Google Cloud

BAT

B Accelerator Tower

BAT B Acceleration Program in **Digital Natives** by BAT B Accelerator Tower & Google Cloud

Terms & Conditions

1. Exposure

BAT B Accelerator Tower, one of the World's Best-Connected Entrepreneurship and Innovation Ecosystems, with a unique collaborative, entrepreneurial, and open innovation space in Bilbao, Bizkaia.

BAT B Accelerator Tower is the spearhead of a country project, that aims to place the region of Biscay on the international entrepreneurship map and to boost the competitiveness of its economy enhancing the collaboration of the local corporate enterprises, with the most cutting-edge tech companies (startups, scaleups, innovative SMEs…), innovation poles and impact investors of all over the world.

The support of the main Basque Regional institutions makes BAT B Accelerator Tower a unique centre in the world; capable of combining public tools at the service of entrepreneurship and innovation (such as public subsidies or an open innovation-friendly tax system), together with a comprehensive portfolio of support services (advisory, legal, international connections/missions…), what makes of it the most important and best-connected innovation HUB in southern Europe. This has positioned BAT as the pivotal point of the entrepreneurial and open innovation ecosystem, where Startups, Corporates, Investors, tech centres, academia, and public agents work together.

2. Acceptance of Terms & Conditions

The following terms and conditions are intended to establish the rules for participation in the "**BAT B Acceleration Program in Digital Natives by BAT B Accelerator Tower & Google Cloud"** (hereinafter "BAT B Acceleration Program by BAT & Google Cloud"). Participation in this Call implies full and unconditional acceptance of these Terms and Conditions without exception.

Every participating startup is required to provide the information necessary for the formalization of their candidature and the successful progress of the program.

3. Organising entities

The promoter of the "BAT B Acceleration Program in Digital Natives by BAT B Accelerator Tower & Google Cloud" is PricewaterhouseCoopers Asesores de Negocios, S.L., ("Hereinafter "PwC" or the "Promoter") with FIC: B-78016375 and registered office at Paseo de la Castellana número 259 B, 28046, Madrid, with the collaboration of Google for Startups Cloud Program.

The delivery of the program will take place at B Accelerator Tower (hereinafter, "BAT") International Entrepreneurship Center in Bizkaia located in the Bizkaia Tower (Bilbao) that PricewaterhouseCoopers Asesores de Negocios S.L. directs and operates and whose purpose is to attract business projects to Biscay, high-potential startups and corporations; position Biscay internationally as a reference innovative entrepreneurship hub in Southern Europe, thus enhancing the attraction of companies and foreign investment; connect the local business fabric with the main international ecosystems and energize the local entrepreneurship ecosystem through actions that allow interaction between the different agents.

4. Program Objectives

The main goal of the "BAT B Acceleration Program by BAT & Google Cloud" is to integrate innovative elements into the BAT ecosystem.

This is achieved by offering comprehensive support services to the most promising startups/tech companies worldwide. The program accelerates their development and growth through an intensive work program, facilitating proximity to the market, access to financing, connections, training, mentoring, and a dedicated workspace for project development.

The program will include common training sessions applicable to all participating startups, as well as specific components designed by each corporate promoter of the acceleration program. These promoters set their priorities and select startups to be introduced to the program and will mentor and monitor their evolution in order to explore the potential definition of a pilot project.

5. Types of candidates

"BAT B Acceleration Program by BAT & Google Cloud" is mainly targeted at the following startup profiles:

- Applying entities must be legally incorporated.
- Applying entities must be startups, scaleups, or SMEs with an innovative solution (no matter when the company was founded).
- Applying entities may or may not be members of the BAT Community.
- Must have at least an MVP and be able to access the market.
- Need (and are ready) to accelerate their business development.

Also, to take into consideration, participant startups must:

- Have at least one (1) person involved in the project full time, who is of legal age, resident and/or with a work permit in Spain, and has a minimum level of English and/or Spanish (spoken and written) and that the company has the necessary means, in terms of dedication time and technological resources, to guarantee adequate monitoring of the program.

