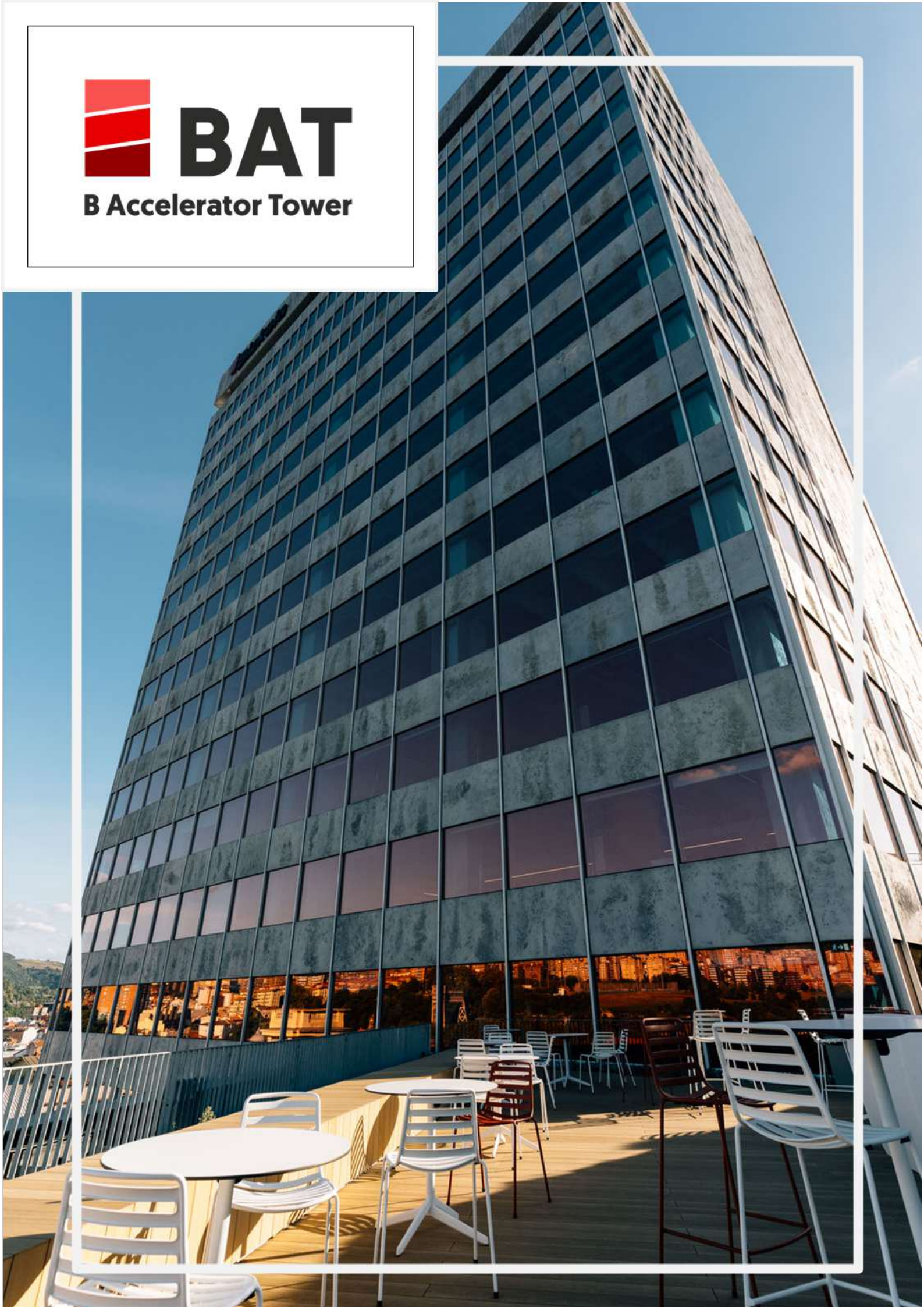




BAT

B Accelerator Tower



BAT Ecosystem Challenges

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.

