

Regulation

Preamble

Pay Tech on The Go is an acceleration program by NEST and Mastercard, powered by Startup Lisboa and Unicorn Factory Lisboa, aimed at supporting the development of startups with innovative payment and mobility solutions that contribute to transforming, simplifying, and enhancing efficiency, thereby improving the payment experience in the tourism sector.

To achieve this goal, a group of relevant partners, experts, and mentors with experience, know-how, and recognized intervention in these areas has been assembled with the aim of fostering the creation and development of solutions impacting the tourism sector.

Pay Tech on The Go aims to identify the best solutions in Smart Mobility Payments, or simply smart mobility, a concept focused on improving sustainability and efficiency in payments for urban mobility, especially in large cities. The core idea of Smart Mobility Payment is to ensure a smoother payment method through bank cards or devices (smartphones, wearables, etc.).

The main opportunities identified in this area include:

- a) Mass Transit - mass or collective transportation
- b) Long Distance – long-distance transportation (train, plane, etc.)
- c) Micro Mobility - means of transportation for short distances
- d) Shared Mobility - shared use of a vehicle, bicycle, or other means of transportation
- e) Parking – parking service
- f) Tolling – toll service

Article 1 Objectives

The objectives of this initiative are:

- a) To support the development of technological solutions to promote the development of payment and mobility solutions impacting the tourism sector;
- b) To stimulate entrepreneurship in tourism, promoting payment mobility;
- c) To create conditions for the development of new ideas and business models capable of revitalizing and enhancing innovation and competitive growth in tourism with high impact;
- d) To promote reflection on the main challenges in the area of payments and mobility in the tourism sector in Portugal.

Article 2 Participants

- a) Individuals over 18 years of age of any nationality may apply individually or as a team if they have an innovative project contributing to the program's objectives;

- b) Companies established for less than 5 years with an innovative project contributing to the program's objectives may also apply.

Article 3

Application Process

- a) Applications must be submitted through the form available on the program's website: www.paytechonthego.com;
- b) The application period runs from December 12, 2023, to January 14, 2024 (23:59h inclusive - GMT);
- c) The organization reserves the right to unilaterally and with notice on the program's website extend the application deadline;
- d) The organization is not responsible for any loss or non-receipt of applications, even if it results from network interruptions or website failures;
- e) Each promoter/company may submit only one application;
- f) The promoter or team must own the rights to the idea presented in this initiative;
- g) The projects submitted must correspond to projects authored by the candidates and must be original and unpublished, not having been developed by third parties or infringing on the rights of third parties, especially intellectual property rights. Candidates are solely responsible for any violations they may commit.
- h) In the case of teams, a representative must be indicated as the contact point throughout the process;
- i) Contact details in the application form must be active and updated throughout the initiative;
- j) Candidates are responsible for their submitted applications, ensuring compliance with this regulation;
- k) The promoters reserve the right to exclude, at any time, applications that fail to comply with the provisions of this Regulation, specifically those that violate the rights of third parties, such as intellectual property rights, and/or in the case of an administrative decision mandating their exclusion.

Article 4

Application Evaluation

- a) Applications will undergo a preliminary analysis to verify the formal eligibility conditions of the project's promoters;
- b) Applications will undergo a preliminary evaluation based on the program's objectives for pre-selection;
- c) Promoters/projects that do not meet the conditions in point a) of this article, or whose projects have not been pre-selected or lack sufficient information, will be notified by email that they do not proceed to the next evaluation phase;
- d) Evaluation is based on the information in the application form;
- e) After the preliminary analysis, projects will have the opportunity to present to a jury for selection into the acceleration program;
- f) The jury presentation consists of a 5-minute pitch supported by digital or other means the promoters deem suitable;

- g) The jury session will be held in the week of January 22 to 26, 2024, considering criteria such as:
 - I. Project/company with an innovative technological solution that promotes differentiation in the tourism sector regarding payment and mobility;
 - II. Quality of the team and its ability to implement the project;
 - III. Feasibility of the presented idea;
 - IV. Potential impact of the solution in the tourism sector;
 - V. Potential for growth and/or future scalability of the solution;
- h) The jury comprises members of Unicorn Factory Lisboa/Startup Lisboa, NEST members, and external elements invited by them;
- i) The decision on the selection of finalist projects will be communicated by email to the promoters after the jury's decision;
- j) The organization will make every effort to ensure the selection of startups, but it cannot be held responsible if project selection is not possible;
- k) Decisions are made by a majority vote and are final, with no possibility of appeal.

Article 5 Methodology

- a) An acceleration program supports the validation of ideas/business models in a market context and assists in the implementation and growth strategies of participating projects;
- b) Finalist projects will have access to an acceleration program, and participation is mandatory for at least one of the project's founders.
- c) The acceleration program will be conducted in English;
- d) The acceleration program will be primarily conducted remotely, with exceptions for the boot camp (February 5 and 6) and the last day of the program – Demo Day (March 21), where in-person participation is required;
- e) The program includes masterclasses, mentorship and individual follow-up meetings, networking events, inspirational talks, and a final public presentation of finalist projects to potential partners, clients, investors, and media;
- f) The program starts on February 5 and lasts for 7 weeks during business hours, occupying, on average, one business day per week.