6. Main stages and milestones of the program

STAGE	DATE	DESCRIPTION
Application period	From 05/06/2024 to 05/07/2024	Candidates' acceptance period
Pre-selection of candidates	From 08/07/2024 to 17/07/2024	Internal evaluation of candidates
Finalist startups Announcement	18/07/2024	Notification by e-mail
Selection of participating startups	25/09/2024	Face-to-Face Pitch with the Program Promoters (**B Acceleration Week**) *
Participating startups Announcement	26/09/2024	Participating startups Announcement during a specific event (**B Acceleration Week**) *
Kick-off session	January - TBD	Introduction and Welcoming Day
Acceleration Program	January - April 2025	3 face-to-face sprints - specific weeks TBD

*Each finalist startup will be involved in the B Acceleration Week (24-26) and will have the chance to participate with a personal stand during the event. Financial Aid for flights and accommodation will be provided by the Program Organizers, subject to compliance with conditions set by these terms and conditions. (see *Chapter 8: Selection procedure for Startup Candidates* for more information)

B Acceleration Week stands as the most significant entrepreneurship and innovation event to date in BAT B Accelerator Tower. This gathering promises to constitute a milestone in the realm of startups and innovation in the region as a prominent platform for knowledge exchange and the promotion of innovation within the BAT entrepreneurial community. Each Startup will have visibility in front of more than 50 corporations at the fair, with among others, one stand per Startup and a pitch in the auditorium.

7. Startup application process

- The application period for startups will be from 05/06/2024 to 05/07/2024.
- Startups application will be done through an online form available on BAT B Accelerator Tower website in BAT Programmes section. PENDIENTE INTRODUCIR LINK a LANDING PROPIA PROGRAMA)
- Application of candidatures must be carried out in English.
- The application forms must include a One Pager (English mandatory) and a Company Deck (English or Spanish). This information should be consistent with the assessment criteria for candidate screening listed in the following section.
- Upon receipt of the documentation, an email confirming receipt of the registration application for the program, will be sent.
- One candidature per startup will be admitted. If more than one entry is found from any startup, the last entry made will be taken as the valid one.

8. Selection procedure for startup candidates

The selection process is divided into three stages:

- Pre-selection of candidates: Made by the BAT Team.
- Selection of finalist startups: Made by the Program Promoter.
- Selection of participating startups: Made by the Program Promoter.

For the **Pre-selection process**, each Startup application will be evaluated using the following criteria:

- Mainly and most importantly, the development of the project is framed within the proposed challenge.
- Solving Real Problems: How well does the product/service solve the pain point?
- Market Needs: Is the size of the market justifiable? Who is the target market?
- Traction: How much revenue/traction does the company have? How quickly has the company been growing?
- Competitive Advantage: What advantage does the startup have over its competitors? How high is the barrier of entry?
- Business Plan: Does the company have a strong revenue generation plan? Is the business scalable and or exponential?
- Team: How strong is the team? Does the team have the right background or work experience?

Compliance with the above requirements must be accredited at the time of submission of the application through the form designed for this purpose, to which the appropriate additional documentation may be added, by providing the corresponding annexes, in order to verify compliance with the required requirements.

For the **selection of finalist startups**, the criteria will be defined by the Program Promoter. Both BAT and the Promoter reserve their right for the selection process to be internal and non-public.

For the **selection of participant startups**, once the Promoter has selected the finalist startups, they will be required to attend an in-person pitching session during the week of September 24 to 26th, the date on which B Acceleration Week will be held. Participants will be selected after these pitching sessions and other possible 1 to 1 meetings between the parties.

To this purpose, to enable **the finalist startups to participate in the B Acceleration week, the program will offer financial support** aimed at covering the costs associated with their travel and accommodation during these days. If selected as a finalist startup, the provided coverages and conditions are the following:

- The funding available is maximum of 400€ per startup coming from Spain, 1.000€ per startup coming from the rest of the European Union, and 2.000€ per startup coming from outside the European Union, all excluding taxes.
    - I. e. if a startup is from the EU but the person is living in Spain and traveling from Spain, they would only receive 400€.
- The funding covers only flights and hotel costs. We only cover one trip to Biscay, meaning that second and subsequent ones will not be covered (if selected, this includes the possible accommodation during the program- for more information see Chapter 9)
- It is a reimbursement package, meaning we will refund the 400€/1.000€/2.000€ once the travel is finished and they have sent us bills, along with the complete bank account info.
- In order to get the funding, we will need to receive the info within 30 days after the trip.
- *5* hotels and business class flights are excluded.*

9. Program Activities & Benefits

"BAT B Acceleration Program by BAT & Google Cloud" will have a maximum duration of 4 months (January-April). The program will be mostly in English, requiring at least one of the team members (C Level team member) to have the necessary language skills, considering that meetings and individual sessions could be in Basque or Spanish if everyone speaks those languages.

