

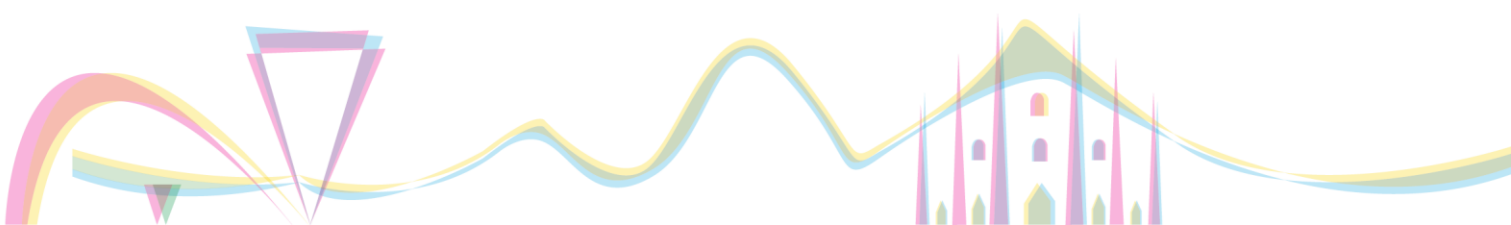
REGULATION: MINAS DIGITAL CHALLENGE | EXPO MILANO 2015

Chapter I – The Award

Art. 1 – The award of Minas Digital Challenge: Expo Milano 2015 will be granted by the State Government of Minas Gerais, Brazil, to the team which presents, in Milan, Italy, on October 15 of 2015, the best innovative idea that answer the question posed in the activity, select by the Appraisal Committee, which was constituted for this purpose.

Art. 2 – Minas Digital Challenge aims to:

- I- Arise the attention of the world to the state of Minas Gerais, Brazil;
- II- Present actions and competences of the state in the development of new technologies;
- III- Disclosure the newest state program regarding Science, Technology and Higher Education – Minas Digital;
- IV- Encourage entrepreneurship in the field of food production and sustainable development;
- V- Foster international cooperation, encouraging innovation and the development of technologies that improve productivity and sustainable solutions in agricultural sector;
- VI- Promote the exchange of knowledge and the cooperation of different professionals, able to identify future scenarios and to prospect new business and services due to the sustainable production of food.



Chapter II – Audience

Art. 3 The audience of Minas Digital Challenge comprehends graduation and post-graduation students of Italian Higher Education institutions, startups and civil society.

Unique Paragraph – Minas Digital Challenge admits the participation of individuals above 18 years.

Chapter III – Registration

Art. 4 The registration in Minas Digital Challenge must be realized by the fulfillment of the online form (<https://goo.gl/APpmqf>)

Art. 5 The homologation of the registration shall be conditioned to the correct fulfillment of all the questions of the present form by the participant, presented in article 4.

Art. 6 The homologation of the registration in Minas Digital Challenge will be confirmed by the submission of the form, with message confirming the registration of the participant.

Art. 7 The result of the selected participants will be disclosure by the e-mail minasdigitalchallenge@simi.org.br on **October 5, 2015**.

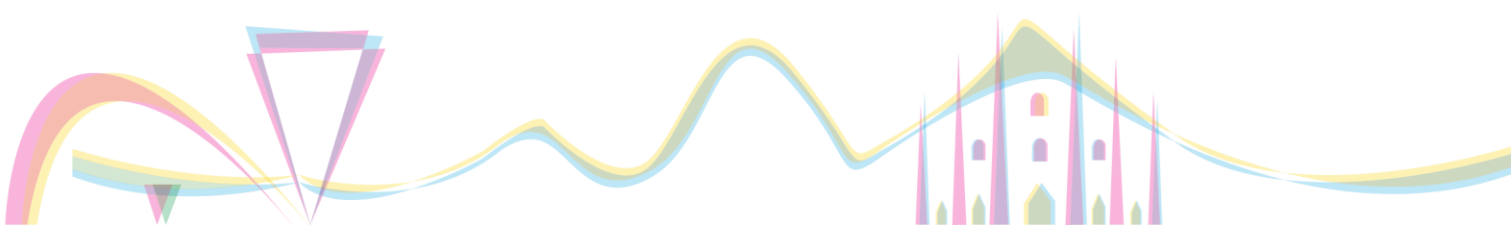
Art. 8 The participants' presence in Minas Digital Challenge must be confirmed **until October 10, 2015**.

Art. 9 The presences that are not confirmed by the deadline will be filled by participants on the waiting list.

Chapter IV – Appraisal Committee

Art. 10 The Appraisal Committee shall be composed by professionals, among entrepreneurs, investors, professors and specialists' professionals.

Art. 11 The Appraisal Committee is sovereign in its judgment and will be responsible for choosing the winning team.



Art 12 The grades attributed by the members of the Appraisal Committee shall be given following these criteria:

- I- Presentation;
- II- Market Opportunity;
- III- Competitive Advantage;
- IV- Team;
- V- Investment's Potential and
- VI- Environmental and Social Impact.

§ 1 The item VI will have greater value than the others in the occurrence of a tie between the teams.

