

## **Enterprise Launch Challenge Rules & Guidelines 2022**

This document sets out the Rules regarding participation in the Enterprise Launch Challenge 2022.

Enquiries regarding the interpretation of these Rules should be directed to the entré **Enterprise Launch Challenge Manager** at [startup@entre.co.nz](mailto:startup@entre.co.nz)

# Enterprise Launch Challenge 2022

## Rules & Guidelines

### 1.0 Interpretation

#### 1.1 Interpretation of Rules

1.1.1 Submission of an entry by a Team in the entré Enterprise Launch Challenge confirms the acceptance of these Rules by each competitor in that Team.

1.1.2 The entré Organising Committee reserves the right to interpret these Rules and, if necessary, to amend them at its sole discretion. All amendments to these Rules will be published on the entré website at [www.entre.co.nz](http://www.entre.co.nz) (“the entré website”) and via email to all relevant parties.

#### 1.2 Definitions

**Best Business Pitch** means the winner of the prize for the best business pitch as decided by the judges.

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**Competitor** means a person named as a competitor in the Stage One Entry Form, and who is a student enrolled with University of Canterbury, Ara Institute of Canterbury or Lincoln University in the academic year in which that Competitors or Competitor’s Team submits an Entry.

**entré Organising Committee** means the committee consisting of those individuals who have been delegated to coordinate each annual Start Up Challenge.

**entré Representative** means any individual or organisation acting on behalf of the entré Organising Committee to assist in the delivery of the Start Up Challenge, and will include any Judge or Mentor.

**Entry** means the completed template summarising the business which is submitted by a Team

in Stage One of the Enterprise Launch Challenge.

**Final Round** means the final pitch that competitors will present to the Judging Panel before winners are decided.

**Grand Winner** means the entré Enterprise Launch Challenge 1st place holder as decided by the Judges.

**Judge** means any person appointed to be a Judge in accordance with Clause 2.2.

**Judging Panel** means a panel of Judges assembled to assess pitches in the Qualifying and Final pitch Rounds of the Start-Up Challenge.

**Lead Competitor** means the person nominated as such on each Team's Stage One Application, who will act as the primary point of contact between the Team and the entré Organising Committee.

**Lean Canvas** means a tool used to flesh out the value proposition of a venture, by looking at the problem a venture solves, its target market, revenue driver and costs. For more information, please see the **entré Enterprise Launch Challenge Entry Pack 2022** or discover more [here](#).

**Mentor** means a person arranged by the entré Organising Committee to provide voluntary guidance and advice in the development of a venture.

**Public Disclosure Statement** means the brief (150-word maximum) description of the public aspects of a business venture or idea that is the subject of an Entry, as provided by a Team in their Venture Summary, and published on the entré website.

**Qualifying Round** means the pitch Competitors will present to the Judging Panel in order to be selected to progress to Stage Two of the Challenge.

**Speed mentoring** means a limited time-frame in which competitors will be given guidance and advice on their venture from people in the business industry, including other founders.

**Sponsor** means each of the persons or organisations that have provided financial or other support to assist in the delivery of the Start-Up Challenge.

**Sustainability and Social Enterprise Award** means the prize awarded to the Competitor or Team with the greatest focus on helping the society and the planet as decided by the Judges.

**Team** means one or more Competitors who collectively submit an Entry to the Start-Up Challenge in accordance with these Rules.

**Top 10** means the top ten Competitors or Teams selected to participate in Stage Two of the Start-Up Challenge. Selection of the Top 10 will be made by a Judging Panel on the basis of both Competitors' Qualifying Pitch and their Lean Canvas or business plan.

**Venture** means any proposed or existing commercial or social enterprise that is the subject of an Entry in the Start-Up Challenge.

Please see the **entré Start-Up Challenge Entry Pack 2021** to see these definitions in context.

## **2.0 Competition Rules**

### **2.1 Waivers and Releases**

2.1.1 Each member of the entré Organising Committee and each entré Representative is a volunteer, and is under no obligation to render any advice or service to any Team or Competitor. Any views expressed by a member of the entré Organising Committee or an entré Representative are their own, given in good faith as an expression of opinion and are not those of the University of Canterbury. No warranty is given as to the validity and efficacy for any purpose whatsoever of any opinion expressed by a member of the entré Organising Committee or an entré Representative and no liability can be accepted in connection with any reliance by the Team or any Competitor on any such views.

2.1.2 The ideas and concepts set forth as part of any Entry, including in the Entry Form, must be the original work of the Competitor or the Team. By submitting an Entry, the Competitor or the members of the Team are certifying that no arrangement exists which would prohibit or restrict the disclosure of such ideas or concepts to any member of the entré Organising Committee or any entré Representative, or which would breach or infringe the rights of a third party.

