

FUTURE HAMBURG AWARD: TERMS AND CONDITIONS OF ENTRY

1) GENERAL

The FUTURE HAMBURG AWARD is initiated by Hamburg Marketing GmbH and HIW Hamburg Invest Wirtschaftsförderungsgesellschaft mbH (hereafter: Hamburg Invest). Its organisational realisation is the responsibility of Hamburg Marketing GmbH, Wexstraße 7, 20355 Hamburg.

2) REQUIREMENTS FOR ENTRY

All international startups that have developed a solution for GreenTech, mobility and logistics are eligible to apply. Furthermore, they

- must be able to prove the successful product-market-fit in their home market with revenue and client data.
- must have been active on the market for a minimum of two years and maximum of four years.
- must not be a corporate spin-off.
- must be able to show that they can actively participate in FUTURE HAMBURG AWARD in person in Hamburg in 2023 (at least partial usage of the prizes). Should a selected startup not be able to participate in Hamburg and not send a representative in their place, their prize can be withheld from them.

Those participating in accelerator programmes run by the partner involved, or who have entered similar programs, are also eligible to apply.

3) APPLICATION PERIOD

The application period for the FUTURE HAMBURG AWARD begins on 17 April 2023 and ends on 9 July 2023. There will be a selection period starting 10 July 2023. Only fully completed applications will enter the selection process. The award winners will be announced and honored at an event on 5 October 2023.

4) COSTS

Application to the FUTURE HAMBURG AWARD 2023 is free of charge.

5) CRITERIA

The jury evaluates the startups according to the following criteria, on the basis of a set point system:

- Product-fit (16 pts.)
- Market-fit (4 pts.)
- Business & Growth (8 pts.)
- Competition (4 pts.)
- Funding (4 pts.)
- Team & Experience (4 pts.)
- Impact on Hamburg (16 pts.)
- Presentation (8 pts.)

6) SELECTION PROCEDURE AND JURY

The submissions will be assessed by Hamburg Marketing, Hamburg Invest and by an independent jury. The jury's decision is final.

The promoter reserves the right to honor special achievements with special prizes, or not to award prizes if the quality criteria have not been sufficiently met.

Hamburg Marketing, Hamburg Invest, its partners and members of the jury reserve the right to exclude from the competition submissions that are considered unsuitable or which do not meet the application criteria.

7) PRIZES

The FUTURE HAMBURG AWARD will appoint three winning teams:

The first prize will have the chance to spend an entire month at the Sunnyvale location of our partner Plug and Play in Silicon Valley, where the winner will be able to participate in Plug and Play's International Accelerator Program. For this, the winning startup nominates one person who will join the program and therefore will be granted 2,500€ in total for travel expenses. It is yet to be determined when this will take place as well as whether it will be virtual or in-person.

1st, 2nd and 3rd prizes:

Each of the winning teams is expected to participate in our award ceremony, which will take place in October 2023. This may include access to the Plug and Play Expo. A travel expense of up to 700€ (per startup) in total for this journey will be granted.

2nd and 3rd prizes:

The day after the ceremony the winning teams receive a pitch training and a workshop and therefore up to 300€ (per startup) for accommodation will be granted.

The cash amount for the travel expenses will be not paid out.

Furthermore, five startups from the shortlist will be selected by the jury to pitch their business model during this virtual event. This date is compulsory. Winners must provide a pitch video. Should a potential winner not be able to keep the appointment and not send a representative in their place, their prize can be withheld from them.

8) APPLICATION DOCUMENTS

Applications should be made online at future.hamburg/award during the stated application period. Registration is required in order to submit applications.

The following information and documents are required: fully completed application form (information about the business, information on the product/service, etc., the applicant's personal details, supplementary information, for example explanatory images/photos, pitch deck). If available: Company logo in high-resolution quality (300dpi) in .png, .eps, .pdf or .ai-format.

You can also include optional information for the jury (such as business plans, technical drawings, your own product presentations, animations, films, etc.). These documents are treated as confidential. The sole purpose of any optionally submitted documents is to provide further explanation. All the information required must be provided in the application tool.

