



THE UK TRADE & INVESTMENT TAKE THAT TECH TO THE UK CONTEST OFFICIAL RULES

1. PURPOSE OF THE TAKE THAT TECH TO THE UK CONTEST:

The *Take That Tech to the UK Contest* (“Contest”) highlights the growing relationships between the United Kingdom and Finland and the Baltic countries technology scenes and the structures in place to support the international expansion of Finnish and Baltic tech companies to the UK. Companies taking part in the contest will have a chance to win a UK – establishment package provided by external UK partners to support their UK expansion.

2. ELIGIBILITY:

Any company that is under any contract that would prohibit the Sponsor from the use or display of its Submission at any point during or after the Contest, or companies who cannot meet all of the Submission Guidelines outlined below, are not eligible to enter. Contest is void where prohibited.

Companies:

The Contest is open to Finland, Estonia, Lithuania, and Latvia headquartered companies organised and in good corporate standing and having no current offices in the United Kingdom (“Contestant”). Contestants must have a verifiable client base and be ready to grow internationally. Contestants must have a primary focus on products or services within the field of technology. Ideally contestants should have an employee headcount of 4 or more people. Employee headcount excludes independent contractors. A representative from the winning companies must be able to attend planned promotion activities around Slush in Helsinki 18-19 November, 2014. A representative from the winning companies must be able to travel to the UK to receive the prize as indicated in the Prizes section of these Official Rules.

3. SPONSOR:

The Contest is sponsored by UK Trade & Investment, Finland and Baltics (“Sponsor”). Employees, officers, directors, agents, representatives of Sponsor, or the Contest and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible.



4. CONTEST DATES:

Contest begins at 09.01am Eastern European Time (EET) (GMT/UTC +2:00) on September 9, 2014 and ends at 11.59pm Eastern European Time (EET) on October 30, 2014 (“Contest Dates”). Maximum of 10 Finalists will be announced on 10 November, 2014. Winners will be selected and announced by the panel of judges on November 17, 2014 at the Finalist Pitching Dinner. Please review entire rules to determine entry deadlines, which end earlier than the winner selection date.

5. HOW TO ENTER:

Contest is subject to these official rules (“Official Rules”). Online entry only. To enter, go to <http://www.tech2uk.com> from there choose apply button, which will take you through to <http://www.f6s.com/takethattechtotheuk2014contest#programs/ajax-application>.

Complete the online entry form following the instructions provided (“Submission”). The entry form must be complete for you to qualify to participate. You must designate a contact person on the entry form for your Submission to be considered (“Company Contestant”). Your Submission will be judged initially based solely on the answers provided in the entry form. No other information will be considered by the advisers until the finalist round.

Sponsor will not verify Submissions nor will Sponsor return Submissions. After final verification of winner, Submissions may be destroyed and will not be returned. All submissions must be received no later than 11.59pm Eastern European time (EET) on Oct 30, 2014 (According to Sponsor’s internal time clock). The Submissions will be considered as part of the final judging round.

6. JUDGING AND NOTIFICATION:

There will be two rounds of judging, an initial round and a finalist round. Submissions will be judged by a distinct panel of qualified advisers and judges selected by Sponsor, who comprise industry leaders, influencers, and entrepreneurs. Advisers will be judging all the Submissions to choose the finalists. Judges will be judging the finalists to choose the winners. No adviser or judge has a stake in the outcome of the winner. No adviser or judge shall have decision making authority for any Submission in which that judge either has a financial or other reasonably calculable stake in the outcome of the product or service.

Tech to the UK Contest Written Submission Initial First Round Judging Criteria Set out by Advisors

Contest Submissions will be judged for a possible maximum score of 200 points, based upon the following criteria:

- Past company growth (up to 30 points)
- Degree of innovation of product, service, or business model (up to 35 points)
- Customer validation and strength of the team (up to 35 points)
- Degree of relatedness of product or service to the UK market (up to 25 points)
- Extent of potential business growth in the UK (up to 75 points)



UK Trade
& Investment

In the event of a tie, double weight will be given to the “Extent of potential business growth in the UK” judging criteria.

