

LEGAL BASES FOR PARTICIPATION IN THE 2025 ENTREPRENEURSHIP AWARD

This Contest, organized by OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L. (hereinafter, "**OBS Business School**"), with registered office at Avda. Diagonal, 662-664 (08034 Barcelona) and CIF B02964989, aims to launch the **second edition of the "Entrepreneurship Award"** with the goal of rewarding the best business idea of the year implemented by a current or former student of OBS Business School.

Entrepreneurship Award

Objective and category

The Entrepreneurship Award is launched with the aim of showcasing the best business ideas from students and alumni of OBS Business School and rewarding the best project presented. The winner will receive a cash prize of 6.000,00€ to invest in accelerating the project to take it to the next level.

Agenda

Application Submission Period

- The Entrepreneurship Award application period **starts on March 19th 2025, at 15:00 CET, and ends on June 18th 2025, at 15:00 CEST.** Projects submitted outside this period will not be eligible.
- The organizers of the Entrepreneurship Award reserve the right to extend, modify, or cancel the registration process. Any changes will be communicated through the OBS Business School website <https://www.obsbusiness.school/en/careers/entrepreneurship-award-2025>

Selection period

- After the application period, the projects will be evaluated by the Committee, selecting four (4) finalists. **This evaluation will take place in the weeks following the close of applications.**

Participation requirements

The conditions for participating in the Entrepreneurship Award are as follows:

1. Projects should be submitted individually.
2. The project leaders must be current students or alumni of OBS Business School.
3. Submitted projects must be based on a real and active implementation proposal. Fictitious and/or unrealized projects will not be considered.
4. The language of the project must be Spanish or English.
5. The **business plan** format should be as follows:
 - Font: Arial 11pts
 - Line spacing: 1.5
 - Justified text
 - Margins: 3 cm
 - Document in PDF format
 - Include a cover page, table of contents, summary, and various sections of the project.
 - Maximum of 30 single-sided pages.
6. The **presentation** (hereinafter the “**Deck**”) must be submitted in PPT format with a maximum of 11 slides, following the index below:
 - Cover Page > Project name, project logo, and team leader’s name.
 - Problem or Opportunity > Highlight the scale of the solution your project provides.
 - Value Proposition > Explain the value of your project.
 - Uniqueness > Describe the magic behind your project.
 - Business Model > Explain how you generate revenue with your service/product and who your customers are.
 - Go to Market Plan > Describe how you reach your customers, how you make them aware of and interested in your service/product.
 - Traction > Explain how you measure your business growth.
 - Competitive Analysis > Provide an overview of the competitive landscape.
 - Team > Introduce key team members and, if applicable, your investors.
 - Financial Projections & Metrics > Explain the projected revenue growth for the coming years and the metrics used to measure your business success.
 - Current Status, Milestone Timeline & Future Plans.

Participation mechanism

The participation mechanics during the application submission period will be as follows:

1. All students or alumni who wish to participate must fill out the registration form provided on the OBS Business School website
<https://www.obsbusiness.school/en/careers/entrepreneurship-award-2025>
2. Subsequently, they must send the following information by email to carrerasprofesionales@obsbusiness.school, indicating in the subject: "Entrepreneurship Award - Name of the venture":
 - Business Plan in the specified format above;
 - Deck in the specified format mentioned above.

Projects that do not comply with the instructions above will not be considered for participation in the Entrepreneurship Award of OBS Business School.

Participation in the Entrepreneurship Award of OBS Business School by the candidate/team constitutes full and unconditional acceptance of the regulations of OBS Business School, as well as the decisions of the Entrepreneurship Award Organization, which will be final and binding in all respects.

Once the project is received, the Entrepreneurship Award Organization will inform the Committee members and verify that all necessary information is included or if any clarification is needed.

Entities, evaluation and selection of projects

Entities

The entities of the Organization responsible for the evaluation and selection of the projects submitted are as follows:

Committee

Committee composed of representatives from OBS Business School who will select a maximum of four (4) finalists.

Jury

Comprised of four (4) recognized experts who will be responsible for choosing the winner from the four finalists selected by the Committee.