One time per year, BAT B Accelerator Tower organise the B Acceleration Week, stands as one of the most significant entrepreneurship and innovation events to date in the Basque Innovation & Entrepreneurship Ecosystem, serving as a pivotal gathering for startups, corporates, and investors in the region. It is a dynamic platform that drives growth and innovation while encouraging knowledge exchange and business development within our ecosystem.

The event features in-depth sessions targeting key industries to inspire innovation and impart valuable insights to the business community. Thanks to a partnership with Pegasus Tech Ventures, it also provides startups with international opportunities through the Regional Final of the Startup World Cup Iberia.

2. Acceptance of Terms & Conditions

The following terms and conditions are intended to establish the rules for participation in the “**BAT Ecosystem Challenges**” (hereinafter “BAT Challenges”). 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 activities.

3. Organising entities

The organizer of “BAT Challenges” is PricewaterhouseCoopers Asesores de Negocios, S.L., (“Hereinafter “PwC” or the “Organizer”) with FIC: B-78016375 and registered office at Paseo de la Castellana número 259 B, 28046, Madrid.

The delivery of the activities 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. BAT Challenges Objectives

The main goal of the “BAT Challenges” is to integrate innovative elements into the BAT ecosystem, promoting collaborative projects between startups/tech companies and the [BAT Community](#), which is composed of more than 200 companies.

To this end, BAT has introduced three principal categories of challenges that are deemed essential for enhancing the competitiveness of our members. We invite all interested startups to submit their applications through the BAT B Accelerator Website.

The overarching goal of this initiative is to attract to BAT and the region of Biscay innovative solutions that can be applied in real-world environments. We aspire to create avenues for startups to engage with companies within the BAT community, thereby laying the foundation for future testing and proof-of-concept developments.

Startups selected by the BAT B Accelerator Tower will have the opportunity to participate in a sponsored three-day trip to the Bizkaia region, specifically Bilbao. This experience will allow them to attend the B Acceleration Week, the premier Corporate Venturing and technological innovation event in northern Spain. Furthermore, participants will have the opportunity to explore the region and establish new business connections.

In conclusion, applying to the "BAT Challenges" facilitates collaboration with companies within the BAT community and provides a comprehensive support package to participate in the B Acceleration Week.

5. BAT Challenges Activities & Benefits

Participant startups must have at least one (1) person physically attending the B Acceleration Week, an event that will take place at BAT B Accelerator Tower on June 25-26-27, 2025. This person must be of legal age 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 activities.

The benefits are the following:

- **Ecosystem Approach:** An immersive visit agenda to different agents and facilities to explore Biscay’s region's innovation ecosystem will be organized on June 25.

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- **Exhibitor Stand:** Gain visibility for your project thanks to an Exhibitor Stand in our Startup Village on June 26-27.
- **Pitch on Stage:** Present your project in front of a top-level jury with top notch investors and leading corporations.
- **Startup World Cup participation:** If the startup deems it appropriate, its pitch could be part of the Startup World Cup Competition and, if it wins, represent Iberia in the world final of the competition in San Francisco.
- **Startup Book:** Be part of our Startup Book containing the information of every company attending this year's edition which will be distributed to attending Investors & Corporates.
- **Networking:** Interact and schedule 1:1 meetings with the key players and corporations of the ecosystem.
- **Media coverage:** We arrange interviews in our BAT Communication Channels who will enhance your visibility before, during and after the event.
- **Financial Aids:** Financial Aid for flights and accommodation will be provided by the Organizer, subject to compliance with conditions set by these terms and conditions. (see *Chapter 9: TRAVEL EXPENSE REIMBURSEMENT PROCEDURE* for more information)

6. Types of candidates

“BAT Challenges” 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.

