

TERMS AND CONDITIONS

FIRST: Call for proposals

These Terms and Conditions establish the norms to participate in the first edition of the Esade Alumni & Tez Tour TravelTech & Hospitality Challenge organised by Esade Alumni.

The prize shall be granted to the candidate whose proposal best addresses a key challenge in the tourism and hospitality industry.

The Challenge aims to find projects with an innovative product or service or a duly described prototype as well as a market feasibility study.

SECOND: Evaluation

The project evaluation process shall include the following stages:

1. All documentation forwarded digitally
2. Candidates evaluated and finalists selected
3. Projects presented
4. Jury gathered and winner selected.

1) All documentation forwarded digitally

To participate, candidates have to forward their presentations (PPT or PDF format) with a maximum of 10 slides to the following e-mail address: entrepreneurship@alumni.esade.edu. These presentations should include the following sections:

- Challenge to be resolved: Details on the industry challenge identified.
- Solution: A description of the solution for the challenge presented in the previous section.
- Definition of the proposed solution's product or service. If candidates have not developed the product/service yet, they should explain how a pilot test or minimum viable product (MVP) could be implemented.
- Market feasibility study, answering the following question: Does the proposed solution represent an opportunity that could potentially be transformed into a business model? (Assess the proposal's feasibility in the market over the mid-term).
- Current project phase/status: Noteworthy metrics or billing achieved thus far.
- Team data: Basic information on all the team members.

The deadline for candidates to present their proposed projects is 23:59 (CEST), September 30th, 2021.

Candidates can present as many proposals as they like within the established deadline so long as the various projects are all clearly different. **Proposals must be in English.**

By registering to take part in this Challenge, the candidates duly declare that they accept and comply with these Terms and Conditions.

2) Candidates evaluated and finalists selected

A Committee comprising Esade BAN and Tez Tour representatives shall carry out a preliminary assessment of proposals as they are received. The latter shall focus primarily on the degree of innovation, the proposed solution, the business model, synergies with Tez Tour business model, the potential for growth and compliance with these Terms and Conditions.

The 5 (or more in exceptional circumstances) best projects shall be selected as finalists. The latter shall be duly invited to the Finalist Presentations event and shall have the opportunity to potentially receive an investment proposal from Tez Tour.

3) Projects presented

The candidates whose projects are selected shall be invited to pitch their proposals to a group of experts comprising investors, tourism and hospitality industry company executives and Esade BAN and Esade Alumni representatives.

The Finalist Presentations event shall be held on October 26th, 2021, at Esade (Av. Pedralbes 60-62) or remotely (if so recommended by health authorities due to the COVID-19 pandemic).

4) Jury gathered and winner selected

The Jury includes members from the business, start-up and academic communities:

- Fernando Zallo
- Patricia Valentí
- Andrey Kostyuk
- Tez Tour representative 1
- Tez Tour representative 2
- Tourism and Leisure Club member 1
- Tourism and Leisure Club member 2

The Jury reserves the right to not declare any of the finalist projects the winner. Similarly, the Jury's decision is not subject to appeal.

THIRD: The prize

The prize consists of the following for the winning project:

- 5,000 euros to help to launch or expand the selected project;
- Consulting by the Esade Alumni Entrepreneurship team for a year (Alumni Entrepreneurship ongoing programme sessions, a service to guide companies and provide legal and financial advice);
- Project presented to the Esade BAN Selection Committee if the project is in the private funding phase;
- Working with the winner to provide the latter visibility throughout Esade Alumni's various communications channels;
- The possibility of participating as a speaker at an Esade Alumni event; and
- The possibility of Tez Tour investing in the project (preferentially over other potential investors) with a minimum investment of 50,000 euros in cash, and offering other support as part of the prize.

The initial award of 5,000 euros is compatible with any other grant or contribution from other third parties or organisations.

The winner is free to accept or reject the different prize components offered by Esade Alumni and Tez Tour.