The Jury will consist of*:

- Simón Lee, Founder of GameBCN and Managing Partner at Peninsula Corporate Innovation.
- Urs Rothmayr, Co-Founder of COREangels Barcelona and LX Firstech Ventures FCRE. Corporate innovation and entrepreneurship consultant.
- Tom Van der Heyden, Director of the Master's in Innovation and Entrepreneurship at OBS Business School. Co-founder and CEO at S3 Group. TEDx Speaker.
- Casilda Güell (Phd), Dean of OBS Business School.

*Subject to possible modifications due to factors beyond the Entrepreneurship Award Organization.

Evaluation process phases

The evaluation will consist of three phases:

- **Phase 1 | Finalist selection phase** > The Committee will select a maximum of four (4) finalists. This phase will consider the responses from the registration form, the business plan, and the Deck.
 - ➔ This selection will be made the weeks after the close of applications and will be communicated just to the selected finalists.
- **Phase 2 | Finalist training phase** > The finalist projects will have the opportunity to participate in two (2) entrepreneurship mentoring sessions, as well as two (2) public speaking sessions to help them with their Elevator Pitch for the event. These sessions will provide finalists with additional tools to strengthen their project and its presentation. During this finalist phase, the following submissions must be completed **by Sunday, September 14th 2025, at 11:59 PM CEST**:

- Elevator Pitch (video) with a maximum duration of 10 minutes.
 - The format for the Elevator Pitch video* should be as follows:
 - MP4 or MOV video file (maximum 2 GB).
 - Horizontal recording.
 - Submitted via a WeTransfer link or similar through email.
 - *If the *Elevator Pitch* is recorded using a mobile device, it is recommended to use the rear camera for better image quality. It should be noted that the upper body of the person giving the Elevator Pitch must be visible in the frame, so the Jury can make a more thorough evaluation.
- Deck > The content of the deck must follow the same index and format as in the submission made during the application period, even if content improvements have been made.
- Business Plan > The business plan must follow the same structure and format as in the submission made during the registration period, even if content improvements have been made.

- **Phase 3 | Entrepreneurship Award Event** > On the day of the final event, which will be held online, the Jury will choose the winner from among the finalists. However, all participants will have the great opportunity to defend and present their ventures to the members of the Jury and to the attendees of the Entrepreneurship Award event.

Evaluation criteria

The evaluation for the selection of the Entrepreneurship Award finalists and winner will consider the following criteria:

- Business Viability > 25%.
 - The business's capacity and potential to be economically and commercially profitable for long-term market sustainability.
- Technological innovation > 25%.
 - Using technology to better meet the user's needs, as well as to optimise processes, reduce costs, and generally improve operational efficiency.
- Social Impact > 25%.

- Acting responsibly, seeking a balance between profitability and positive contribution to the social and environmental surroundings.
- Sustainability > 25%.
 - Balancing economic growth with environmental respect and social responsibility, ensuring ethical operations and awareness of their impact.

Announcement of the winner and the prize

A maximum of four (4) finalists will be selected, who will be contacted **in the weeks following the close of applications** through the email provided in the registration form.

The finalists must submit a signed express acceptance of participation in the award, which will be sent to them in a prior email.

If any of the finalists does not accept participation in the award within a period of five (5) days after the email is sent, the organizing committee will disqualify them. The Entrepreneurship Award Organizers reserve the right to select another finalist.

From the four (4) finalists, one (1) winner will be chosen who will receive the €6,000 prize, the entire amount of which must be invested in accelerating the presented project.

The public announcement of the winner will take place live on the day of the "**OBS Entrepreneurship Award 2025**" event, which will be held on **September 30th, 2025***

*OBS Business School reserves the right to cancel and/or modify the date and time of the event. Any changes will be communicated to the parties involved.

Data must be provided truthfully by the participant. Any false communication of personal data gives the Contest organizers the right to disqualify the winner for such an act.

The prize is subject to current legislation and other relevant tax provisions, and in this regard, tax withholdings that may be applicable will be applied. The contest winner must include the value of the prize plus any withholding or advance payment made in their taxable base.

