

## General Conditions for participation in the **B4i Pre-Acceleration Program**

**Participant's Full Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Place and Date of Birth** \_\_\_\_\_

**Italian Tax Code** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Name of Project** \_\_\_\_\_

### General Conditions for Participation

The following General Conditions of Participation govern all applications to participate in the Pre-Acceleration program (hereinafter also referred to as the "Program") offered by B4i - Bocconi for Innovation (from now on "B4i"), which is an organizational unit of Università Commerciale Luigi Bocconi (hereinafter called "Bocconi University"). Bocconi University is located at Via Sarfatti 25, 20136, Milan, Italy. Its Italian Tax Code is 80024610158, and its VAT number is 03628350153.

**Art. 1 | Purpose and Duration of the Pre-Acceleration Program**

- 1.1. The Pre-Acceleration program is a three-month training program conducted twice a year, focused on transforming early-stage business ideas into Minimum Viable Products (MVPs).
  - 1.2. The Program caters to students with limited or no work experience, as well as those who have already gained professional exposure. It offers teams of a minimum of 2 (two) people a flexible learning environment that provides them with the essential skills, knowledge, and mindset needed to launch and grow their own businesses.
  - 1.3. Following the Pre-Acceleration Program, the most promising teams will be assessed for admission into the Acceleration Program.
- 1.1. The Pre-Acceleration Program is free of charge.
  - 1.2. The Pre-Acceleration Program does not involve the recognition of university credits.

**Art. 2 | Requirements and Procedures for Admission to the Program**

- 2.1. Teams of aspiring entrepreneurs who are at least 18 (eighteen) years old can apply for the Pre-Acceleration Program. Each team must consist of a minimum of 2 (two) members (hereinafter also the "Participants").
- 2.2. Participants understand that the following aspects of their entrepreneurial project (referred to as the "Project") will be evaluated for selection into the program:
  - Ability to respond to market demand or need
  - Novelty and uniqueness of the product/solution proposed
  - Identification of market segment
  - Competition analysis
  - Feasibility of business model
  - Team composition, expertise and experience.

- 2.1. Participants understand that admission to the Pre-Acceleration Program is at the sole discretion of B4i.

### **Art. 3 | Features of the Pre-Acceleration Program**

- 3.1. The Program consists of 11 (eleven) mandatory online sessions, each lasting 4 hours and held on Saturday mornings. In total, the Program provides 44 (forty-four) hours of instruction. These sessions cover essential topics related to starting a business, such as customer discovery, market assessment, business model development, MVP design, financial planning, and more.
- 3.2. The Program also includes optional evening meetings – known as Evening Pills – lasting 1 (one) to 2 (two) hours. These meetings cover specific topics such as go-to-market strategies and fundraising.
- 3.3. The Program is conducted entirely in English. By signing this document, participants confirm that they have a sufficient level of English to fully engage in all activities described herein.
- 3.4. The Program features a combination of interactive online and in-person teaching, engaging participants in both individual and group activities led by speakers. This may include presentations, simulation techniques, role-playing, and a final pitch.

### **Art. 4 | Attendance to Training Activities**

- 4.1. Attendance at Saturday's sessions is mandatory. The sessions must be attended in real time; no asynchronous participation is allowed, and recording is not admitted. To be considered present at a session for purposes of the Program, a participant must attend the full 4-hour duration. Attendance will be monitored in a manner determined by B4i.

- 4.2. To obtain a certificate of participation and to have the possibility to be selected for the final pitch (also “Internal Demo Day”), participants must attend at least 9 (nine) out of the 11 (eleven) sessions, totaling 36 hours. For teams with 2 (two) members, both members must attend every session. For larger teams, at least 2 (two) members must be present at each session. Failure to attend a session with less than 2 (two) members per team may result in exclusion from the Program.

#### **Art. 5 | Withdrawal from the Program, Transfer to the Following Edition (if available) and Temporary Suspension from Program**

- 5.1. Teams or participants who withdraw from the Program after registering will not be automatically transferred to the next edition. However, they may reapply and participate in the selection process for that edition.
- 5.2. Any exceptions to this policy may only be granted for serious and justified reasons and will be at the sole discretion of B4i.

