

Competition terms and conditions. Zinemaldia Startup Challenge

1. Acceptance of the Terms & Conditions

Zinemaldia Startup Challenge is a **European competition** promoted by the San Sebastian Film Festival in collaboration with the Basque Government Department of Economic Development, Sustainability and Environment, and the SPRI-Business Development Agency of the Basque Government.

As part of the activity 'Spanish Screenings: Financing & Tech', a project that is under the umbrella of the Recovery, Transformation and Resilience Plan (RTRP) to strengthen Spain's role as a European audiovisual hub and is promoted by the Ministry of Culture and Sport through the ICAA and the Ministry of Economic Affairs and Digital Transformation through ICEX, **a specific competition has been created for Spanish entrepreneurs and startups.**

The following Terms & Conditions establish the rules of participation in both competitions and the participation in the call for submissions implies the acceptance of these terms & conditions, with neither exceptions nor conditioning factors, and of any decisions potentially made in this respect.

Projects submitted to the Zinemaldia Startup Challenge, whether European or Spanish, must meet the following conditions:

2. Competitions' objectives

Both competitions seek to **foster and recognise new business projects in the field of innovative technology applied to the audiovisual sector.** The initiative therefore has the following objectives:

1. To foster new entrepreneurial projects in the audiovisual field.
2. To support the development in the Basque Country of new initiatives by means of providing economic resources and services of expert advice on how to create and manage a business.
3. To promote modernisation of the audiovisual sector by means of incorporating new technologies.

Said objectives are in line with the strategies to foster entrepreneurship promoted by the Basque Government Department of Economic Development, Sustainability and Environment and, also, with the Smart Specialisation Strategy (RIS3) in place in the Basque Country.

3. Participants

Both competitions are mainly intended for:

• Entrepreneurs

Entrepreneurs must:

- Be older than 18 years on 31/12/2021.
- Have their legal residence in a European country.
- Consider developing and setting their project in motion in the Basque Autonomous Community.

- **Early Stage Startups proposing the use of new technologies applied to the audiovisual field**

Startups must:

- Have been constituted after 31/12/2016 in a European country.
- Consider developing and setting their project in motion in the Basque Autonomous Community.

4. Subject matter of the business proposals

The Zinemaldia Startup Challenge seeks to recognise the best business project proposals in the field of innovative technology applied to the audiovisual sector, understanding as such **projects intending to either create a new company or to develop a recently created company**.

The proposals can be:

- Business projects presented by individuals on the application of new technologies to one of the links in the value chain of the audiovisual industry.
- Business projects presented by recently created startups on the application of new technologies to one of the links in the value chain of the audiovisual industry.

Proposals involving the production of audiovisual content (e.g. proposals for short films, screenplays, documentaries, etc.) will not be accepted.

Projects having received an award at an earlier edition of the competition will not be accepted.

5. Project submissions

To submit a project:

1. Complete the [form](#) with the information requested.
2. Attach a brief video explaining the idea. The video must be hosted by an online platform (YouTube, Vimeo, etc.) and you must indicate the link in the corresponding field of the form.
3. Submit any additional documentation giving better understanding of your proposal (such as infographics, presentations, diagrams, prototypes, etc.). Max. 20 MB.
4. Once the complete documentation has been received, we will send you an email validating your registration to participate in the competition.

The projects can be presented individually or as a team, and in Spanish, Basque or English.

If the project is being presented as a team, each team must appoint a representative, who will be the person to complete the form and with whom the Competition Coordination Team will exchange official communications.

Participants should note that:

- Each team/startup can submit a maximum of 3 projects.
- Each individual can submit a maximum of 3 projects.

Project submission period

The period for receiving ideas will run from **26 April 2022** to **3 June 2022** at **23:59 horas** (Central European Time).

6. Project evaluation procedure:

The process to assess and select the winning project is divided into three stages:

- **STAGE 1 – Initial project validation**
- **STAGE 2 – Evaluation and selection of the finalist projects**
- **STAGE 3 – Presentation of the ten finalist projects and selection of the winners during the Zinemaldia & Technology event**

STAGE 1 – INITIAL PROJECT VALIDATION

The **competition coordination team** will evaluate all of the submissions received.

Submissions meeting all of the requirements stipulated in these Terms & Conditions will be considered to be "valid" projects. Submissions failing to meet at least one of the requirements stipulated will be rejected, and notification sent to the email address indicated on the application.

STAGE 2 – EVALUATION AND SELECTION OF THE FINALIST PROJECTS

The pre-selected projects will be evaluated by an **expert committee** of professionals from the Basque BIC-Business Innovation Centres, Tecnalia and Vicomtech, which will pre-select a maximum of **10 finalist projects**. Each submission will receive from **0 to 35 points** based on the following criteria:

Evaluation criteria	Maximum points
Value proposal	10
Degree of innovation of the service/product	5
How the service/product fits in with the audiovisual sector	5
Startup/promotion team members	10
Academic/professional background of the promotion team	5

Involvement, commitment and motivation of the promotion team	5
Viability and growth potential	15
Technical and economic viability of the project	5
Global growth potential in the next 10 years (scalability)	5
Employment generation in the next 10 years	5

The **expert committee** will decide which submissions will be considered as finalists and continue on to the next stage; these will be the projects to have received the highest points according to the selection criteria established.

The submissions rejected for the next stage will be informed of the decision by means of the email address provided on the application.