Article 6 Demo Day

- a) The Demo Day, the final public presentation of projects, will take place on March 21, 2024, with details to be announced in due course;
- b) The objective of Demo Day is to select the program's winning project;
- c) Demo Day involves a public presentation of each project through a pitch. The presentation should be supported by digital or other means that the promoters deem suitable; however, it must be done in person. In addition to presenting their project and key differentiators in the market, they should provide an update on the progress and major developments that occurred during the program;
- d) The winning project will be selected based on criteria including:

- Project/company with an innovative technological solution that promotes differentiation in the tourism sector regarding payment and mobility;
 - Quality of the team and its ability to implement the project;
 - Feasibility of the presented idea;
 - Potential impact of the solution in the tourism sector;
 - Potential for growth and/or future scalability of the solution;
 - Performance and evolution of the project during the program;
- e) The winner will be selected by a jury consisting of members of Unicorn Factory Lisboa/Startup Lisboa, NEST members, and external elements invited by them.

Article 7

General Conditions of Participation

- a) Participants are responsible for all information and content of the presented project;
- b) Participants must always act courteously and with respect, especially for the rules and procedures of the organization and partners;
- c) Inappropriate or abusive behaviour, including the use of obscene language, will not be tolerated;
- d) The organization reserves the right to exclude any participant who does not respect the rules of this regulation during the initiative or does not participate in planned program activities.

Article 8

Prizes

- a) The prizes for the winner of the program on Demo Day (predicted to be March 21) are:
 - I. A monetary prize of €10,000 (ten thousand euros);
 - II. Direct access to incubation at Startup Lisboa;
 - III. Free incubation at Startup Lisboa for the first 6 months;
- b) All participating projects will benefit from:
 - I. The opportunity to validate the project with potential partners and in a market context;
 - II. Access to a wide network of mentors (founders, investors, industry experts, among others);
 - III. Access to program partners;
 - IV. Access to the Startup Lisboa networking network.
- c) Monetary prizes to be paid to the winners must have a fiscal support document according to Portuguese law;
- d) For the payment of the indicated prizes, the IBAN for the bank transfer must be provided.

Article 9

Confidentiality

The parties agree to maintain confidentiality about the content of all information accessed under this initiative, including intellectual property, even after its termination, except to the extent strictly necessary for the execution of this initiative and for the disclosure and promotion of the program.

Article 10 Intellectual Property

- a) Intellectual property and rights of the ideas/projects belong to the promoter(s);
- b) Promoters grant the organization permission to use non-confidential information in its promotion and marketing activities;
- c) The organization is not responsible for any violation of intellectual property, misuse, or plagiarism by another participating promoter or external member.

Article 11 Data Protection

The protection of privacy and personal data of our users is of great importance to Startup Lisboa. By enrolling in the program, through the completion of the application form, participants are accepting the Privacy Policy of Startup Lisboa, which can be consulted here: <https://www.startuplisboa.com/privacypolicy>.

Startup Lisboa acts as the data controller for the personal data provided in the awarding of prizes, ensuring the security and confidentiality of participants' personal data during the application.

The mentioned personal data are processed exclusively for the purpose of managing the initiative and awarding prizes and for the promotion and disclosure of the initiative in various national media (daily press and/or magazines) and/or on the promoters' website (with no economic compensation due to data subjects), with the explicit consent of the data subjects, in accordance with applicable law, especially Law No. 67/98, of October 26 ("LPDP"), and Regulation 2016/679 ("GDPR"), applicable from May 25, 2018. All necessary security mechanisms are implemented for the protection of candidates' personal data, both when the data is processed directly by Startup Lisboa and when it is processed by entities subcontracted by it. However, candidates should also have necessary protection measures on their devices to minimize the risk of unauthorized access to data during the submission of applications.

Since the personal data of candidates are necessary for the management, promotion, and disclosure of the prizes, if they do not consent to the processing of their personal data, it will not be possible to proceed with the application and awarding of the prizes. The data will be kept for a period of 1 (one) year, after which it will be deleted, except in cases where another period is required by applicable law.

Candidates may withdraw their consent for the processing of their personal data at any time, in accordance with applicable law, without prejudice to the validity of the processing carried out

based on the previously given consent. Withdrawing consent implies that Startup Lisboa cannot process their personal data, leading to the impossibility of processing the respective application.

Candidates have the right to access their personal data and obtain from Startup Lisboa the rectification, updating, deletion, and/or portability of the data concerning them, as well as the right to object and/or request the limitation of the processing of their personal data. These rights can be exercised by data subjects by submitting a written request to Startup Lisboa via the following email address: netzero@startupilisboa.com.

Candidates also have the right to file a complaint with the National Data Protection Commission ("CNPD") if they believe that there is a breach of legal provisions regarding data protection by Startup Lisboa.

Article 12

Final Provisions

- a) The organization reserves the right to change this regulation, informing promoters who apply/participate in any category of the modifications;
- b) Matters not covered in this regulation will be duly analysed and defined by the organization;
- c) Participation in the program implies the express acceptance, by promoters, of the terms and conditions of this regulation.

Article 13

Applicable Law and Dispute Resolution

- a) This regulation is governed by Portuguese law.
- b) Any issues or disputes arising from this initiative, particularly regarding the interpretation or application of this regulation, will be submitted to the competent court.