

Rules of the 3W Startup Showdown

1. General provisions

1. The organizer of the 3W Startup Showdown competition (hereinafter: the Competition) is Bank Gospodarstwa Krajowego with its registered office in Warsaw, Al. Jerozolimskie 7, 00-955 Warszawa, address for correspondence: VARSO 2, ul. Chmielna 73, 00-801 Warszawa (hereinafter: BGK).
2. The objective of the Competition is to identify and then award entities (start-ups) that implement projects consistent with the 3W Idea and are authors or originators of technologies that use at least one of three resources - water, hydrogen and elemental carbon.
3. The Competition is an integral part of the event – 3rd 3W Congress (hereinafter: the Congress).
4. The outcome of the competition and award gala will be held on the first day of the Congress (November 27, 2023).
5. The competition is international and is addressed to start-ups.
6. All information regarding the Competition can be found at <https://kongres3w.pl/2023-en/> including the Rules of the Competition and the application form.
7. Language of the Competition: Polish, English.
8. The terms used in the Rules mean the following:
 - 1) Project – a business solution based on modern technologies, commercialized in the form of a start-up and described in the application form.
 - 2) Validation – verification of the potential to commercialize the solution.

2. Participation and rules of the Competition

1. The Competition is addressed to start-ups that operate and have their registered offices in one of the countries of the Central and Eastern European region, i.e., among others, Poland, Czech Republic, Slovakia, Ukraine, Lithuania, Latvia, Estonia, Hungary.
2. Entrepreneurs who have been running a business for no more than 5 years (registered no earlier than on January 1, 2018) may enter the Competition.
3. Start-ups whose members of the Management Board, shareholders, investors are employees of the Organizer and Jurors working in the competition process cannot participate in the Competition.
4. Participation in the Competition is voluntary and free of charge.
5. The Competition will be held in accordance with the schedule included on the Competition website, according to the stages:
 - 1) **Stage I – call for forms:**

Participants in the Competition register their participation by completing the application form available on the Congress website. The participant has the right to attach supplementary information to the application form, in the form of a .pdf document consisting of up to 5 A4 size pages. The model application form constitutes Appendix No. 1 to the Rules.
 - 2) **Stage II – preselection:**

The Organizer's team will subject the submitted projects to the formal evaluation:

 - a) projects qualified for the substantive evaluation will be referred for evaluation by the Organizer's team;
 - b) the Organizer's team, based on the substantive evaluation, will select up to 10 best projects (with the highest score) qualified for stage III – decision of the Organizer's team is not subject to appeal.
 - 3) **Stage III - Pitch-Day (final)**

Each of the 10 finalists will present their idea as a “pitch speech,” followed by a question-and-answer session with a time regime of 5 minutes per pitch and 5 minutes for questions from the Jurors. Based on the final presentation and expert recommendations, the Jurors will select