#### **Art. 6 | Consent to Share Pitch with Mentors and Speakers**

- 6.1. By participating in the Program, each Participant and their team consent to B4i sharing their pitch, business idea, or any other materials related to their participation with designated mentors, speakers, and other relevant program partners. This sharing is intended to provide feedback, guidance, and support to help accelerate the business venture. This information will be treated confidentially and will only be shared with individuals directly involved in the Program.

#### **Art. 7 | Methods for Assessing Knowledge and Skills**

- 7.1. The knowledge and skills acquired by Participants during the Program are assessed to determine eligibility for a Certificate of Participation.

- 7.2. This assessment may involve multiple evaluation steps leading up to a final pitch. Throughout the Program, several evaluation points, referred to as “Checkpoints,” will be established.
- 7.3. The assessment methods will be designed to evaluate both the individual contributions of Participants and the overall performance of the team. A negative evaluation of either the participant or the team at these Checkpoints may result in exclusion from the program

#### **Art. 8 | Obtaining the Certificate of Participation in the Pre-Acceleration Program**

- 8.1 To receive the Certificate of Participation, teams must undergo evaluation based on the Checkpoints and the final pitch. Additionally, they must meet the attendance requirements outlined in Articles 4.1 and 4.2.

#### **Art. 9 | Selection Process for Entry into the Acceleration Program**

- 9.1. Participants acknowledge that B4i's Pre-Acceleration Program aims to identify and nurture the most talented teams with high-potential ideas. At the end of the Program, the most promising Projects will be evaluated for admission to the Acceleration Program.
- 9.2. Teams that successfully complete the Pre-Acceleration Program and show interest in the Acceleration Program will be fast-tracked to the next stage of the selection process.
- 9.3. The relevant teams in those Projects must formally apply for the Acceleration Program through the official application process outlined in the Startup Call.
- 9.4. Participants understand that access to the Acceleration Program is at the sole discretion of B4i.

**Art. 10 | Communication Obligation and Penalties**

- 10.1. Participants are required to notify B4i of any participation offers or investment proposals received from third parties and invitations from other acceleration, incubation, or similar programs. This obligation applies from the beginning of the Pre-Acceleration Program until the commencement of the next batch of the Acceleration Program.
- 10.2. Participants acknowledge that failure to meet or delays in meeting this communication obligation will result in a penalty of €5,000 for each team member, in accordance with Article 1382 of the Italian Civil Code. Furthermore, Participants and teams who do not comply will be prohibited from continuing in the Pre-Acceleration Program.

**Art. 11 | Other Rules of Conduct**

- 11.1. Participants undertake to behave respectfully for the successful performance of teaching activities, personal integrity, as well as the dignity of others and the integrity of the decorum of the places where the Program is held and university life in general, which are considered key values of academic life.
- 11.2. By participating in the Program, participants agree to keep all materials and information shared by speakers, mentors, or facilitators confidential. This includes presentations, business strategies, and any other sensitive information. Participants cannot disclose, distribute, or share these materials outside the Program without written consent from the respective speaker or mentor.
- 11.3. Violation of the duties of conduct referred to in the previous paragraphs of this Article may result in removal from the Program and potential legal action.

**Art. 12 | Exclusion from the Pre-Acceleration Program**

12.1. Participants declare they are aware of the fact that B4i's verification that the following minimum requirements are not met could lead to a participant's exclusion from the Program:

- minimum attendance referred to in Articles 4.1 and 4.2.
- sufficient level of English referred to in Article 3.2.
- characteristics of the Team referred to in Article 2.1.
- positive assessment of the Checkpoints as per Art. 7.2.
- positive evaluation of the final pitch as per Art. 8.1.
- failure to communicate as per Art. 10.1.
- violation of the "Other Rules of Conduct" referred to in Art. 11.

