



TERMS AND CONDITIONS

080 Investor Day Raising Brands

An initiative by:

080 Barcelona Fashion and Seed&Click in the frame of

5th Fash Tech International Investment Forum

#080InvestorDay



**Generalitat
de Catalunya**

Do you have a fashion brand with a disruptive, innovative, creative, viable, original and scalable business model for the fashion industry?

Present your project to 080 Investor Day Raising Brands, an initiative organized within the 080 Investor Day, until **the 31st of June 2019!**

1. OBJECTIVES	3
2. INVESTMENT FORUM	3
3. PARTICIPANTS	3
4. SCOPE: BUSINESS AREAS	3
5. PHASES	4
6. INFORMATION TO BE PRESENTED	4
7. SELECTION CRITERIA	5
8. TRAINING FOR THE ELEVATOR PITCH	5
9. JURY	5
10. PRIZES	5
11. COORDINATION OF THE INVESTMENT	6
12. INFORMATION AND CONTACT DETAILS	6
13. PARTICIPATION	7

1. OBJECTIVES

080 Barcelona Fashion and Seed&Click are organizing 080 Investor Day's 5th edition with the objective to detect new talent in the fashion industry. With this in mind, they start the '080 Investor Day Raising Brands' initiative, seeking to award emerging fashion brands born in Catalonia recently.

The main objective of this event is to support and boost entrepreneurial initiatives, as well as to raise awareness on the emerging talents of the sector, helping them to get funding.

2. INVESTMENT FORUM

Are eligible: Emerging fashion brands based in Catalonia and developed by designers and/or entrepreneurs (+18 y/o), regardless of their nationalities. Their leaders must be currently working on a fashion business firm that should have a maximum billing of 50.000€ or a maximum of 4 collections developed.

The language of the event will be English.

3. PARTICIPANTS

The projects can be presented individually or in teams. Teams that are selected as finalists will have to nominate a team representative that will present their idea or project on the day of the Grand Final.

4. SCOPE: BUSINESS AREAS

All the brands and designers must design, produce and commercialize fashion products that can (or not) include aspects regarding the following areas:

- Sustainability
- Design



- Technology
- Big Data
- Wearables
- Intelligent materials

5. PHASES

5.1. Project presentation

The projects will apply to the Investment Forum by providing the required information at <http://bit.ly/1dM0ULW> , selecting '**080 Investor Day Raising Brands 2019**' on the question '**Do you want to present your Project to any of the following Events?**', on the section "**Additional questions**".

The projects should be submitted and presented in English.

5.2. Selection

A panel of experts will analyze all the projects presented and will select a maximum of 5 finalists.

These brands selected as finalists will be announced as from the 3/06/2019, and will go through to the Grand Final.

5.3. Grand Final

All the finalists will present their projects in *elevator pitch* format, with a maximum duration of 5 minutes on the day of the Grand Final **in June the 27th 2019** in front of the members of the jury, investors and the rest of the participants. After the presentation, the jury will deliberate behind closed doors in order to choose the winner. Once the jury has decided, the prize will be given.

The term *elevator pitch* refers to the presentation of a project in a limited time, focusing on the most relevant and interesting points for the audience we are aiming at.

6. INFORMATION TO BE PRESENTED

All participants must present the following information:

- Name and description of the business project



- Name and experience of the team members
- Market situation: problems and possible solutions
- Business Model or Commercialization Plan
- Competition
- Competitive advantage
- Financial projection
- Need and use of funds, possible exit of the investor
- Pictures of the fashion products of the brand and Video (not compulsory)

7. SELECTION CRITERIA

- Capacity of innovation and transformation: to what extent the project impacts current business, production, management and sales models.
- Viability: business plan, economic viability, job creation, track record, internationalization, etc.
- Capability of the project's managing team: experience and attitude.
- Potential for viral communication: originality and persuasive potential of the video presented, mobilization of social networks and positive impact of the business.

8. TRAINING FOR THE ELEVATOR PITCH

We will support the finalists to prepare a winning elevator pitch.

9. JURY

The jury will be public one month before the event.

10. PRIZES

TO BE DETERMINED

Apart from the possibility of seeking funding through Seed&Click's network, there will be other valuable prizes to help the emerging brand advance their project (consulting, commercialization strategy, etc.)



McCann Prize

McCann will develop the communication strategy for the winner. This campaign will include the definition of the communication strategy and the development of the creative concept and brand claim (it does not include the production of communication pieces).

