

Rules of the Elisa 5G Co-Creation Challenge

The Elisa Co-Creation Challenge is a product development competition with the purpose of creating new products, solutions and/or services with Elisa, capturing value from 5G technology. The competition will be open for entries on 25 May 2019 and will run through 28 February 2020 or completion of a pilot project for the winner, whichever date is later. The competition begins with an initial phase where the candidates may enter their team and propose service ideas. These entries shall be submitted to Elisa by 23 June 2019 at 23.59 (EEST).

The competition is open to individuals, groups of individuals, educational institutions, organizations and companies. In case the participant is a member of an educational institution, organization or company, please be informed that participation requires the innovation or solution idea being originated by the participating individual or individuals. The ideas must be solutions or services that can be developed into commercially usable products. The participating groups must present their own original ideas that offer clearly definable customer value.

Elisa's jury will select 10 of the most qualified teams and interesting ideas from the proposals submitted by the deadline. These will enter the competition proper as participants. To turn their ideas into solutions, the participants whose ideas are selected will be offered coaching, given by Elisa and/or a coaching partner.

The Participants may be given access to relevant Elisa data, for the purpose of the competition. The participant may not use this data for any other purpose than the purpose of competition. The original data remain the sole property of Elisa and must be deleted once the competition ends unless otherwise agreed in writing. Elisa has first option for purchasing the exclusive intellectual property rights of the innovation created, if it was created utilising data provided by Elisa for the participant, with the terms which are as favourable as those offered to third parties.

Participating in the competition

Individuals, group of individuals, educational institutions, organizations and companies are all eligible to participate in the Elisa 5G Co-Creation Challenge. In case companies, educational institutions or organizations are participating in the competition, please notice that the awards shall be eligible to the participated quarters, not to the representing individuals. Further, all competitors must be at least 18 years old at the time of their participation.

By submitting and application, the teams agree to follow the rules of the competition if selected to participate.

To be eligible to participate, the necessary contact details and 3-minute video pitch (or one page executive summary) must be submitted to Elisa via the competition webpage form or email address by the deadline. The candidates are responsible for not exceeding the deadline with their submissions. The submitted video or summary should be in English. Irrelevant, inadequate or late submissions will not be processed.

The submission application must contain at least the following information:

- The name of your team
- The name of educational institutions, organizations or companies and the business identify code (only if you represent said organization)
- Contact details for contact person and team participants (first name, last name, email address, phone number).

- A 3 minute video or one page summary describing: 1. a summary of your teams background, skills and advantage 2. a clear and concise description of your new innovation idea.
- Statement of agreement to these rules.

Elisa reserves the right to send participants emails regarding the competition. Elisa will not divulge participant contact details to third parties, unless separately agreed. Submissions must arrive by 23. June 2019 at 23.59 (EEST). Any ideas received after the deadline will not be eligible for the competition.

Elisa reserves the right to remove a participant from the competition at any time with no prior notice.

Each idea must be an original idea of the participant. The participant must own all the rights to the idea and the participant must be eligible to use any and all materials related to the idea. The participant shall guarantee that the information they present in their submission application and during the competition is true, and that the idea as a whole has not been commercialized or sold prior to the start of the competition, and that no third party holds any rights to the idea.

Elisa shall receive the right to use the idea for the duration of the competition for the purpose of evaluating the idea, the feasibility of its implementation, and use as a product and/or service.

The process and criteria for choosing a winner

The winner of the competition is chosen in four stages:

- 1) A jury will select 10 of the most interesting teams and ideas from the entrees submitted by the deadline. These will enter the main competition.
- 2) The participants will attend Elisa co-creation day on 13 August 2019. To co-create the future of 5G services and define a problem to solve during the competition with Elisa and partners.
- 3) Teams will pitch experimentations/MVP's on 6 September 2019 at a semi-final event, at which stage all but 3 teams will be eliminated.
- 3) The remaining 3 participating teams will receive 4,000 EUR to carry out further experimentations and develop an MVP to test their hypotheses and assumptions. Teams will pitch their demo to a jury in in the final during Slush, 20-22 November 2019.
- 4) The participants should aim to develop and commercialise their products towards a pilot with Elisa / Elisa partner. The competition finale will be held in November during Slush 2019 where teams will go head-to-head pitching their demo for the 25,000 EUR pilot project.

The contacts of the chosen participants will be notified by email as the competition progresses.

Elisa reserves the right to announce the initial participants, chosen participants, finalists and winners on Elisa's competition website, PR and at external events (team name and the name of their company or school, if given).

The characteristics of a winner:

- 1) The idea offers significant benefits for the customer, solves a relevant problem for them, and has significant potential for commercialization.
- 2) The idea is innovative and feasible to implement, with a significant target market size.
- 3) The solution strongly utilises or requires one of the core benefits of 5G. Namely, massive internet of things, ultra-fast mobile broadband, or critical and low latency communication.
- 4) The solution is fit for business with Elisa.
- 5) Other factors considered relevant by the Elisa jury as they make their choice.

Testing intensive approach, utilizing Lean Startup and customer centric service design methodologies are seen as a strong and preferred approach. Making small-scale market tests during the competition is recommended.

The prize

A 25,000 euros funded pilot is up for grabs for the competition winner. The award will be paid by Elisa. The award is taxable income of the competition and the winner shall finally be responsible for all taxes related to the above-mentioned award. (1)

The pilot proposal should be presented to Elisa in advance of final pitching event. The pilot period should run no longer than 27th February 2020 unless otherwise agreed in writing by Elisa. The pilot proposal costs should be transparent and fair value. There is no obligation for Elisa to fund a pilot if none of the proposals are deemed acceptable.

Should the winner refuse to accept the prize, Elisa's jury may choose a new winner from the three finalists. For the best solution(s) Elisa will also offer a contract to finalize the product or service for commercial provision utilizing Elisa processes and sales channels.

The winner shall be announced in December 2019 in a separate ceremony. The three finalists agree to participate in the announcement ceremony, the time and location of which shall be determined later by Elisa.

Copyrights of the executed Ideas in the competition will remain in hold of the competitors. The IPRs of the competition entries and designs are the property of the participants. IPR protection (e.g. patenting, trade mark registration) is solely responsibility of the competitor.

Submitting an idea to competition does not prevent Elisa to make commercial or other use of similar ideas and concepts than submitted to the Competition in its businesses.

The prize will only be awarded if Elisa determines that the competition has received a sufficient number of quality ideas from different participants, and that they adhere to the criteria set by Elisa's jury (see 'the characteristics of a winner'). Elisa's jury reserves the right to refrain from awarding the prize with no explanation or notice.

(1) The given awards are gross incomes. Please notice that according to the Finnish Income Tax Act (30.12.1992/1535) 85 § the awards in question are taxable incomes for the award winners (individuals, educational institutions, organizations or companies). Therefore, Elisa will submit information regarding the award incomes and withhold taxes to the Finnish Tax Authorities via annual notification. The award winners are finally responsible for all taxes and other related payments in respect of the gross income awards. In case the award winner is not registered into the Finnish Preliminary Registration, Elisa shall withhold taxes as prescribed in the Finnish Preliminary Tax Law (20.12.1996/1118). The award winners are obliged to submit the proposed documents (i.e. tax card or other certifications) to Elisa's as requested. In case the award winner is individual(s) and requested documents are not submitted as requested by Elisa, Elisa shall withhold taxes as amount of 60% of the respective award price.