7. Main stages and milestones of the program

STAGE	DATE	DESCRIPTION
Application period	From 02/04/2025 to 02/05/2025	Candidates' acceptance period
Pre-selection of candidates	From 05/05/2025 to 15/05/2025	Internal evaluation of candidates
Selected startups Announcement	16/06/2025	Notification by e-mail
B Acceleration Week	From 25/06/2025 to 27/06/2025	Event participation

8. Startup application process

- The application period for startups will be from 02/04/2025 to 02/05/2025.
- Startups application will be done through an online form available on [BAT B Accelerator Tower website](#).
- 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.

9. Travel Expenses Coverage Procedure

To enable the startups to participate in the B Acceleration week, the organizer together with Diputación Foral de Bizkaia will offer financial support aimed at covering the costs associated with their travel and accommodation during these days.

The following procedure outlines the process for reimbursing travel expenses for startups/SMEs attending the BAT B Acceleration Week through the call for the BAT Challenges;

- **Scope:**
 - The available funding is as follows: €400 for startups from Spain, €1,000 for those from other EU countries, and €2,000 for startups registered outside the EU. The reimbursement amount will be based on the origin of the traveller. For instance, if the traveller is coming from Spain, even if the startup is based in Colombia, the maximum reimbursement will be €400.
 - Only one person per startup/SME is eligible for reimbursement. Additionally, only the first trip to Bizkaia will be covered. Subsequent trips will not be reimbursed.
- **Eligible Expense Categories:**
 - Only flight and accommodation expenses will be considered for reimbursement.
 - For both categories, taxes (e.g., VAT or others) will not be included when calculating the reimbursable amount.
 - For flights, additional expenses like seat selection, extra baggage, booking fees, or similar will not be reimbursed.
 - For accommodation, expenses for extra nights beyond the necessary stay, as well as additional costs such as minibar, meals, or supplementary services (e.g., at hotels, Airbnb, etc.), will not be reimbursed.
- **Required Documentation:**
 - Only INVOICES will be accepted as proof for reimbursement. Due to regulatory requirements, receipts, confirmed booking statements, or any similar documents will not be accepted under any circumstances.
 - The INVOICES must be issued to the startup/SME. Invoices addressed to individuals will not be accepted under any circumstances.

- Invoices must be submitted in either Spanish or English. If the invoice is in another language, the startup is responsible for providing an English translation of all invoice details.
- For invoices in currencies other than euros, the exchange rate on the date of issuance will be used for conversion.
- A Bank Ownership Certificate issued by the bank must be provided, showing the bank account in the name of the startup/SME. Payments will not be made to an individual, even if they are a shareholder in the startup/SME.
- **Procedure:**
 - BAT will be responsible for requesting and reviewing the invoices from each startup/SME.
 - The deadline for submitting the required documentation is 7 calendar days (including weekends and holidays) from the date the visit concludes. Invoices submitted after this deadline will not be considered.
 - All guidelines and criteria outlined in this procedure must be strictly followed, and no exceptions will be made under any circumstances.

10. Relationship between the Organizer and the Startups

During the entire duration of the B Acceleration Week, the participating Startup commits to dedicate the human and material resources required to meet the objectives of the programmed activities, 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. Startups participating in the B Acceleration Week must provide a telephone number and two emails to send communications, in addition to responding to those communications that require it.

In the case in which the startup is selected to participate in the B Acceleration Week, the submission of a candidature which will entail, on the one hand, legal acceptance of this terms and conditions and on the other, acceptance of BAT use regulations.

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 Organizer. The participating startups agree, as a rule, to the organizer the use of the basic project data during the evaluation and selection processes described in these Terms and Conditions.

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

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 honour 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 organizer to use their name and likeness in publicity material related to the call, including on the Internet, without receiving any payment.

12. Intellectual Property Rights & Contents:

The company that applies to the open call for Startups 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. harmless 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.

If the participating Startup and any of the BAT Members agree 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 Startup 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 the organizer 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@baccelerartower.com]

Official website of: [[BAT B Accelerator Tower website](#)].