STAGE 3 - PRESENTATION OF THE TEN FINALIST PROJECTS AND SELECTION OF THE WINNING PROJECTS DURING THE ZINEMALDIA & TECHNOLOGY EVENT

The 10 finalist projects will be evaluated by a jury made up of professionals of recognised prestige in the audiovisual, technology and business fields at pitching-type sessions.

The presentations will take place as part of the event Zinemaldia & Technology. The projects can be presented in Spanish, Basque or English.

Each project will be evaluated from **0 to 40 points** according to the following criteria:

Criteria	Maximum points
Value of the startup	20
Degree of innovation of the service/product	10
Potential impact of the service/product on the audiovisual market	10
Quality of the proposal submission	20
Pitching quality	10
Ability to answer the questions asked by the Jury	10

The projects that receive the highest score in each competition will be the winners.

In addition, the jury will choose, on the basis of the above criteria, the best entrepreneurial project presented by an entrepreneurial person or team, which will receive an award of 3,000 euros gross.

7. Awards

The **winning business projects in the European competition** will receive an award of **10,000 euros gross**.

Likewise, the **winning business projects in the Spanish competition** will receive an award of **10,000 euros gross**.

In addition, **3,000 euros gross will be allocated to reward the best selected project presented by an entrepreneurial person or team**.

Furthermore, the **10 finalist projects** will receive the following:

- **Access to the Festival events and activities.**
- **Accommodation for 3 nights plus travel costs for a maximum of 2 people per project.**
- **Possibility of free access to an incubation space during the first year of their visit**, at one of the BICS belonging to the Basque Technology Park Network.
- **Possibility of access to funding of up to 500,000 euros to develop their project (up to €60,000 non-recoverable)** thanks to subsidies managed by the Basque BIC Network, and articulated by the Basque Government Department of Economic Development, Sustainability and Environment, through the SPRI, and the Provincial Councils. (*)

(*) Some programmes providing funding support and backing require proof of registered residence in the Basque Autonomous Community and/or of having a registered company address in the Basque Autonomous Community.

The awards will be subject to tax under currently existing tax regulations; said tax will be paid by the winners.

8. Presentation of awards

The winning entrepreneurial project will be announced at the Zinemaldia & Technology event.

The representatives of the award-winning projects shall include, if possible, the following mention in the award-winning project website: Zinemaldia Startup Challenge Award 2021 - San Sebastian International Film Festival.

9. Travel & accommodation

The San Sebastian Festival will cover the cost of accommodation for 3 nights and of travel for a maximum of two representatives from each finalist promoter/startup team in order that they may participate in the event Zinemaldia & Technology.

10. Relations between the competition organisers and the participants

Each participating team must appoint a representative to complete the project registration form and with whom the San Sebastian Festival will exchange official communications. Said person must be over 18 years of age and be able to express fluently at all levels in Spanish, Basque or English; this person will also act as the business project leader and will proceed with sufficient dedication for the duration of the competition.

The appointed representative must have the legal conditions to travel to and remain in the Basque Country at least for the duration of the Festival.

The appointed representative for each project will have sole responsibility for making decisions corresponding to the promoter/startup team during the competition and related to their project.

Should the competition coordinators observe a repeatedly negative attitude in the appointed representative, the latter could eventually be expelled from the competition with no right to compensation or damages of any kind from the San Sebastian Festival.

Negative attitudes can include, among others, lack of availability or communication, failing to attend the pitching event, or to provide any additional information requested within the given time and in the adequate format.

11. Other conditions

The participants undertake to accept and obey the competition Terms & Conditions. Submitting a business project implies the express and formal acceptance of the requirements and obligations expressed herein.

The San Sebastian Festival will solve any doubts arising from the interpretation of these terms & conditions. Its decision will be final.

12. Intellectual and material property of the projects

The intellectual and material property of the projects or ideas developed belong to the promoters of the project; the same applies to their industrial exploitation.

13. Confidentiality policy

The contents of candidatures presented to the Zinemaldia Startup Challenge competition, and all documents and information of any kind provided, will be confidential in nature, and as such will be processed by the bodies promoting the competition. The participating startups and individuals give their general consent for use of the basic project data by the competition team, the expert committee and the jury during the evaluation and selection processes envisaged in these Terms and Conditions.

The participating startups and participants agree, as a general rule, to the sharing of the basic company data and contact details with a view to disseminating, immersing and connecting the startup with companies and agencies in the Basque Country.

14. Contents

The participants guarantee that the works and their contents voluntarily submitted to the competition (including the different summaries or presentations) do not violate the rights of third parties, or have, where appropriate, all of the authorisations necessary to participate in the competition. Also, that they are not offensive or insulting, that they do not incite violence or racism or violate the fundamental rights or public freedoms recognised by applicable laws, or the laws on the protection of children and youths, and that they neither constitute nor imply interference in the personal or family privacy of individuals or violate the right to honour of third parties or the duty to secrecy of communications or contravene existing regulations.

Similarly, the participants guarantee that the projects presented will not use a sexist approach towards language and the processing of images.

The participating startups/people authorise the institutions promoting the competition to use their name and image in advertising material related to the competition, including on the Internet, with no right to any payment whatsoever in exchange.

15. Communications

All notifications related to the Zinemaldia Startup Challenge competition, including the list of finalist projects and the winning projects, will be published on the [Festival website](#).

The participants will validate all communications sent by the competition team by email to the address of the representative appointed for each project as identified in the registration process.

16. Complaints

Any doubts arising from the interpretation of these regulations will be solved by the San Sebastian Festival Management.