- 3 winners. The decision of the Jurors is not subject to appeal.
6. The Competition is open to projects that:
 - 1) develop and implement projects using at least one of three resources: water, hydrogen and elemental carbon, or operate in the area of synergistic use of the above-mentioned resources;
 - 2) are involved in innovative technology using carbon nanotubes, fullerenes, carbon fibers, graphene, activated carbon, carbon fuel cells, advanced material technologies;
 - 3) implement projects related to hydrogen technologies, develop methods for storing and producing hydrogen, look for solutions that will make energy transition towards zero-carbon faster and more efficient;
 - 4) solutions will help manage water resources reasonably, save water, treat and condition it, reduce its consumption in sectors such as agriculture, power generation industry and food production;
 - 5) projects respond to contemporary challenges of civilization and society and achieve the sustainable development goals.
 7. Projects that do not match any of the thematic areas of the Competition specified in point 6 will not be included in the substantive evaluation.
 8. The Organizer reserves the right to modify the deadlines in the schedule. From time to time, it will inform participants of the changes in electronic form and by adding relevant information on the Competition website.
 9. The Organizer has the right to publish information about the winners of the Competition.
 10. Important dates of the Competition:
 - 1) stage I - call for application forms - the deadline for announcing the Competition and submitting applications: October 23, 2023–November 20, 2023;
 - 2) stage II – preselection – selection of 10 start-ups from among submitted applications: November 23, 2023 –information on the selection of 10 finalists will be published on the Congress website and by email;
 - 3) stage III - Pitch-Day (final): November 27, 2023 during the Congress.
 11. Submitted projects are subject to the formal evaluation in accordance with the criteria:
 - 1) the start-up was established no earlier than on January 1, 2018;
 - 2) the start-up has its registered office in one of the Central and Eastern European countries;
 - 3) the start-up matches the thematic area of the Competition;
 - 4) the application form was submitted on time;
 - 5) the application form was prepared in the applicable language of the Competition.
 12. As part of Stage II (preselection), the jury will carry out the evaluation according to the NABC (need - approach - benefits - competition/alternatives) method:
 - 1) Need
 - a) What is the market need / problem that the solution responds to?
 - b) Is the given need market specified – is it domestic, European or global?
 - c) Has the start-up already conducted preliminary discussions with a potential customer?
 - 2) Solving the problem (Approach)
 - a) Does the proposed solution fully respond to the need?
 - b) Are infrastructure and personnel facilities sufficient?
 - c) Has a prototype or demonstrator of the solution been developed?
 - 3) Benefits
 - a) What benefits will the customer derive from the solution?
 - b) What benefits will other stakeholders and the customer’s environment derive?
 - c) What benefits will the society derive when the given solution is used on a larger scale?
 - 4) Competition
 - a) What other solutions to a given problem are already in the market?
 - b) What are the advantages of the solution offered by the company?
 - c) What are the global trends concerning alternatives?

13. Each project will be evaluated by the competition's jury (BGK representatives). In each NABC criterion, a project can score 3 points, with the jury evaluating each sub-criterion on a scale of 0; 0.5; 1 point. The maximum score in the NABC criterion is 3 points. The maximum score is 12 points.
14. The jury will carry out the evaluation individually – the final score that a start-up will receive in the evaluation is the total of the scores in the individual NABC criteria, with the partial evaluation for each criterion being the arithmetic average of individual evaluations of the jury members.
15. The jury members' evaluation is not subject to an appeal procedure.
16. As part of Stage III (Pitch Day), the Competition Jury will rate presentations and answers to questions according to the criteria:
 - 1) general reception of the presentation,
 - 2) market potential of the project,
 - 3) compliance with the 3W Idea goals and values.

3. Awards

1. Awards will be presented based on the rating of submitted forms, rating of speeches and answers to questions, given by the Jury during the Congress. The presentation of all finalists will be followed by voting by the public, which will choose the best project in its opinion.
2. Awards in the Competition:
 - 1) presentation of the project on the main stage of the 3rd 3W Congress;
 - 2) opportunity to hold a presentation in front of Venture Capital funds whose representatives will be present during the Congress;
 - 3) validation – the product/technology will be subject to a validation process; it will be carried out by experts from ICI 3W in cooperation with external laboratories and will check the actual technical parameters of the product/technology; the product/technology that meets the declared technical parameters and is consistent with the 3W Idea assumptions will receive a validation certificate;
 - 4) publications of materials about the winner in the channels of the 3W Idea (social networks, 3W platform, the News from the 3W World newsletter) and the selected media patron of the Congress.
3. The Organizer reserves the right to present other or additional awards.

4. Jury of the Competition

The Jury of the Competition at Stage III will be composed of business practitioners, experts, representatives of business environment institutions. The composition of the Jury will be presented on the Congress website.