Withdrawn 16 May 2019



Selection of Finalists:

Maximum of ten highest scoring Contestants from the Contest will be selected as Finalists. Finalists will be notified by email on Monday 10 November, 2014 at the email address provided in the entry form. Each Finalist will have up to 48 hours to respond via email and confirm its intention to attend the Finalist Pitching Dinner, to be held on the evening of Monday, November 17, 2014, at the British Ambassador's Residence in Helsinki. Winners will be announced at the Dinner in order to be eligible to win.

If Finalist notification is returned as undeliverable for any reason, status as Finalist may be forfeited and the Submission with the next highest score can be chosen as the Finalist. Finalists must attend the Dinner in order to be eligible to win. If any Finalist cannot attend the Finalist Pitching Dinner, the next highest scoring Contestant can be invited to become a Finalist.

Finalist Submission

Once notified by email, each Finalist must then prepare a 3 minute pitch and an optional presentation to be presented at the Dinner on 17 November. The 3 minute pitch should describe the company and why it should be chosen as a winner of the Contest. The pitch can include PowerPoint presentation to be presented at the same time with the pitch. The PowerPoint presentation, if used, should be submitted by 11.59 pm on 13 November, 2014 to mari.aaltonen@mobile.ukti.gov.uk.

The Finalists will be also announced on contest websites after 13 November, 2014 and after having confirmed their participation in the Finalist Round.

Withdrawn 16 May 2019



Finalists will be judged on their written application and 3-minute pitch and possible PowerPoint presentation according to the judging criteria highlighted below.

***Take That Tech to the UK Contest* Finalist Round Judging Criteria used by Contest Jury**

All the Contest Finalists will be judged for a possible maximum score of 200 points, based upon the following criteria:

- Past company growth (up to 10 points)
- Degree of innovation of product, service, or business model (up to 25 points)
- Customer validation and strength of the team (up to 20 points)
- Degree of relatedness of product or service to the UK market (up to 25 points)
- Extent of potential business growth in the UK (up to 45 points)
- Creativity and message contained in the pitch (up to 75 points)

Winners:

Two Winners and two Runner-ups are chosen for the *Take That Tech to the UK Contest*, a total of (4) winners, will be announced at the Finalist Pitching Event ("Contest Winners").

Withdrawn 16 May 2019



7. SUBMISSION GUIDELINES:

In addition to the other terms and conditions contained in these Official Rules, the answers provided in the Submission and the possible PowerPoint presentation and pitch (if selected as a finalist) must be original, truthful works of authorship. Submission must, in Sponsor's sole discretion, contain sufficient technical or explanatory details, including but not limited to company details, product and/or service descriptions, and statements of activities that the entity has a current international customer base and the ability to expand into the UK market, so as to provide a complete analysis of your company, your company's innovation, your company's product and/or service, and how your company will take advantage of the UK market.

Your Submission must be in English. All Submissions must be submitted through the online system, which is located at <http://www.f6s.com/takethattechtotheuk2014contest#programs/ia> application. Sponsor will not accept mailed or emailed submissions. Sponsor is not responsible for legal protection of Submissions. If, in the sole discretion of Sponsor, Company Contestant's work appears to be an infringement under Finnish, Estonian, Latvian or Lithuanian law, dependent on where the Contestant is headquartered, Sponsor will disqualify Submission. Each Company Contestant hereby indemnifies Sponsor, advisors and the judges against any and all loss, damages or liability that they might incur by reason of any breach or alleged breach of this paragraph or these Official Rules.

8. INTELLECTUAL PROPERTY:

Submissions remain the property of Company Contestant and Sponsor treats Submissions as being eligible, under Finnish, Estonian, Latvian or Lithuanian Intellectual Property and Copyright law, dependent on where the Contestant is headquartered, to be entered in this Contest. Company Contestants recognise that many entries may be similar in nature and Sponsor's determination of winning Submissions is final. Company Contestants are solely responsible for protecting the intellectual property of their Submission. By entering the Contest, Company Contestants grant to Sponsor a license to review the Submissions during judging, as well as use the Submission for publicity purposes as outlined herein.