2.1.3 Each Team and each Competitor indemnifies and holds harmless entré and each member of the entré Organising Committee and each entré Representative against all losses, costs, expenses and damages (including any amount of damages from any action, claim or suit brought against the Team or Competitor by a third party) suffered by entré or a member of the entré Organising Committee or the entré Representative as a result of any claim that any of the ideas contained in an Entry breaches the rights of a third party.

2.1.4 This document may be subject to change throughout the course of the competition. Any

changes will be acknowledged on the entré website.

## 2.2 Judging

2.2.1 Each Stage of the Start Up Challenge will each be judged by a Judging Panel appointed by the entré Organising Committee. Every effort will be made to ensure that Judges are impartial and are suitably qualified; however, appointments will be made at the sole discretion of the entré Organising Committee. The decision of any Judging Panel will be final and no correspondence will be entered into with the Judges.

## 2.3 Eligibility

2.3.1 Only those Competitors and Teams that are determined eligible by the entré Organising Committee, in accordance with these Rules, will be entitled to submit an Entry in the Start -Up Challenge 2021.

2.3.2 A Competitor or Team will **not** be eligible if it:

- Contains a member, or is otherwise materially supported by someone that is a current member of the entré Organising Committee, Judge, Mentor or employee or agent of any Sponsor, or any member of their immediate families.
- Submits an Entry based on an idea or business update that is materially similar to any Top 10 Finalist made in any of the preceding five years and that idea or business update has not, in the sole discretion of the relevant Judging Panel, been subject to material development and enhancement.

2.3.3 Any addition or withdrawal of Competitors from a Team must be notified to the entré Organising Committee in writing immediately. Where a team experiences a change in Competitors after submitting their Entry, it shall, within 7 days of that change, submit to the entré Organising Committee a written statement, signed by every original and additional Team member, confirming that all intellectual property rights relating to ideas expressed in an Entry have been resolved and that the provisions in Clause 2.1 of these Rules are satisfied. Neither the entré Organising Committee nor any entré Representative will mediate any disputes arising from changes to the membership of a Team (including disputes relating to intellectual property or equity).

2.3.4 Each Team must be solely made up of Competitors who are students currently studying at University of Canterbury, Ara Institute of Canterbury or Lincoln University, and that are current members of entré. Each Competitor must be enrolled in and studying at least two (2) courses in both Semester One and Semester Two during the time of the competition.

2.3.5 There is a limit to one Entry per competitor, due to the nature and workload of the

Challenge, and so as to give other applicants a fair chance of being selected to progress to Stage 1 without competing against multiple entries from one applicant.

2.3.6 The entré Organising Committee may declare a Competitor or Team ineligible where, in its sole discretion, it deems the removal of that Competitor or Team necessary to preserve the integrity of the Start-Up Challenge. Reasons for removal may include, but are not limited to, unsatisfactory performance and inappropriate conduct, in accordance with the entré Code of Conduct.

2.3.7 1.1.4 All Entries must be submitted by the specified deadline in the process prescribed in the **entré Start-Up Challenge Entry Pack 2021**. As part of their Entry, each Team must nominate a Lead Competitor.

2.3.8 All Teams must attend at least 80% or 7 out of 9 sessions of both the weekly workshops and weekly meetings with mentors to meet eligibility criteria. Attendance will be taken to ensure this eligibility is met.

2.3.9 All Teams must attend each day of the Bootcamp.

## **2.4 Prizes**

2.4.1 Prizes will be awarded to Competitors or Teams at the discretion of the Judging Panel. The nature and quantum of any prizes will be determined annually by the entré Organising Committee.

2.4.2 A prize will be forfeit unless the Competitor or a minimum of one (1) Team member or delegated representative of the recipient Team is present at the Annual Awards Ceremony to receive the prize and make the required presentation on behalf of the Team. The time and location of the Annual Awards Ceremony will be published on the entré website and by other means deemed appropriate by the entré Organising Committee.

2.4.3 If a Competitor or Team is awarded a cash prize, the first \$1,500.00 (one thousand five hundred dollars) will be given as cash to the venture that it is awarded to, and the remainder of the cash prize will be awarded through reimbursement of legitimate business expenses for the venture. The ability to claim the cash prize and reimbursement is valid for a period of 1 year from the Annual Awards Ceremony. It may take up to 10 working days for the cash prize to be processed to the recipients. For reimbursement amounts over the \$1,500.00 cash threshold, the entré Organising Committee needs to receive a legitimate purchase order(s), invoice(s) or receipt(s) to be able to award the amount as a 'Business related expense(s)'. The 'Business related expense(s)' will not be allowed to be used towards Kickstarter, PledgeMe and other

crowdfunding campaigns. Entré also has the right to question receipts to ensure the legitimacy of business purposes not personal expenses. The purchase order, invoice or receipt must include the company name, date, a full description and whether GST is included.