State and local taxes associated with receiving the prize, as well as other costs and expenses related to accepting and using the prize, will be the responsibility of the recipient.

The prize is not transferable to any other person or organization, either in whole or in part.

The full prize amount will be paid to the team member who is or has been a student of OBS Business School and who has acted as the project leader.

The Organization reserves the right not to award the prize if the submitted projects do not meet a minimum quality criterion.

The Organization may modify or include additional prizes, which will be updated on the OBS Business School website <https://www.obsbusiness.school/en/careers/entrepreneurship-award-2025>, if applicable. The Organization's obligations regarding the prize end once the prize is awarded to the winner.

The prize obtained in the Entrepreneurship Award is subject to these Legal Bases, and under no circumstances can it be entirely or partially replaced with cash. The prize cannot be changed, altered, or compensated at the winner's request. If the prize is rejected by the winner, no alternative will be offered. Its sale or transfer is strictly prohibited. The prize is personal and non-transferable.

Participants in this Contest release the organizer from any liability, sanction, claim, demand, or civil, commercial, criminal, administrative cause, including any nature and/or kind of compensation, expenses, costs (including attorneys' and solicitors' fees), as well as the participant's use of the prize they receive, to the fullest extent permitted by law.

Prize delivery and receipt

The announcement of the winner and the public award of the prize will take place during the "**OBS Entrepreneurship Award 2025**" event, organized by the Career Services Department of OBS Business School. This event is aimed at entrepreneurs, investors, students, alumni community, and, in general, the entire entrepreneurial ecosystem worldwide.

Participation details

The submitted projects must be an original work of the author(s). The identity of the candidate(s) must be verifiable through official documentation (ID card, NIE, Passport...), which will be sent to the organization immediately upon request.

The participant agrees that the organizer may postpone, shorten, extend, modify, cancel, or suspend the Contest due to force majeure beyond its control, committing to inform the

participants of such circumstances as soon as possible. The Entrepreneurship Award Organization will be exempt from any obligation or compensation to participants if, for any reason of force majeure, the event must be cancelled or suspended.

The organizer is authorized to resolve any unforeseen contingency not covered in these Legal Bases.

Candidates must provide a valid email address. If a candidate submits more than one proposal, only the one registered first in the registration form will be considered.

OBS Business School will not assume any responsibility for project submissions made by participants to other recipients, or that are illegible, altered, or lost for any reason.

Confidentiality

All submitted materials, including business plans, must be able to be presented publicly. Submitted projects must not contain any confidential information that should not be made public. Due to the nature of the OBS Business School Entrepreneurship Award, the school is not responsible for the confidentiality of the projects or their content.

Declaration of acceptance

Each candidate/team commits to:

- Follow all the regulations and rules of the OBS Business School Entrepreneurship Award, the instructions from the organisation, and accept the organisation's decisions.
- Meet the delivery deadlines.
- Have paid the full amount of the academic programme by the end of the registration period for the award.
- In the case of finalists, participate in the necessary technical tests prior to the final event at the times that are deemed appropriate and informed by the OBS Business School staff.

Any non-compliance with the dates or procedures outlined in this document will result in the disqualification of the candidate/team from the OBS Business School Entrepreneurship Award. Likewise, any sign of fraud or violation of intellectual property law or third-party rights will result in immediate disqualification, and, if applicable, the obligation to return the prize.

Intellectual property rights and Image rights

By participating in this Contest, participants authorize OBS Business School free of charge to use, reproduce, display, and disseminate their image, voice, and the project presented in the promotional campaigns of OBS Business School, as well as publish their personal data (name and surname), all through any means of dissemination, including paper format and any current or future technical means, including, but not limited to, television, radio, websites, the internet, mobile phones, digital platforms, blogs, social networks (including Instagram®/YouTube®/Facebook®/Twitter®/LinkedIn®/Twitch®/ etc.).