9. LICENSE:

As a condition of entering Contest, Sponsor shall retain a perpetual non-exclusive royalty-free license to use any component of the Finalist Submissions that would not reasonably be considered by an independent person to be confidential, for the purposes of marketing this contest, without any additional compensation and to display non-confidential components of each Submission in any and all media throughout the world for marketing purposes, including without limitation, displaying Submissions on Internet websites, in Contest material, and/or in public and private places worldwide, the term of which shall be the entire life of the copyright or any other rights claimed in the Submission.



Company Contestant retains all rights to Submission. However, Sponsor reserves the right to use non-confidential information included in the Submission in marketing purposes. Sponsor shall make commercially reasonable efforts to display appropriate and customary credit lines on any Submission displayed or otherwise featured. Should any Company Contestant be unwilling or otherwise unable to enter into license, or provide permissions and/or releases or otherwise cannot accept or receive the prize for any reason, or, if in the sole discretion of Sponsor, Company Contestant is not eligible to receive a prize, the Company Contestant with the next highest score may be chosen from the remaining Submission, but one who is able to meet all requirements can be selected. All prize winners must provide Sponsor with all signatures on required paperwork and return all documents in a timely manner as required pursuant to these Official Rules in order to be eligible to receive the prize. Company Contestants will not be paid for their Submissions or for granting Sponsor any of these rights.

10. PRIZES:

The following prizes will be awarded to *Take That Tech to the UK* contest winners:

LONDON – prize

coordinated by London and Partners to support the winner company's UK growth through establishing in London. In order to receive the prize the winner has to fill in a feedback form and send it to London & Partners. The prize includes:

- One year membership** at Central Working, London

The prize winner will receive:

- A one year complementary membership at Central Working, London provided by Central Working valued at £4,500

T&Cs: In order to claim this prize, the winner must establish their company in London and redeem the prize before 31 December 2015.

- Tax, legal and accounting advice and UK company registration** provided by Oury Clark valued at £1500 per winner

Prize: The prize winner will receive:

- One hour of tax and accounting advice to cover matters such as the basic set up in the UK and issues to consider, patent box, tax credits as appropriate
- One hour of time with a solicitor to advise on the key legal issues to consider on setting up in the UK
- Complementary UK company registration at Companies House and registration for corporation tax with HM Revenue and Customs

T&Cs: In order to claim this prize, the winner must establish their company in London and take the first meeting with Oury Clark before 31 December 2015.



- PR consultancy** provided by Rochester PR Group

The prize winner will receive:

- A total of 25 hours of PR consultancy work across three consecutive months. To include weekly contact with the winner (face to face / Skype / email), strategic recommendations including messaging, stakeholder engagement and a plan to support the winner's London launch and the delivery of some of this as time allows e.g. website copywriting, social media, preparing initial press materials and making first phase media contact.

T&Cs: In order to claim this prize, the winner must establish their company in London and and redeem the prize before 31 December 2015.

- Business Development** by JMB Partnership valued at £2,000

The prize winner will receive:

- UK lead generation package valued at £2,000.

T&Cs: In order to claim this prize, the winner must establish their company in London and redeem the prize before 31 December 2015.

- A one year membership at the Finnish British Chamber of Commerce (FBCC)** provided by FBCC

The prize winner will receive:

- One year complementary corporate membership at the FBCC (1 membership for London prize winner)
- Additionally, 1 ticket (for the London prize winner) to FBCC's chargeable events. In case FBCC's main event, Crayfish party, will be arranged in autumn 2015 normally, that is included in selection, if not, then the ticket can be used in some other event which is not exclusive for our Patrons etc i.e. normal open to everyone but chargeable events.

T&Cs: In order to claim this prize, the winner must confirm joining or not the Crayfish party by 1 August 2015. In addition, the winner must establish their company in London and activate their membership before 31 December 2015.