12.1. The exclusion of Participants or Teams from the Program is at the sole discretion of B4i.

**Art. 13 | Trademark Use**

13.1. Participants acknowledge that the "Università Luigi Bocconi" and "B4i" brands, including their respective names, trademarks, logos, and any other associated distinctive signs, are the exclusive intellectual property of Bocconi University, which holds all rights, title, and interest in and to those marks.

13.2. Participants agree that they will not use, display, or otherwise exploit the Bocconi University or B4i brands, trademarks, logos, or any related materials in any manner, whether for commercial or non-commercial purposes, without obtaining prior written authorization.

13.3. Participants further acknowledge and agree that this Agreement does not grant any

license, ownership, or right to use Bocconi University's trademarks, logos, or other proprietary marks, except as expressly permitted under the terms of this Agreement. All such intellectual property remains the exclusive property of Bocconi University.

13.4. Except as explicitly authorized in writing by Bocconi University, Participants are prohibited from using the "Università Commerciale Luigi Bocconi" name, "B4i" name or logo, or any related marks, for promotional, marketing, advertising, or other purposes unrelated to the Pre-acceleration program.

13.5. Participants agree to refrain from any action, conduct, or use of Bocconi University or B4i trademarks, logos, or other marks that could harm, diminish, or otherwise damage the reputation, goodwill, or value of the Bocconi University or B4i brands. In the event of any such breach, Bocconi University reserves the right to terminate this Agreement immediately, without prejudice to any further legal rights or remedies available to Bocconi.

13.6. Notwithstanding any termination or expiration of this Agreement, the obligations under this Article 13 shall survive and remain in effect indefinitely, and participants shall continue to be bound by the terms of this Article, including the non-use and confidentiality provisions.

#### **Art. 14 | Privacy and Use of Data**

14.1. Università Commerciale Luigi Bocconi, via Sarfatti 25 20136 Milan - Italy, as Data Controller, hereby informs Participants that all data communicated and/or collected with this Participation Form (including that relating to the selection application) will be processed in full compliance of the provisions of EU Regulation 2016/679 (known as GDPR - General Data Protection Regulation).

14.2. For any information relating to the use of such data, the purposes of its use and the rights of the parties, please refer to the following [link](#).



**Art. 15 | Further Undertakings after the Program**

15.1 Each team undertakes to inform B4i, for the four (4) years following the end of the Pre-Acceleration Program, about: t:

- a) the amount of capital raised by each team member for the development of
- the Pre-Accelerated Project, or
  - any different business project substantially in line or connected to or originated by the Pre-Accelerated Project (the "New Project" and, collectively with the "Pre-Accelerated Project", the "Projects").

The information shall highlight the amount and nature of the financial resources raised (i.e. equity, convertibles, semi-equity, debt, grants, etc.).

- b) the total number of jobs created by the Projects, and
- c) the revenues generated by the project in the previous 12-month period.

The information under points a), b), c) above shall be shared with the B4i team twice per year, on January 10th and July 10th of each calendar year.

15.2. Participants acknowledge that, for a period of 3 (three) years following the conclusion of the Program, they will provide B4iFund (or another entity designated by B4iFund in which Università Bocconi holds a stake or is a member), with the right (but not the obligation) to invest in their Projects. This right, referred to as the "B4i Investment Option," will allow B4iFund (or another entity designated by B4iFund in which Università Bocconi holds a stake or is a member) to participate in any funding rounds launched by the Participants, with the possibility of investing up to Euro 400,000 to support the growth and development of the Projects. It is agreed that the B4i Investment Option will apply to any funding round involving equity, semi-equity, convertibles, or similar instruments. Bocconi shall be offered the same

terms and conditions that are provided to the other investors in that funding round. To ensure B4iFund (or another entity designated by B4iFund in which Università Bocconi holds a stake or is a member) has the opportunity to make an informed decision, Participants will make reasonable efforts to notify B4iFund of any upcoming funding rounds in a timely manner and provide B4iFund with access to the same documentation made available to other investors, simultaneously.