[McCann Worldgroup](#) is a leading global marketing firm providing today's marketers with best-in-class strategic and creative services that meet their brand-building needs across all communications channels. Our 23,000 employees in more than 120 countries collaborate to integrate advertising, relationship management, promotion/event marketing, design, P.R., health communications, worldwide production, and all forms of digital marketing.

Amazon:

Baker McKenzie Prize

Advice Pack of 10 hours assessment in legal, fiscal, industrial, labor issues and other issues included in the agency's expertise.

[Baker McKenzie](#) is the largest law firm globally with 77 offices in 47 countries. Three out of four Fortune 500 companies are clients of the firm. It is also the international law firm with more tradition in Spain which has a team of over 220 lawyers. Among other sectors, advises major startups that originated in Silicon Valley as Google and Spanish and foreign multinationals in the retail sector Desigual and H & M.

Zeta Group Prize

Media for Equity or diffusion through interview, press releases in several media belonging to the Group in accordance with the communication plan. (El Periódico, Woman Madame Figaro, Stilo and Cuore)

4YFN Award

Free tickets to 4YFN 2020 for the winner and for the finalists as well.

[4YFN](#) is a programme of Mobile World Capital Barcelona (MWCB) about how tech startups are changing the way we do business and how these businesses impact our lives.



ESADECREAPOLIS Award

3 months in the coworking area of [ESADECREAPOLIS](#)

Access to the ESADECREAPOLIS Entrepreneurship Ecosystem. Benefits:

- Participation in selected activities of startup acceleration program, EMPENTA
- Access to special conferences for start-ups about business model, sales, funding, etc.
- Access to Corporate Venturing activities addressed to start-ups
- Access to ESADECREAPOLIS sectorial Innovation Forums
- Access to networking activities with investors and start-ups
- Possible participation as a speaker at the Entrepreneurship Day of Sant Cugat
- Media outreach and brand linkage with ESADECREAPOLIS
- Access to selected activities from the Entrepreneurship Institute of ESADE Business School
- Prize discount on formative programs selected by ESADE Business School

11. COORDINATION OF THE INVESTMENT

Seed&Click SL can coordinate the investment in any of the projects presented if they are considered of interest to the investor/s that do not belong to the Seed&Click Angel Network (owned by Seed&Click), who therefore agree to the terms established to invest in projects presented. Seed&Click will give support to national and international investors in order for the project to attain an optimal outcome.

12. INFORMATION AND CONTACT DETAILS

Organization: Seed&Click, S.L.

Company Tax Code: B-66141946

Telephone number: 0034-933 622 379 //



**Generalitat
de Catalunya**

Enquiries: project@seedandclick.com

13. PARTICIPATION REQUIREMENTS

1. All those who participate in 080 Investor Day Raising Brands within the 080 Investor Day co-organized by Seed&Click and 080 Barcelona Fashion agrees to the following participation requirements:

- a) All the information supplied by the participants must be truthful, accurate and complete.
- b) The content of the projects presented by the participants must be their own.
- c) Any content published by the participants on their applications to 080 Investor Day Raising Brands must respect the copyright of the material from which it is derived.
- d) There will be no publication or diffusion of any illegal, defamatory, offensive or indecent materials.
- e) The opinions and statements of other users of the web page must be respected.
- f) All content will be respectful towards the other participants.
- g) The application website shall be used in accordance with its purpose and in no case for illegal, commercial, promotional and/or advertising purposes.
- h) No personal details obtained through distribution list or through the applications website for any purpose will be disclosed to any third party.
- i) The website user's email addresses or details will not be used to send unauthorized commercial communication.
- j) The participants of 080 Investor Day, co-organized by Seed&Click and 080 Barcelona Fashion, give up the necessary rights to film, photograph the presentations, use the participants' images and their presentations for communication purposes. They also authorize the use of material presented and obtained during the competition for the elaboration and divulgence of newsletters, press releases, social networks, blogs etc



for promotional and communication purposes.

k) Each participant can only present one project.

l) Participation in the competition implies agreement to these terms.

m) The participants can send their application and give their presentations in any of the following languages: Spanish, Catalan and English. However, the language for the final presentations during the event will be English.

2. 080 Barcelona Fashion and Seed&Click, as co-organizers of 080 Investor Day, reserve the right to exclude any participant from the 080 Investor Day Raising Brands competition who does not fulfill the participation requirements established in the present terms and conditions, without prejudice to any other legal measures.