

## Rules of the Elisa AI Co-Creation Challenge

The Elisa Co-Creation Challenge is a six-month product development competition with the purpose of utilising data and AI to create new products, solutions and/or services for Elisa Oyj (“Elisa”) in Elisa’s industry areas of interest. The competition will be open for entries on 16. May and ends on 5. December 2018. The competition begins with an initial phase where the candidates may enter their team and propose solution ideas. These entrees shall be submitted to Elisa by 1. July 2018 at 23.59 (EEST).

The areas of interest for Elisa include: Entertaining, Industrial IoT, Telco Processes, Digital Health and Customer Service.

The competition is destined to individuals, groups of individuals, educational institutions, organizations and companies. The participating groups must present their own original ideas that offer clearly definable customer value.

Elisa's jury will select 10-15 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 a coaching partner.

The participants will be given access to relevant data provided Elisa, 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.

The participants grant and Elisa shall receive a royalty-free, fully paid up, perpetual, irrevocable, permanent, transferable, assignable, licensable, worldwide right to freely utilize in its internal activities all the ideas, solutions and other results that have been created utilizing, either directly or indirectly, data provided by Elisa. The participant shall not be allowed to offer any rights to commercial use of such ideas, solutions and results for any third party without first negotiating exclusively with Elisa during a period of up to twelve (12) months on any such commercial use. If the parties are unable to agree on the commercial terms within the said twelve (12) months negotiation period Elisa’s right to exclusive negotiation period will lapse. However, the participant shall not during the twenty four (24) months period following the end of the exclusive negotiation period, grant any license to the idea, solution or result or assign the intellectual property rights subsisting in the idea, solution or result to any third party on any terms more favourable than those offered to Elisa during the exclusive negotiation period.

### **Participating in the competition**

Individuals, group of individuals, educational institutions, organizations and companies are all eligible to participate in the Elisa AI 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 participating, the teams agree to follow the rules of the competition.

To be eligible to participate, the necessary contact details and 3-minute video pitch 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 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 describing: 1. a summary of your teams background, skills and advantage 2. a clear and concise description of your new innovation idea.

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 1. July 2018 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.

The participant grants and 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 15 of the most interesting teams and ideas from the entrees submitted by the deadline. These will enter the final stage of the competition.
- 2) The participants will work with Elisa and business coaches to co-create what is their problem/solution and prepare a pitch. Teams will pitch at the end of August 2018, at which stage teams will be eliminated.
- 3) The participants will carry out customer experimentations and develop an MVP to test their hypotheses and assumptions. Teams will pitch their demo to a jury in mid October 2018. 3 Finalists will be selected to proceed.
- 4) The participants will aim to develop and commercialise their products and pilot with a customer. The competition finale will be held in December at Slush 2018 where teams will go head-to-head pitching their demo for the 50,000 EUR.

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 utilises data provided by Elisa and AI.
- 4) The solution fits into one or more of the following categories: Media, Industrial IoT, Telco Processes, Digital Health and Customer Service.
- 5) Other factors considered relevant by the Elisa jury as they make their choice.

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

### **The prize**

The winner of the competition will be awarded 50,000.00 euros. 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)

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 2018 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.