15.3. The Participants undertake to give B4iFund a 7 (seven) days' prior written notice of the date of establishment of the company and, within 30 (thirty) days from the date on which the Participants in the Pre-Acceleration Program establish a company for the implementation of the Project or within such longer term that B4iFund may indicate, the Participants and the newly established company shall enter into an option agreement with B4iFund. Through such agreement, they shall confirm all obligations set out in Articles 15.1 and 15.2 above.

15.4. In partial waiver of Article 12, should B4i so request in writing by the end of the Pre-Acceleration Program, the Participants undertake that, in any PR or fundraising materials regarding the Pre-Accelerated Project or any other New Project, they shall mention that they participated in the Pre-Acceleration Program. Such obligation shall extend for 3 (three) years following the end of the Program. It is acknowledged that should B4i at any time request in writing that the Participants no longer be mentioned in association with the Projects, Article 13 shall apply again.

#### **Art. 16 | Duration**

16.1. This agreement lasts for the entire Pre-Acceleration Program.

16.2. The obligation referred to in Article 10.1 shall extend until the start of the

Acceleration Program immediately following this Pre-Acceleration Program.

16.3. The obligations referred to in Articles 15.1, 15.2 and 15.3 shall extend until the specific date set in each of them.

**Milan, date** \_\_\_\_\_

**Participant's signature** \_\_\_\_\_

The Participant declares to have learned the aforementioned general conditions for participation in the Pre-Acceleration Program through a specific interview/meeting/follow-up questions for the selection process and to accept them in full.

In particular, the Participant declares to have read and accepted the following Articles:

**Art. 2 | Requirements and Procedures for Admission to the Program**

**Art. 4 | Attendance to Training Activities**

**Art. 5 | Withdrawal from the Program, Transfer to Following Edition (if available) and Temporary Suspension from Program**

**Art. 8 | Obtaining the Certificate of Participation in the Pre-Acceleration Program**

**Art. 10 | Communication Obligation and Penalties**

**Art. 12 | Exclusion from the Pre-Acceleration Program**

**Art. 14 | Privacy and Use of Data**

**Art. 15 | Further Undertakings after the Program**

**Milan, date** \_\_\_\_\_

**Participant's signature** \_\_\_\_\_

## Attachement A

### Consent to publish images of participant

I, the undersigned \_\_\_\_\_,

place of birth \_\_\_\_\_, \_\_\_\_\_, date of birth \_\_\_\_\_,

regarding photographs and/or audio and video recordings relating to my person that may be recorded during the Pre-Acceleration Program (hereinafter, the "Program") organized by B4i - Bocconi for Innovation, which is an organizational unit of Università Commerciale Luigi Bocconi, with the signing of this document I hereby authorize and expressly give my consent:

1. that my photographic image, and any audio and video recordings relating to my person, recorded during and in relation to the Program, be stored on optical and audiovisual multimedia supports, by B4i;
1. that my photographic image, and any audio and video recordings relating to my person, recorded during and in relation to the Program, be reproduced by B4i and possibly disseminated through brochures, leaflets, advertising campaigns, CD-Roms and multimedia supports or included on Bocconi University web pages for purposes related to teaching activities, as well as communication, promotion and marketing of B4i

This consent is intended free of charge.

I, the undersigned, expressly prohibit the use of my data in contexts and in ways that may affect my image, decorum and personal dignity. Furthermore, promotional activities must be strictly relevant to and compatible with the aims and purposes and institutional activities of Bocconi University, and with such strictly limited activities.

The owner of the data processing is Università Commerciale Luigi Bocconi based in Milan, Via Sarfatti 25, regarding the rights referred to in Article 7 of Italian Legislative Decree no. 196/2003, i.e. confirmation of their accuracy, their communication and indication of the logic

and purpose of the processing may be requested, and their cancellation, rectification, updating or blocking of the same may be obtained. For legitimate reasons, any objections to the processing provided for promotion and marketing purposes can be expressed.

**Milan, date** .....

**Participant's signature** .....

