minute speeches are performed before the 3-minute speeches.

6.5. During the presentations, the **jury evaluates projects according to the following criteria** (on a scale from 0 to 10, where “0” is the lowest score and “10” is the highest score):

- **Relevance:** the relevance of the project to the current market situation is assessed.
- **Business model:** the performance of the business model is assessed.
- **Feasibility:** the feasibility of achieving the goals of the project in a specified time period is assessed.
- **Team:** the competence of the team to achieve the set goals is assessed.

6.6. If two or more projects receive an equal number of points based on the summation of the jury's scores, all projects with the highest number of points are nominated as winners.

6.7. By prior agreement with the Organizer, partners, and sponsors of the Forum have the right to provide special prizes to winners and nominees.

## 7. Organizational Fee

7.1. The organizational fee is carried out in order to promote the Contest and cover the organizational costs for all events as a part of the Contest.

7.2. The organizational fee in the Contest is:

7.2.1. 3-minute Startup Pitch (cost from \$3800). Includes:

- An opportunity to present your project (3 minutes) during Startup Pitch to investors and top funds on the Forum's main stage.
- The company logo, link, and information on the Startup Pitch section on the official website.
- A mention in a collective social media post about Startup Pitch participants.
- A mention in a newsletter for current members (once) as part of an announcement of participants who will take part in Startup Pitch.

7.2.2. 6-minute Startup Pitch (cost from \$5700). Includes:

- An opportunity to present your project (6 minutes) during Startup Pitch to investors and top funds on the Forum's main stage.
- The company logo, link, and information on the Startup Pitch section on the official website.
- A mention in a collective social media post about Startup Pitch participants.

- A mention in a newsletter for current members (once) as part of an announcement of participants who will take part in Startup Pitch.

## **8. Copyright**

8.1. Contestant declare that the rights to all intellectual property related to the project belong to the contestant.

8.2. The contestant is responsible for possible claims and lawsuits of third parties related to copyright and related rights.

8.3. In case of third parties regarding the ownership of the rights to the projects submitted for the Contest, the Organizer reserves the right to refuse the contestant to participate.

8.4. The Organizer reserves the right to use all information and materials provided by the Participant of the Contest in order to popularize the Contest in the media, on the Forum website, and other information sources, including in various advertising and PR materials.

8.5. During the Contest, the Organizer has the right to take photos and videos of various events with the participation of a representative of the Contest participant, as well as post such photo and video materials in the media, on the Forum website and other information sources, including in various advertising and PR materials.

8.6. Contestant has the right to publish announcements of participation in the Contest in their media, website, and other information sources, including advertising and PR materials.

## **9. Final Provisions**

9.1. If the Organizer detects non-compliance with the requirements specified in these regulations, the Organizer has the right to refuse the contestant to participate in the Contest and return the organizational fee.

9.2. The Organizer reserves the right not to explain the reason for the refusal of the project in the Contest without commenting on it.

9.3. The Organizer doesn't pay for travel, meals, accommodation, and insurance of the participant of the Contest.