5. Personal data protection

1. Pursuant to Article 13 sections 1 and 2 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, hereinafter the GDPR), we hereby inform as follows:
 - 1) The Controller of personal data is Bank Gospodarstwa Krajowego, with its registered office in Warsaw, at Al. Jerozolimskie 7; 00-955 Warszawa, address for correspondence: VARSO 2, ul. Chmielna 73, 00-801 Warszawa (hereinafter: BGK);
 - 2) personal data will be processed for the purpose of conducting the Competition based on the consent granted for the processing of personal data, i.e. in connection with Article 6(1)(a) of GDPR;
 - 3) personal data will not be provided to other recipients;
 - 4) personal data will be processed until the consent for its processing is withdrawn;
 - 5) you have the right to request access to the content of your personal data, to their rectification,

- erasure, restriction of processing, and the right to data portability;
- 6) you have the right to lodge a complaint with the supervisory authority if you consider that the processing of your personal data violates the provisions of GDPR pursuant to Article 77, to the address of the President of the Personal Data Protection Office, ul. Stawki 2, 00-193 Warszawa;
 - 7) You have the right to withdraw the consent at any time, without affecting the lawfulness of the processing based on the consent before its withdrawal - the consent may be withdrawn using the same way by which it was granted;
 - 8) the provision of personal data by you is voluntary; the consequence of failure to provide personal data is the impossibility to participate in the Competition;
 - 9) personal data you provide will not be used for automated decision-making, including profiling as referred to in Article 22 of GDPR.

6. Final provisions

1. To matters not covered by the Rules, the provisions of the Civil Code and other generally applicable provisions of Polish law shall apply.
2. The Rules of the Competition are available at www.kongres3w.pl.
3. Winners of the Competition are obliged to settle the resulting tax obligations under the applicable legal regulations related to the receipt of awards in the Competition.
4. The Organizer reserves the right to change the Rules during the Competition for important organizational and legal reasons – however, these changes will not affect the already acquired rights of the participants in the Competition.
5. Participants in the Competition are fully responsible for the truthfulness of the data provided in connection with the Competition. The Organizer is not responsible for the consequences of providing by the participant of false data or data of another person.
6. The participation in the Competition is equal to the participant's acceptance of the Rules in full. The Participants guarantee that they will comply with all provisions of the Rules and that they meet all conditions for the participation in the Competition.

I. GENERAL INFORMATION

SECTION 1. BASIC CONTACT DETAILS

- 1. Name and surname:
- 2. Your role/position in the company:
- 3. Phone number (with area code):
- 4. E-mail:

SECTION 2. ABOUT YOUR STARTUP

- 1. Name of the start-up:
- 2. Country:
- 3. Website:
- 4. Define your start-up in one sentence:
- 5. Is your start-up a registered business activity?
- 6. Year of business registration:

SECTION 3.

- 1. Which 3W letter are you interested in? (choose: water, hydrogen, carbon)
- 2. What is the name of your project/product:
- 3. Summarize your project in several sentences. (200 characters).....

II. NEED

Define:

- What is the market need/problem that your solution responds to?
- Is the given need market specified – is it domestic, European or global?
- Has the start-up already conducted preliminary discussions with a potential customer?

(up to 1,800 characters)

III. PROBLEM SOLVING

Define:

- Does the proposed solution fully respond to the need?
- Are infrastructure and personnel facilities sufficient?
- Has a prototype or demonstrator of the solution been developed?

(up to 1,800 characters)

IV. BENEFITS

Define:

- What benefits will the customer derive from the solution?
- What benefits will other stakeholders and the customer's environment derive?
- What benefits will the society derive when the given solution is used on a larger scale?

(up to 1,800 characters)

V. COMPETITION

Define:

- What other solutions to a given problem are already in the market?
- What are the advantages of the solution offered by the company?
- What are the global trends concerning alternatives?

(up to 1,800 characters)

VI. APPENDICES:

You can add 1 link of.pdf file presenting your solution

Maximum number of pages: 5

General note: the attachment should show graphics, diagrams and illustrations of your project, not descriptions referring to the form above.