Therefore, by submitting the business plan and the Elevator Pitch, as well as participating in the event, the candidate authorizes OBS to:

- Record the candidate's image, voice, and/or statements sent or made during the event, as well as during any directly or indirectly related events before or after.
- Reproduce the above, partially or completely, in videos, infographics, photographs, among other formats.
- Use for promotional purposes the images (including voice and name) and the project of the candidate(s), through any means or method that the organization considers appropriate, with no geographical or time limitation, including the OBS Business School website, as well as its social networks, including Instagram®/Youtube®/Facebook®/Twitter®/LinkedIn®/Twitch®/TikTok®/etc.

Participants declare and guarantee to be the authors of the project and the holders of all exploitation rights of the elements (text, images, sound, design, etc.) that compose it.

The assignments made in this section are made free of charge, without giving rise to any consideration to the participants or winners.

The organizer will not be responsible for any breach of any rule or any infringement of third-party rights by participants in the context of their participation in the promotion, with participants assuming the obligation to hold the organizer harmless in such case.

By submitting the project to the OBS Business School Entrepreneurship Award, the candidate(s) guarantee that they own all rights, titles, and interests in the project, that the information contained in it is true and complete, and that, by submitting the project, they are not violating any contracts with third parties, including patents, copyrights, trade secrets, or any other

intellectual property and industrial rights, as well as confidentiality obligations, trademark registrations, or privacy rights, including personal data.

OBS Business School will not be responsible for any violation that may occur of any rules or rights of third parties by the candidates; likewise, the candidates undertake to keep the organization free from any liability.

In case OBS Business School discovers or suspects that plagiarism has occurred, that third-party rights have been violated, or that the submitted project has not been developed by the candidate(s), the Organization reserves the right to eliminate the project and the candidate(s) from the OBS Entrepreneurship Award.

Data protection

In accordance with the provisions of the General Data Protection Regulation (GDPR) and applicable Spanish data protection legislation, we inform you that OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L. (hereinafter, "OBS Business School"), with registered office at Avda. Diagonal, 662-664 (08034 Barcelona) and N.I.F. B02964989, will be responsible for processing the personal data provided by the participant in this Contest throughout their participation. OBS will process said data to manage the participant's participation in this Contest and deliver the corresponding prize in the event they are the winner, a process that will be carried out based on the participant's consent when accepting the conditions of participation in this Contest. This data will be kept for the period during which any claim or liability may arise from the Contest once it is finished. The requested data are strictly necessary to carry out the aforementioned purposes, so if the participant does not provide them or opposes their processing, we will not be able to manage their participation in this Contest.

The participant declares that they have the express consent of the other team members who participate to provide their personal data for the purpose of participating in this contest.

The participant may exercise their rights of access, deletion, rectification, opposition, limitation, portability, and revocation of consent, by written request addressed to OBS FORMACIÓN ONLINE EN MANAGEMENT, S.L., P.O. Box 221, Barcelona or by sending an email to lopdbaseslegales_pfu@planeta.es

Likewise, when the participant deems it appropriate, they may file a complaint with the Spanish Data Protection Agency. Likewise, you can contact our Data Protection Officer by writing to dpo@planeta.es or to Grupo Planeta, Attn: Data Protection Officer, Avda. Diagonal 662-664, 08034 Barcelona.

Acceptance and changes

The mere fact of participating in this Contest implies the full and irrevocable acceptance of these Legal Bases, as well as the express acceptance of the interpretative decisions that OBS Business School makes of them.

OBS Business School reserves the right to modify or expand these Legal Bases at any time, to the extent that it does not harm or diminish the rights of participants in the Contest.

Disqualification and penalty

Any attempt to harm OBS Business School, its website, or any action against the Organization of the OBS Entrepreneurship Award will be considered just cause to disqualify the offending participant.

Applicable law and jurisdiction

These legal bases of the OBS Business School Entrepreneurship Award will be governed in accordance with Spanish law. By participating in the OBS Business School Entrepreneurship Award, candidates irrevocably accept that the Courts and Tribunals of Barcelona have jurisdiction over any dispute or litigation that may arise related to the validity, interpretation, or fulfillment of the rules and the OBS Business School Entrepreneurship Award.

**** The present legal and regulatory terms of participation are a translation of the official Spanish version, which you can find following this link: https://marketing.onlinebschool.es/careers/bases_legales_premio_emprendimiento_2025.pdf*