

STARTUP PROGRAM RULES*



*The Organizer has the right to change the rules if needed.

INTRO AND TIMELINE

What is the BLAST Startup Program?

Is the program and competition for a max of 200 Startups that will take part to the event. The awards for the winners are:

- One prize for each Startup Industry Champion by one of our Corporate Champions.
- Final prize that includes an acceleration program and an investment of 15.000€

According to the Italian Law art. 6 1, lettera a) del DPR n. 430/01, this award is an encouragement act in the interest of the collective, as underline in point 1.

TIMELINE:

| | |
|--|----------------------|
| 1 - Deadline to Receive Startup Applications | 10 JULY 2018 |
| 2 - Communication of the Applications Accepted | 14 JULY 2018 |
| 3 - Communication of the BLASTup Competition | 14 JULY 2018 |
| 4 - Beginning of the Elimination Rounds | 21 JULY 2018 |
| 5 - Live Rounds | 27/28 SEPTEMBER 2018 |
| 6 - Final Round | 28 SEPTEMBER 2018 |

To Apply to the Startup Program go to:

blastconf.com/startup-program-2018

From all the applications to the program, a Jury composed by Experts and Professionals will select 200 Startups, 50 for each industry. 152 eligible for the startup bundle and 48 also for the BLASTup Competition.

WHO CAN APPLY TO THE PROGRAM?

Startup's that apply to the program must have high potential for growth or interest for their industry and:

1 Operate in at least 1 of the following 4 industries:



Entertainment



Finance



Health



Manufacture

2 Have a demo or MVP of their product/service

3 Be in a pre-seed, seed or early stage (round A and round B)

SELECTION STEPS:

200

Startup Bundle - 99€

48

BLASTup Competition - FREE

THE STARTUP BUNDLE

Startup's that apply to the program will be offered the opportunity to participate getting the most from BLAST.

Exhibition Booth for 1 day

Access the Social Pitch Booth

Visibility Pack (Web, App, Guide)

1 Industry BLAST Pass for 2 days

Each Industry BLAST Pass includes:

Full Access to Playground

Full Access to Arena

Access to Lunch Area for 2 days

Access to floor Start-up Tour

Night Pass (opening & closing party)

Full Access to Industry Lounge

Access to Industry & Special Events

BLAST Industry Welcome Kit

Special prices for accommodations

Networking App + Matching Concierge

99€ early bird | 499€ late bird

+ 50€ for each member after the first (each member will get 1 Industry BLAST PASS for 2 days)

THE BLASTup COMPETITION

48 startups will be selected for the BLASTup Competition, get a FREE Startup Bundle + extra benefits and visibility:

3 industry BLAST passes for 2 days

Pre-event 1to1 session with Mentor

FREE Video Course

Pitch Deck to investors and media

Dedicated Media Coverage

1to1 with industry investor

The BLASTup Competition works in the following way:

48

Elimination Rounds

(12 per industry) will be selected for the **BLAST-UP Competition**, and receive the bundle for FREE, plus mentoring and maximum visibility.

16

Live Rounds

(4 per industry) will go to the **LIVE rounds of the Competition** and face the corporate champion of their own industries during the event.

4

Final Round

(1 per industry) will compete to also win the final price by facing an investor champion during the closing event of BLAST.

THE “LIVE & FINAL” ROUND FORMAT

There will be 4 Live Rounds (1 per industry). In each round a Corporate Champion will face in the BLAST Arena 2 Startups in a BLASTing open innovation battle. There will be 1 winner for each industry.

1

The Champion presents himself and his priorities and starts asking to the startupper why his company should invest on their idea.

3

The Champion will start asking questions to better understand which startups fits his company needs.

5

At the end of the Round the Champion, after consulting with his team, will declare the winner.

7

The Champion may decide to declare instantly the Startup Industry Champion or make a maximum of two questions to decide it.

2

Each startup has 3 minutes to presents itself and answer the first question, after that the ride gets wild.

4

Each Startup has 1 minute to answer this questions.

6

At the end of the second Round the winners of each round will enter to the arena with the Champion and his team.

The FINAL ROUND is very similar: At the end of the second day of the event, in the Arena, an Investor Champion will face all the finalists in a spectacular 1 vs 4 Round and choose the winner of the competition.