

Nautic Tech International Investment Forum

TERMS & CONDITIONS

Do you have a creative, viable and scalable innovative business project for the nautical industry?

Present your project to Nautic Tech! [The deadline for registration is 7th of September 2018.](#)

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1. OBJECTIVES

[Salón Náutico Internacional de Barcelona](#) and [Seed&Click](#) are organizing the first edition of Nautic Tech International Investment Forum. Therefore, they seek startups related to or applicable to the sector.

The main objective of this event is to support and enhance entrepreneurship, as well as to incubate new projects of the nautical industry helping them to get funding.

The event will take place on **October 11, 2018** at Port Vell Moll de la Fusta and Moll d'Espanya Barcelona, Espai de Mar in Salón Náutico de Barcelona 2018. It will feature an Investment Forum with 5 international startups selected as finalists by an expert jury among all the proposals submitted in the open call. The event will finish with the announcement of the winning startup according to the jury.

2. INVESTMENT FORUM

Are eligible: Entrepreneurs over the age of eighteen and of all nationalities who are working on a project related to or applicable to the nautical industry are welcome. The projects should be legally constituted and must have a Beta version of their product / service / app / portal and sales history.

The language of the event will be in English.

3. PARTICIPANTS

The Business projects can be submitted by 2 participants per Project. The team will be responsible to choose the representatives or representative to present the project at the Grand Final – in case of being selected as finalists.

4. SCOPE: BUSINESS AREAS

All the projects must be based at least on one of the following sectors related to the nautical/marine industry:

- Blue economy
- Sustainability
- Tourism
- Logistic
- Mobile application
- IOT
- Product
- Digitalization
- Education
- Security
- Services
- Distribution
- Boat management
- Technology
- Environmental protection
- Big Data
- Waste management
- Fishing

5. PHASES

5.1. Presentation.

The startups will opt to participate at the Investment Forum by filling out the required information at <http://bit.ly/1dM0ULW>. After their registration and approval of the terms and conditions of Seed&Click, the entrepreneurs must provide the information required and send it by selecting “**Nautic Tech 2018**” to the question ‘**Do you want to present your Project to any of the following Events?**’

The projects should be submitted in English within **7th of September 2018** (included).

5.2. Selection.

A panel of experts will analyse all the projects presented and select the five finalists. These finalists will be announced from 12th of September 2018.

5.3. Grand Final.

All the finalists will present their projects in *elevator pitch** format – with a maximum duration of 5 minutes – on **Thursday 11th of October 2018, day of the Grand Final** in front of the members of the jury and the rest of the participants. After the presentation, the jury will deliberate behind closed doors to choose the winners. After, the prizes will be given.

*The term *elevator pitch* refers to the capacity to present 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 project.
- Video presentation between 1 and 2 minutes¹.
- Name and experience of the team members.
- Situation of the market: problems and opportunity to solve it.
- Business Model or Commercialization Plan.
- Competition.
- Competitive advantage.
- Financial projection.
- Need and use of funds. Possible withdrawal of investor.

The information that is presented will not be published on the website but will be checked by the panel of experts directly.

7. SELECTION CRITERIA

¹ The video will serve as support and will only be displayed by the panel of experts and jury.

- Capacity of innovation and transformation: the extent on what the Project impacts current business, production, management and sales.
- Viability: business plan, economic viability, job creation, track record, internationalization, etc.
- Capacity of the team: experience and attitude.
- Communication capacity: originality and persuasive potential of the video presented and positive impact of the business.

8. TRAINING FOR THE ELEVATOR PITCH

Silvia Bueso, expert in Elevator Pitch, will give a workshop to the 5 finalists giving them the necessary information to prepare the best possible presentation for the jury.

Silvia Bueso describes herself as an “ask-cologist”, an expert on the art of asking. Passionate about fundraising, speaker and certified coach, combines her role as Fundraiser coaching and training NGO leaders and entrepreneurs. Silvia helps them to be seductive and ask in an effective way throughout attractive elevator pitches that leave a mark.

9. JURY

Sr. Enric Jové	McCann
TBD	4YFN
Sr. Bruno Dominguez	Baker McKenzie
Sr. Francesc Terrón	FNOB
Sra. Laure Le Goff	Vendée Globe
Sr. Luis Conde	Salón Nautico
Sr. Pedro Arellano	Port de Barcelona
Sr. Enrique Curt	Mares Nautical Magazine

10. PRIZES

McCann Worldgroup Prize

McCann will develop the communication strategy for the winner. This prize includes the definition of the communication strategy and development of creative concepts and brand claim (excluding the production of pieces of communication).

McCann is famous for pioneering many of the practices of brand communication that have become essential approaches today. Through its commitment to truth well told, McCann advertising has become a strategic business experience that can deliver effective high-impact creativity anywhere in the world, and in all forms of media, from traditional mass market to digital avant-garde.

Baker & McKenzie Prize

Pack of 10 hours in consultancy in the areas covered by the office (commercial, tax, labor, intellectual property, litigation, data protection, etc.). Baker & McKenzie is the largest law firm in the world with 77 offices in 47 countries. Three out of four companies of Fortune 500 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 large startups that were originated in Silicon Valley like Google.

Amazon Web Services Prize

Amazon Web Services will offer to the winner access to their renowned tool suite focused on helping startups in their path to success. These services are working in the frame of AWS Activate Portfolio Program as follows:

- **\$10,000** AWS Promotional Credit for all AWS services, valid up to 2 years.
- **\$5,000** Support credits, valid for 1 year.
- AWS Business Essentials Online Training (**\$600** value),
- AWS Technical Essentials Online Training (**\$600** value),
- 80 credits for self-paced labs (**\$80** value).

4YFN Prize

Free tickets 4YFN 2019 + 1 slot to present the project in the pitching area for the winner. Free tickets 4YFN 2019 for the finalists.

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.

MARES Nautical Magazine

Double-page publication in the magazine (month to be determined).

MARES NAUTICAL MAGAZINE is a magazine dedicated to sea lovers with a particular interest for the navigation, the sports activities and the nautical competitions.

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 the projects presented.

12. INFORMATION AND CONTACT DETAILS

Organization: Seed&Click, S.L.
Company Tax Code: B-66141946
Telephone number: 933 622 379

Enquiries about the running of the event

Seed&Click Events Manager – Toni Marin
project@seedandclick.com

13. PARTICIPATION RULES

1. All those who participate in Nautic Tech International Investment Forum agree to the following participation rules:

- a) All the information supplied by the participants must be truthful, accurate and complete.
- b) The contents of the projects presented by the participants must be their own.
- c) Any contents published by the participants on the Seed&Click web must respect the copyright of the material from which it is derived.
- d) There will be no transmission 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) You be respectful with the other users of the web
- g) You must use the web in accordance with its purpose and in no case for illegal, commercial, promotional and/or advertising purposes.
- h) You will not disclose to any third party any personal details obtained through distribution list or through the web for any purpose.
- i) You will not use the email address or the details of the users of the web page to send unauthorized commercial communication.
- j) The participants give up the necessary rights to film, photograph the presentations, and use the

images of the participants and 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. The language of reference will be English.

2. The organization of Nautic Tech reserves the right to exclude any participant from the Competition who does not fulfil the participation rules established in the present terms and conditions, without prejudice to any other legal measures.