MANCHESTER – prize

co-financed by MIDAS to support the winner company's UK growth through establishing in Manchester. The prize includes:

- Hot-Desk Space for 6 months & Media lounge "On The7th" membership** at the Landing at MediaCityUK, Manchester valued at £540

The prize winner will receive, for a 6 month period:

- One hot-desk space, which entitles the winner to a MediaCityUK business address and free WiFi



- One membership to [On The 7th](#) (members only lounge), an ideal place for holding meetings, networking and socialising

T&Cs: In order to claim this prize, the winner must establish their company in Manchester and take the hot desk before the end of 2015. Additional hot desks are available for £75 + VAT per month and each includes free WiFi, membership to On The 7th lounge and 24-hour access to the building.

- **5 hours of services** by the Head of IP and Media at Bermans Solicitors valued at £1,250
The prize winner will receive:

- a total of 5 hours of Bermans services provided by Steve Kuncewicz, Head of IP & Media (uk.linkedin.com/in/stevekuncewicz).

T&Cs: In order to claim this prize, the winner must establish their company in Manchester and take the first meeting with Steve Kuncewicz before 31 December 2015. During the initial meeting, Steve will assess the needs of the client and schedule the remaining hours accordingly.

- **Tax advice & meeting room hours** by Deloitte, Manchester valued at £5,000
The prize winner will receive:

- A free 2-hour meeting in the Deloitte Manchester office to discuss general considerations from a real estate, corporate and personal tax perspective when setting up in the UK, the tax breaks available around R&D and patent box and a discussion around general market trends in the TMT sector. The Deloitte attendees at the meeting will include specialists in Corporate Tax, Global Employment taxes, Real Estate and a TMT specialist.
- Deloitte Manchester will also offer use of a meeting room as office space for a morning a month for 5 consecutive months, access to the Deloitte TMT Predictions event and industry updates.

T&Cs: In order to claim this prize, the winner must establish their company in Manchester and take the meeting with Deloitte Manchester before 31 December 2015. This offer is only available in the Deloitte Manchester office.

- **Two days (15 hours) of PR support** provided by Weber Shandwick Manchester valued at £1,300

The prize winner will receive:

- A total of two days (15 hours) support from a dedicated WS Manchester account handler to the value of £1,300.

T&Cs: In order to claim this prize, the winner must establish their company in Manchester and redeem the prize before 31st July 2015. WS Manchester will require an initial meeting to assess the needs of the client before delivering agreed activity. Consultancy services are non-transferable and cannot be exchanged for money or refunded for a cash equivalent.



- **12 months Greater Manchester Chamber of Commerce membership** provided by Greater Manchester Chamber of Commerce valued at up to £1,200 (depending on company size)

The prize winner will receive:

- 12 months complimentary Membership along with an Account Manager who will work with them to ensure they get the best from their Membership and the support they need when establishing themselves in the UK. Visit this link <http://www.gmchamber.co.uk/membership> to read about membership benefits

T&Cs: In order to claim this prize, the winner must establish their company in Manchester and activate their membership before 31 December 2015.

- **A one year membership at the Finnish British Chamber of Commerce (FBCC)** provided by FBCC

The prize winner will receive:

- One year complementary corporate membership at the FBCC (1 membership for the Manchester prize winner)
- Additionally, 1 ticket (for the Manchester prize winner) to FBCC chargeable events. In case FBCC's main event, the Crayfish party, will be arranged in autumn 2015 normally, that is included in selection, if not, then the ticket can be used in some other event which is not exclusive for our Patrons etc i.e. normal open to everyone but chargeable events.

T&Cs: In order to claim this prize, the winner must confirm joining or not the Crayfish party by 1 August 2015. In addition, the winner must establish their company in Manchester and activate their membership before 31 December 2015.

Total Approximate Manchester Package Retail Value: £9,390

If Contest winners cannot meet the establishment requirements of the London or Manchester Prize, the Prize will be forfeited as to that winner and another winner will be selected from the next highest scoring Finalist.

Internal transport in Ireland or Estonia or Lithuania or Latvia, airport transfers, food and transport in the UK will not be provided. Prize may not be redeemed for cash value.