2.4.4 Special circumstances, where the venture can apply in writing for an alternative way to award the cash prize, will be considered by the entré Organising Committee and the entré Board. Special circumstances may include situations such as an extension of time or change of venture.

2.4.5 Expenses incurred by the ventures before prize allocation cannot be claimed for reimbursement. Any cash prizes that are not claimed by the ventures do not get redistributed to other Competitors or Teams, but is kept in the prize pool for future competitions.

## **2.5 Confidentiality of Entries**

2.5.1 A Competitor or Team must submit their Entry to the Start Up Challenge Manager, via a Google Form, as detailed in the Challenge Guidelines, for delivery to the relevant assessors.

2.5.2 Except as provided for in Clause 2.6, all information of a commercially sensitive nature disclosed by a Team or a Competitor in an Entry or through participation in the Start-Up Challenge to any entré Representative will be treated as confidential and reasonable measures will be taken to ensure the confidentiality of that information is maintained.

2.5.3 Confidentiality and non-disclosure agreements will be signed by all entré Representatives and Judges with direct access to information relating to an Entry. These agreements will remain in effect for six (6) calendar months after the public announcement of the winner of the Start-Up Challenge.

2.5.4 Notwithstanding Clauses 2.5.2 and 2.5.3 above, entré follows the University of Canterbury's regulations when it comes to all intellectual property matters. Refer to <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

2.5.5 Each Team or Competitor agrees to respect and protect the confidentiality of any information shared between other Competitors participating in the Start-Up Challenge.

2.5.6 The Public Disclosure Statement provided by a Competitor or a Team in conjunction with each Entry will not be confidential information and may be used by the entré Organising Committee, and any other third parties, following consultation with the entré Organising Committee.

2.5.7 Competitors acknowledge that their contact details may be made available to all entré 2021 Sponsors, for marketing purposes and possible job opportunities.

2.5.8 After the Annual Awards Ceremony, the entré Organising Committee then holds the first right to disclose any venture and/or competition related announcements before other parties are able to share the information, and after the other parties have been in consultation with the entré CEO, Start-Up Manager and/or Marketing Manager. This right is valid from the start of the competition until one month following the Annual Awards Ceremony.

## **2.6 Intellectual Property**

2.6.1 The Competitors or Teams should refer to the University of Canterbury policies on intellectual property for students and academics. Please use the following link: <http://www.canterbury.ac.nz/ucpolicy/index.aspx>

## **2.7 Application of Laws**

2.7.1 The Start-Up Challenge shall be governed by the laws of New Zealand and subject to the non-exclusive jurisdiction of the courts of New Zealand.

2.7.2 All prizes shall be inclusive of GST and will be subject to deduction of withholding tax (if any) that entré is required by the taxation laws of New Zealand to deduct and pay to the Inland Revenue Department.

2.7.3 For prize winners who are registered for GST, the prize will be exclusive of GST. entré requires the prize winner to issue a GST invoice to entré the value of the prize plus GST.

## **2.8 Attendance of Competitors and Teams at all relevant Start Up Challenge Events**

2.8.1 Attendance is expected at all Challenge related events, by at least one team member, where applicable.

2.8.2 Any exceptional cases that would prevent a Competitor or at least one Competitor from a Team attending the events in Clause 2.8.1 will be considered by the entré Organising Committee on a case-by-case basis. Should a Competitor or a Team be unable to have a Competitor present, notice must be provided to a member of the entré Start-Up Challenge Organising Committee outlining the exceptional circumstances. The entré Organising Committee may permit the Competitor or Team to nominate a representative to attend on their

behalf, or suggest alternative actions. The decision of the Committee will be deemed final.

2.8.3 Failure by a Competitor or a Team to have at least one Competitor attend a compulsory Start Up Challenge Event without excuse under Clause 2.8.2 may result in that Competitor or Team being immediately ineligible to compete in the Start Up Challenge at the Organising Committee's discretion.

## **2.8 Presentations to the public and acknowledgment of Sponsors**

2.10.1 Where any Team or Competitor is required to make an oral presentation at any event relating to the entré \$85k Start Up Challenge, they are required to acknowledge the support of the Sponsors.