

CHALLENGE FOR MAGGIOLI

- 2022 EDITION -

RULES FOR PARTICIPATION

Article 1. Purpose

The Maggioli Group is an Italian family company that has built and developed, in over 100 years of activity, skills and solutions of excellence to support, in every area, Public Administration, Companies and Freelancers.

Strongly specialized in the IT sector, the Group has become a leader in the ICT market Italian and growing, at the same time, in the Public sector Administration in Spain and Latin America. Internationalization also involves the Athens and Brussels offices, mainly dedicated to R&D activities and management of innovative projects promoted by the European Community.

The Group has maintained a strong specialization also in the sector of professional publishing, in which it constantly invests in new digital solutions. The mission and objectives, increasingly oriented towards technological innovation, have favored strategic investments in digitization, deepening areas of interest including cybersecurity, cloud technology, data management and artificial intelligence.

Always attentive to the market, the Maggioli Group shows continuous interest in innovative startups with solutions capable of generating value. In this regard, the Group turned to Le Village by CA Milano, the accelerator of the Crédit Agricole Group, an open ecosystem that supports the growth of startups, boosting the innovation of corporate companies, thanks to the synergies and the connections among large companies, young entrepreneurs, investors and the Crédit Agricole Group.

Article 2. Who we are looking for and the requirements for participation

The call is open to all innovative startups registered at the Italian Chamber of Commerce in the special section of the Enterprises' Register, or equivalent in the case of innovative startups located in other countries.

Preferably, startups should be ready to market and/or to already have an MVP/POC. However, for this call, early-stage startups with high potential can also be considered.

The Maggioli Group is looking for innovative solutions in the following areas:

- Smart Cities, with a focus on:
 - o **Security/surveillance:** solutions for improving the security of urban areas, through, for instance, monitoring and other systems of critical situations (e.g. traffic, accidents, recognition of improper behaviors). The goal is to identify initiatives that can optimize the identification and management of these circumstances, with a particular focus on surveillance and security, in compliance with EU privacy and data management regulations (GDPR).
 - o **Sustainability:** research of a platform able to collect, manage and analyze large flows of data from different sources, with the aim of processing information to reduce the environmental impact of an urban area over time, through targeted actions or sharing of best practices or resources, including for instance marketplaces for the sharing of extra solar energy production from private citizens.

- **Learning Management Systems:** with reference to the publishing sector, this call searches for solutions / tools to integrate in online courses, in order to deliver them in an innovative, engaging and dynamic way. The targeted initiatives are smart platforms, highly adaptive and able to optimize learning paths, oriented to professionals and university students, also with highly innovative components (A.I., API, Big Data, P2P learning, Loyalty & Rewards-based mechanisms).

- **Building management tools:** set of software or hardware solutions, oriented to the management or development of buildings by PA, small professional studios or freelancers, aiming at simplifying all aspects related to bureaucracy, costs, analysis, etc. The sought initiatives are intuitive, innovative and easily usable tools.

Especially supported by the following technologies:

- Cloud Computing
- Artificial intelligence
- Big Data
- Learning Management Systems (LMS)
- API – Application Program Interface
- Blockchain

Article 3. What we offer

The startup(s) with the most suitable solutions for the company's interests will have the opportunity to develop an **industrial collaboration** with the Maggioli Group. The selected startups will have the chance of integrating their proposal to Maggioli's current services and to collaborate with a team of experts for developing new services and might obtain funding for their activities.

Article 4. How it works and deadline for submitting applications

The initiative will be divided into the following phases and with the times indicated below:

- Submission of applications: from the 24th of October 2022 to December 20th, 2022 at 11.59 pm.
- Evaluation of applications: from beginning of January 2023 to mid-February 2023.
- The chosen startup(s) will be contacted for scheduling a dedicated meeting with the Maggioli Group management starting from mid-February 2023.

Article 5. How to apply

Participants must apply by filling in the dedicated form published on the website www.levillagebyca.it by December 20, 2022 at 11:59 pm. The application can be completed in Italian or English. The startup will have to upload a pitch in .pdf or .ppt format with a maximum size of 20MB. The application form can be reached at the following link: <https://levillagebyca.it/it/challenge-maggioli-2/>

Article 6. Evaluation of applications

Applications will be evaluated by Le Village by CA Milano and by Maggioli's Group management.

Article 7. Elements subject to evaluation

The criteria used for evaluating the startups are:

- **Team:** experiences, team composition, motivation, complementarity and skills.
- **Readiness of the proposed solution:** development phase of the service or technology.
- **Relevant qualifications / technological certifications achieved by the team or the company.**
- **Economics:** business sustainability, profitability or potential for success and for expected returns.

- **Innovativeness** of the solution.
- **Intellectual property** of the product/service.
- **Repeatability and scalability**: the ability of the business to expand.

Article 8. Protection of privacy and confidentiality

The interested parties, by submitting their application, give their consent to the processing of their personal data. Le Village by CA Milano is the owner of the data collected. The data will be processed in compliance with Article 13 of EU regulation 2016/679 "Code regarding the protection of personal data", the data provided by the participant in this initiative will be processed in accordance with the provisions contained in the Data Protection Code personal, as well as the contents referred to in the privacy policy that the participant accepts at the time of registration. All those involved, in each phase of the activity envisaged by Challenge for Maggioli and even after its conclusion, undertake to ensure the confidentiality of information relating to the ideas and projects presented acquired under the initiative.

Article 9. Guarantees and Indemnities

Participants in the "Challenge for Maggioli - 2022 Edition" initiative guarantee that the contents sent:

- do not contain illegal material, prohibited by law or contrary to what is indicated in this Call;
- do not contain material in violation of the rights, positions or claims of third parties (with reference to the law on copyright and industrial property and other applicable laws or regulations);
- they are freely and legitimately usable in accordance with the provisions of this Call, as the participant is the owner of the rights of use of the same, or as he has acquired their availability from all those entitled to them, having taken care of the full compliance and / or satisfaction of the rights, also of an economic nature, due to the authors of the contents and / or works from which such contents are derived and / or extracted, or to other subjects entitled to, or due for the use of related rights pursuant to of law. Those who participate in the "**Challenge for Maggioli - 2022 Edition**" initiative declare that they are aware that the responsibilities, including criminal ones, of the contents of the projects delivered, for the purpose of participating in the initiative governed by this Notice, are their sole and exclusive responsibility, indemnifying until from now Le Village by CA Milano from any claim and / or action advanced by any third party claim. Le Village by CA Milano reiterates its extraneousness to any act and behavior carried out during the course of the event by individual participants that constitute a violation of current civil and criminal laws. Participants in the "**Challenge for Maggioli - 2022 Edition**" initiative declare that all guarantees and indemnities referred to in this article are

complete, truthful and concretely provided both at the time of application and during the entire initiative.

Article 10. Acceptance of the Call

Application to the initiative implies the total and unconditional acceptance of this Call, which the participants declare that they have read, understood and accepted.

Article 11. Updates to the Call

Any updates relating to this Call or to the terms and methods for submitting applications will be published on the website: <https://levillagebyca.it/it/challenge-maggioli-2/>

Article 12. Jurisdiction

The Court of Milan will be competent for any dispute.