§ 2 The final grade attributed by each member of the Appraisal Committee, to each presentation, shall be calculated by the direct sum of the individual grades attributed by him to the criteria, and must be a number between 0 to 10.

Art. 13 Considering the nature of the activity, it will not be accepted resources or interpellations to the Appraisal Committee's decision.

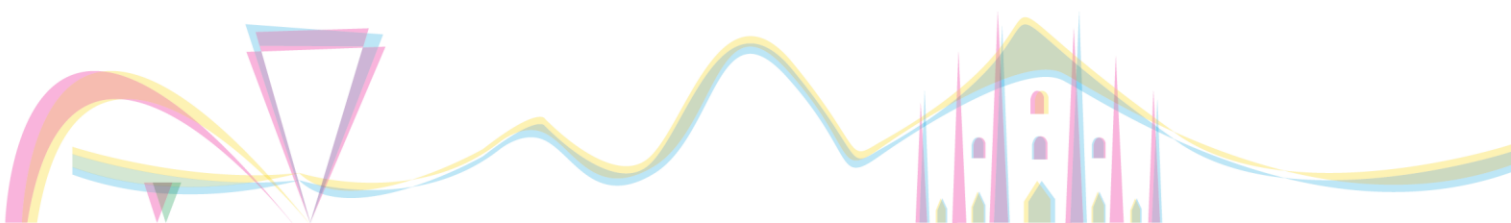
Art. 14 The final presentations shall be performed towards the Appraisal Committee.

Chapter V – Presentation of Ideas

Art. 15 Each team will have a maximum time of **05 minutes** to present each final idea, with no right to additional time to responses and/or considerations.

Art. 16 The presenter shall be notified when there is **one minute left** to the closure of his/ her time and he/ she will be interrupted when the established time is over.

Art 17 The presenter must have his/ her computer, if needed, and the multimedia projector will be available to use.



Chapter VI - Prize

Art. 18 The Minas Digital Challenge: Expo Milano 2015 will reward the winning team as follows:

- A travel of 7 (seven) days to meet Minas Gerais' entrepreneurship and innovation environment;
- Possibility of a volunteer internship in an accelerator, startup or Technological Innovation Center.

1. Schedule

Unique Paragraph – The Awards Ceremony of Minas Digital Challenge will happen on October 15, 2015 in Expo Milano 2015 (Via Rovello, 2, 20121, Milan), only to the winning team.

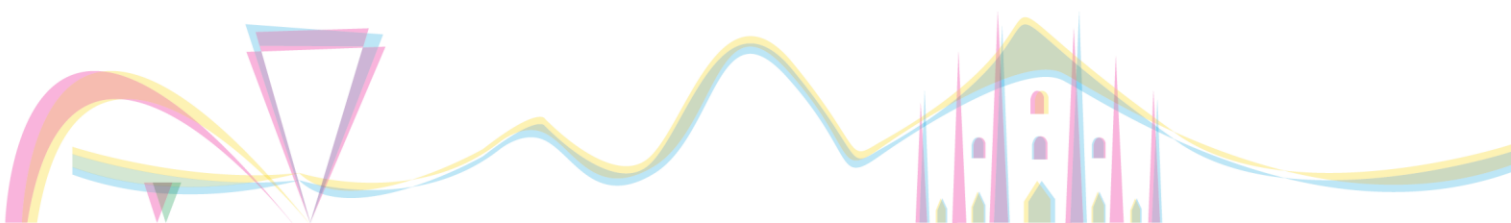
Art. 19 The schedule of Minas Digital Challenge will take place as follows:

- I- **Day one:** October 12, 2015, in Impact Hub Milano (Via Paolo Sarpi, 8, 20154, Milan), from 4pm to 7pm;
- II- **Day two:** October 13, 2015, in FabriQ (Via Val Trompia, 45/A, 20157, Milan), from 09am to 06pm;
- III- **Day three:** October 14, 2015, in Impact Hub Milano, from 09am to 06pm;
- IV- **Day 4:** October 15, 2015, Awards Ceremony, in Expo Milano, 06pm.

Art. 20 The participants of the winning team of Minas Digital Challenge must have their international documentation (passport) valid for, at least, six months at the time of the travel.

Art. 21 The travel to Minas Gerais, Brazil, shall be of **seven** days and it is scheduled to March, 2016.

Art. 22 The award to the winning team includes plane tickets and hotel daily, according to Brazilian values, exempting the Organizing Committee of Minas Digital Challenge of any additional expenses.



Chapter VII – Final Provisions

Art. 23 By the submission of registration in Minas Digital Challenge Form, the participants accept the conditions and rules established in this Regulation.

Art. 24 The registration presupposes the authorization of results' disclosure and the image rights of the participants.

Art. 25 The Organizing Committee can declassify the participant (s), as individual or as team, at any time, in the following cases:

- I- Providing untrue information in the registration form of Minas Digital Challenge;
- II- Behavior considered inappropriate and/ or offensive by the Organizing Committee to any participant or professional involved in Minas Digital Challenge.

Art. 26 The disclosure to participate in Minas Digital Challenge: Expo Milano 2015 shall happen through social media.

Art. 27 In cases not predicted by this Regulation, they shall be resolved by the Organizing Committee of Minas Digital Challenge.

Belo Horizonte, September 18, 2015.