During the program participating Startups will have the option to use up to 2 "multi-hot" Coworking positions in BAT B Accelerator Tower to facilitate their operations and logistics. They will also be able to use all the center's meeting rooms, always subject to availability criteria and the Center's use code.

BAT B Acceleration Program provides the participating Startups with an acceleration package that includes mandatory and not mandatory activities to evolve as an organization. Participation in the acceleration program will entail a minimum physical presence of the startup participating in BAT, to guarantee the use and exploitation of the resources made available by the corporation.

BAT B Acceleration Program includes the following mandatory activities:

- If selected, participation in **3 immersive on-site weeks or sprints** that will include at least the following activities:
    - **Kick-off session:** participating startups will get to know other colleagues, mentor team, activities calendar and other operational aspects of the program. Also, an initial screening service and development of a roadmap will be developed for each participant. This will involve the startup diagnosing their situation, analyzing relevant actors in the Basque innovation and entrepreneurship ecosystem, and defining a roadmap for the startup's involvement with the local ecosystem during their time in the Program.

    - **Workshops**: Provision of educational and inspirational content in at least 5 key thematic areas for business development, which will be conducted through group training sessions to support the startup's growth and development, such as financial management, sales and customer development, strategic planning, financial products and capital, talent management, etc. (1 week per month)
    - **Mentoring sessions**: sessions with the BAT Team. (1 meeting per month)
    - **Follow-up meetings** with the corporate promoter of the acceleration program (1 meeting per month minimum)
- **Demo Day** for the socialization of projects: a public event where each Startup presents their participation and results in the acceleration program and the projects that have successfully completed or are going to launch (such as pilots) with the corporate that promotes the acceleration program.

BAT B Acceleration Program includes the following benefits (not mandatory) as a member of the BAT Community:

- The Promoter makes **Coworking spaces** available to participating Startups during the 4 months of program content. Coworking positions in "multi hot" format, with a maximum of 2 positions per participating Startup. They will also be able to use all the center's meeting rooms, always subject to availability criteria and the Center's use code.
- **Visibility and Networking**: aimed to build relationships and new business opportunities, during the term of the acceleration program, BAT will promote the participating Startups through publicized events, specialized media placement, and BAT social media.
- **Open Events:** Access to each open event celebrated in BAT B Accelerator Tower, with the possibility of being a speaker at those events related to the sector or solution of the participating startups.
- **Market Access:** Visibility to potential clients, and providers that can be key for business development and greater international exposure.
- **On-Site Visits:** To corporate facilities or Technology Centres
- **Access to funding** sources, product testing, market potential analysis, etc.
- Possibility to join **The Google for Startups Cloud Program** - See benefits and persk provided by Google Cloud in Annex 1

The participating startups will undertake to:

- Provide the dedication required for the development of the acceleration program.
- Attend the Program's mandatory activities and comply with the work and deliverables defined within it, which should result in real progress by the participating startups.
- Participate in the Program communication and dissemination activities.

With respect to the points described above, the promoter reserves the right to modify them, without this entailing a right to claim or compensation from the startup. Some activities could be attended online, mainly the mentoring sessions and the follow-up meetings with the corporates.

Nevertheless, both the Organizer and the Promoter encourage participating startups to spend time in Biscay and BAT B Accelerator Tower, with the aim of promoting their immersion and development in the ecosystem.

To this end, startups participating with a continuous physical presence at BAT throughout the four-month duration of the acceleration program will receive financial support aimed at covering the costs associated with their stay in BAT during this period.

This aid and its maximum amount will vary depending on the geographical origin of the startups (for this purpose, the criterion of greater proximity between the management of the startup and the address of the person transferred to the program will be taken into account) and will be subject to compliance with all the objectives of the program bases, mandatory attendance at the sessions marked by the program, and the stay of at least 75% of the duration of the 4 months of the program in BAT and/or in the corporation's facilities in the Basque Country:

- Startups from the rest of the Iberian Peninsula (Non-Basque Autonomous Region): up to €500/month during the 4-month duration of the program.
- Startups from the rest of the geographies: up to €1,000 per month during the 4-month duration of the program.