TECHNOLOGY TICKET prizes:

- **Two tickets (1 per company) to attend a seminar/workshop or conference as part of London Technology Week in June 2015:**

London Technology week was launched in June 2014 and showcased London's outstanding tech credentials with more than 200 events combined to host tens of thousands of tech experts across the globe, covering everything from robotics to big data, wearable tech, education tech to Fintech and so much more.

The winners of this prize will have the opportunity to select an event they wish to attend within London Technology Week that is most relevant to their business. The third and fourth prize winners will be entitled to one ticket per contestant.



London Technology week runs from 15-21 June, please use the link to find out more about what is planned for 2015

<http://londontechnologyweek.co.uk/>

T&Cs: In order to claim this prize, the winner must travel to London in the period of 15-21 June, 2015 at their own cost to visit the event.

11. CONDITIONS:

By entering this Contest, Company Contestants understand that their Submissions will be reviewed for commercial viability and that Company Contestants are not eligible if they (1) are represented under any contract that would limit or impair their ability to commercially exploit the Submissions; or (2) are under any other contractual relationship or employment agreement that might prohibit them from participating fully in this Contest, or from allowing third parties to Contract with them to commercially exploit the Submissions; or (3) at any time before or during the Contest, have provided their Submission to any entity or third party for any purpose related to exploitation and/or commercialization (including the possibility of commercialization) of the Submission. Sponsor makes no guarantees, explicit or implied, regarding the outcome of any round or the guarantee of any prize. Nothing in this Contest may be construed as an employment contract.

By participating in the Contest, Company Contestants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, Company Contestants agree to release Sponsor, including its parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and Contest entities and any person or entity associated with the production, judging, or administration of the Contest, (collectively the "Releases") from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of the prize or participation in any prize-related activities.

Company Contestants may take part (or agree to take part) in media coverage, or make any press releases or other announcements regarding participation in this Contest with the prior agreement of Sponsor. No Company Contestant shall refer to this Contest or permit it to be referred to by any third party for the purpose of promoting or publicising any company or business other than Sponsor.

As a condition of accepting the Establishment Prize, the Winner must sign and return a declaration of eligibility, liability, and where lawful, publicity release, within the time period specified therein, allowing Sponsor to use the Submission, name, likeness, hometown name, winning entry and/or prize information as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law.

Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, due to circumstances beyond its control, including natural disasters. Sponsor may, in its sole



discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest. Sponsor may prohibit a Contestant from participating in the Contest or winning a prize if, in its sole discretion, it determines such Contestant is attempting to undermine the legitimate operation of the Contest by cheating, deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other Contestants or Sponsor representatives. The laws of Finland will govern disputes regarding these Official Rules and/or this Contest.

Caution: any attempt to deliberately damage or undermine the legitimate operation of the contest may be in violation of criminal and civil laws and will result in disqualification from participation in the contest. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages (including attorney fees) to the fullest extent of the law, including criminal prosecution.

12. PUBLICITY:

Except where prohibited by applicable law, Finalists and Winner's entry into the Contest and acceptance of any prize constitutes permission to Sponsor to use Finalists and Winner's company name and logo, and the names of person's representing company in the Contest for any and all Contest or advertising purposes in connection with this Contest and/or the Sponsor's business operations and product/service offerings, on a worldwide basis and in all forms of media, now or hereafter known, in perpetuity, without review, permission or further compensation of any amount or kind whatsoever.

13. PRIVACY:

All personal information collected by Sponsor will be used for administration of the Contest and in accordance with Sponsor's privacy policy, which may include commercial email solicitation. Please refer to Sponsor's privacy policy located at URL <https://www.gov.uk/government/organisations/uk-trade-investment/about/personal-information-chart> for important information regarding the collection, use, and disclosure of personal information by Sponsor.

15. WINNERS LIST:

For Winner's names, log on to <https://www.gov.uk/finland-baltic-tech-competition>. Winner's names and Official Rules will be available on the Web Site for 60 days after the Winners are finally determined.

© 2014 UK Trade & Investment. All rights reserved.