9) NOTES ON THE APPLICATION FORM

Most fields of the application form must be completed using formulated sentences in English. Notes on attachments, etc. (eg 'see website' or 'see enclosed documents'), as well as bullet points or 'not applicable' or similar are not permitted. When entering figures, ensure you also specify the unit of measurement. Any maximum permitted number of characters must not be exceeded.

Submissions can be saved, then expanded and amended up until the closure date. They are regarded as being submitted once the 'Send' button has been clicked and a confirmation message appears on screen.

10) CONFIRMATION

Once your application has been received, you will receive an automatic confirmation email. If you do not receive this, please contact us promptly.

We ask for your understanding that, if we receive a lot of entries, this process could perhaps take considerably longer. Before you submit your application, you must agree to the terms and conditions of entry and to the exclusion of recourse to legal action.

11) DATA PROTECTION

By submitting their application, applicants agree to Hamburg Marketing GmbH and Hamburg Invest publicising the business's participation in a short presentation that includes images and logo. Participants grant Hamburg Marketing GmbH and Hamburg Invest the necessary rights of use.

Participants also guarantee that the images and files they upload do not infringe the rights of third parties and that, where people are depicted or represented, no personal rights, especially those in respect of Section 22 of the KUG, Germany's copyright law in respect of photography and the visual arts, are infringed. In the event that a photo or video shows one or more identifiable persons, the parties concerned must have agreed to the images being published. The applicant guarantees that he or she has the relevant declarations of consent, including for the usage stated above, and that he or she can also present them in written form if required to do so.

The personal and business-related data supplied by applicants in the application form will be treated with the highest degree of confidentiality. For the purposes of implementing and realising the competition, this data will be collected, stored and used, as well as being passed to the agency responsible. Applicants also consent to Hamburg Marketing GmbH and Hamburg Invest storing this data even after the competition has ended until this consent is revoked, and that these organisations are permitted to contact participants with information relating to Hamburg as a location for startups. Your data will be processed via alpha awards (more information: AGB – alpha awards (alpha-awards.com) and Datenschutz – alpha awards (alpha-awards.com) and in accordance with the General Data Protection Regulation (GDPR EU) and will not be passed to third parties outside the team, jury and contacts of the Future Hamburg Award and affiliated partners. Please see our general privacy policy for detailed information on how we process your data. This consent can be revoked at any time. To do so, please email: award@future.hamburg.

We will gladly provide you with information on whether personal data relating to you is being processed; if this is the case, you have right to access this personal data and to the information listed in detail in Article 15 DSGVO. In addition, you have the right to rectification (Article 16 GDPR), the right to restriction of processing (Article 18 GDPR), the right to erasure (Article 17 GDPR) and the right to data portability (Article 20 GDPR) under the

respective legal conditions. Without limiting these rights and the possibility of seeking any other administrative or judicial remedy, you may at any time exercise your right to submit a complaint to a supervisory authority, in particular in the Member State of your residence, place of work or place of the alleged infringement, if you consider that the processing of personal data relating to you infringes data protection law (Article 77 GDPR).

12) PUBLICATIONS

Hamburg Marketing GmbH and Hamburg Invest, as well as third parties contracted by them, are permitted to use the text entered into the application form as “Award Subscription”, the photos/logos submitted on the website future.hamburg/award and in other communication channels (media relations, newsletters, social media, etc.). Personal data will only be published with prior written agreement.

Applicants consent to photos and films made during the FUTURE HAMBURG AWARD being used for publicity and documentation purposes, without restriction.

Hamburg Marketing GmbH and Hamburg Invest reserve the right to edit and alter passages of text received from participants for editorial purposes.

13) CREATOR'S STATEMENT

By submitting your application, you affirm that all information is true and that your business idea was not expropriated from any other project.

14) CONTACT

If you have any questions or general enquiries, please contact the FUTURE HAMBURG AWARD team:

eMail: award@future.hamburg

For further information see: future.hamburg/award

13.04.2023