Conditions:

- *Stay for at least 75% of the duration of the 4 months of the program in BAT and/or in the corporation's facilities in the CAPV. Merely fulfilling the mandatory physical presence is not sufficient to acquire this financial support.*
- *Therefore, participation and satisfactory completion of mandatory activities (i.e. participation in the immersive weeks, and attending all follow-up meetings…)*
- *The amount will be paid after the Startup presents the corresponding proof of expenses (travel and stay); it is not enough to simply comply with the mandatory presence (the 3 "Sprints" of a week's duration).*
- *5* hotels and business class flights are excluded.*
- *For those startups that have already received support for their travel or accommodation expenses from BAT or its partners, this amount will be deducted from the aforementioned support.*

10. Relationship between the Promoter and the Startups

During the entire duration of "BAT B Acceleration Program by BAT & Google Cloud", the participating Startup commits to dedicate the human and material resources required to meet the objectives of the program, including individuals empowered to make decisions about the development of the technology and the business, as well as to responding the "Organizer" Team will maintain official communication.

They must be over 18, have a C Level at the company and be able to speak English fluently at all levels, and act as the leader of the startup with sufficient or exclusive dedication to the Program during its term. This person must meet the legal conditions needed to settle and stay in the Basque Country. Also, the candidate must be up to date with fiscal, tax, and social security obligations.

In the case in which the startup is selected by BAT & Google Cloud to participate in the acceleration program, it will be mandatory to sign a "BAT startup membership" contract, which will entail, on the one hand, legal acceptance of the terms of the program, and on the other, the benefits and obligations of being part of the aforementioned centre. This free BAT membership will regulate their rights and obligations with the acceleration program in accordance with the program bases and the centers use regulations.

All notifications concerning the development of the acceleration program will be published on the Program website. Startups participating in the Program must provide a telephone number and two emails to send communications, in addition to responding to those communications that require it.

11. Confidentiality Policy, Personal data protection

Participation in this Call is voluntary. The content of the applications submitted to the application form and all documentation and information of any kind that is provided shall be confidential and private and will be treated as such by the Program promoters. The participating startups agree, as a rule, to the Program promoter use of the basic project data during the evaluation and selection processes described in these Terms and Conditions.

The personal data protection once the startup is selected to participate will be regulated in the "BAT Startup Membership".

Participation in the program does not claim any right over any intellectual property of the applicants for participating in this Call.

The candidate startups shall ensure that the work and content voluntarily contributed to the Program (including summaries or presentations) do not infringe third-party rights and have all the authorizations necessary to participate in this program.

They must not be offensive or demeaning, nor incite violence, or racism, nor violate fundamental rights or public freedoms recognized by the current regulations, including laws on the protection of children and young people, nor constitute or imply any intrusion into personal or family privacy of individuals or a violation of a third party's right to honor or secrecy of communications or be contrary to any current regulations. In addition, the projects presented must ensure non-sexist use of language and images.

Moreover, each participating startup authorizes the promoting entities to use their name and likeness in publicity material related to the acceleration program, including on the Internet, without receiving any payment.

12. Intellectual Property Rights & Contents

The company that registers in the Program guarantees that it is the owner of the appropriate exploitation rights over the works, patents, utility models, and other content that will be part of its project. The participating companies will hold PricewaterhouseCoopers Asesores de Negocios, S.L. from any claims for infringements of third-party rights, including infringements of intellectual and industrial property rights.

The participating candidate will not have to grant any intellectual and industrial property rights to PricewaterhouseCoopers Asesores de Negocios, S.L., with the exceptions indicated in these bases.

In the event that the Accelerated Startup and PricewaterhouseCoopers Asesores de Negocios, S.L. to carry out collaborative work to jointly design or co-create solutions, they will establish in a separate document the terms related to intellectual and industrial property and the commercialization of the resulting solution.

PricewaterhouseCoopers Asesores de Negocios, S.L. recognize the Intellectual Property rights of the Program participants. Participants will transfer their viewing only for evaluation within the contest, without exclusivity and for a certain time. The Organization and the actors involved, by way of

example and not limitation, will be obliged not to assign its partial or total use in any way or make it available in any other way to other people.

13. Applicant Declaration

By submitting their applications, participants declare and guarantee to PricewaterhouseCoopers Asesores de Negocios, S.L.:

- That the applications presented are originals of their authors and/or that they have the free disposition of any ideas, images, or any other elements incorporated in their presentation.
- That they have the consent of all third parties whose personal data they provide in their applications.
- That the information provided does not contain own or third-party confidential information or industrial secrets or, where appropriate, that they have the authorizations and licenses that allow their communication within the framework of this Call.
- That they have full legal capacity and the capacity to take part in the Call, and that their participation does not violate any regulations of any kind.
- That they shall bear any taxes that may arise from participation in this Call, as well as from the eventual reception of any of the anticipated financial contributions of the Program.
- That Program promoters shall not be held liable for any damages, losses, costs, and/or claims that applicants may incur or that these may suffer because of submitting their applications.

14. Contact and resolution of queries.

To resolve your questions please contact with BAT, by sending a message to the email address [info@bacceleratortower.com]

Official website of: [BAT B Accelerator Tower website].

Annex 1- Benefits from Google for Startups Cloud Program

The B Acceleration Program for Digital Natives by Google Cloud is open to any technological startups ranging from the idea stage to Series A, no matter the sector nor the vertical the solution is focused to.

This program has two tiers to help you accelerate Growth:

A) <u>Start Tier:</u>

If you're early in your startup journey and haven't yet received equity funding, you may be eligible for:

- Credits: Up to $2,000 USD in credits valid for one year
- Training & technical support: Option to apply Google Cloud credits to a Customer Care plan for unlimited access to technical support, $200 Google Cloud Skills Boost credits for online courses and hands-on labs
- Business support & networking: Access to our global Google Cloud Startup Community.
- Google-wide discounts: 12 months of free Google Workspace Business Plus for new signups, and $200 usage every month at no charge on Google Maps Platform.

Your technology startup will qualify if:

- Not yet funded by an institutional investor
- Founded within the last 5 years
- No Google Cloud credits received to date (beyond the free trial)
- It has an active Google Cloud account

B) <u>Scale Tier:</u>

The Scale tier is ideal if you've already secured equity funding and have your sights set on growth. So if you're backed with verified equity funding from Seed to Series A, you may be eligible for:

- Credits: Get your first year of Google Cloud and Firebase usage covered, up to $100,000. In year two, you'll also get 20% of usage costs covered, up to $100,000.
- Training: $500 Google Cloud Skills Boost credits for online courses and hands-on labs.
- Technical support: $12,000 USD in Google Cloud Enhanced Support credits for one year, plus access to Google Cloud Startup Customer Engineers.
- Business support & networking: Access to a Startup Success Manager, our global Google Cloud Startup Community, and co-marketing opportunities for select startups.

Your technology startup will qualify if it:

- Received startup equity funding from pre-seed to Series A or common Web3 funding sources
- Was founded within the last 10 years
- Received less than $4,000 in Google Cloud credits received to date
- Has an active Google Cloud account

ADDITIONAL PERKS TO WEB 3 PROJECT OR STARTUPS

Additionally, if you have a Web3 project or startup you may be eligible for:

A) Start Tier:

- Up to $2,000 USD in credits valid to 2 years (includes standard program credits plus an additional year)
- Access to Google Cloud events at global Web3 conferences.

B) Scale Tier

If your project or startup, and it is backed with funding (including equity, tokens, NFT token fundraising or a grant from a blockchain foundation) from seed to series A, you may be eligible to additional perks, such as:

Join our Web3 community

- Invite-only access to the gated Google Cloud Web3 Discord channel
- VIP passes to Google Cloud events at global Web3 conferences

Get Web3 training and resources

- Input on our Web3 product roadmap and early access to those products
- Free advanced hands-on learning labs focused on Web3

Build and grow across the Web3 ecosystem

- Exclusive grants from Aptos, Celo, Flow, The HBAR Foundation, Near, and Solana Foundation
- Priority review for the Polygon Ventures Ecosystem Fund & dedicated investment dollars
- Discounts on Nansen products and engagement fees
- Credits for Alchemy and VIP support
- Priority review for the Base Ecosystem Fund & access to testnet
- Thirdweb gasless contract deployment, support, and co-marketing

ADDITIONAL PERKS TO AI PROJECT OR STARTUPS

In the case you are an AI Startups with equity funding (Seed-Series A) may be eligible for the following benefits:

- Credits: Up to $350,000 USD over 2 years for Google Cloud and Firebase usage covered in:
    - Year 1: 100% up to $250,000 USD in Google Cloud credits1 (includes standard program credits plus an additional $150,000 USD for the AI startup program)
    - Year 2: 20% up to an additional $100,000 USD in Google Cloud credits Webinars and live Q&As with the Google Cloud AI product team
- Insight into Google Cloud's latest AI advances and product roadmap
- Free access to advanced learning labs focused on AI and the latest Google Cloud technology
- Exclusive access for ISV/SaaS startups to Built with Google Cloud AI, including the AI Center of Excellence, tools and training, co-marketing, and amplification on Google Cloud Marketplace
- Access to architectural guidance and best practices to get started and and ramp on AI solutions, including technical deep dives and hands-on workshops.