



Competition Participation Regulations KKL Challenge 23-24

1. General – Goals of the Challenge Competition

2. The Kinneret Innovation Center (KIC) (the "Organizers") are conducting a challenge competition and event (the "Competition" and the "Challenge," respectively) with the goal of finding creative solutions for a challenge that will be set by KKL (the "Company").

2.1 As part of the competition, participants are invited to present solutions for the challenge posed by the company.

2.2 The Competition will be held between December 2023 and February 2024.

2.3 The Competition includes both digital events and in-person events (attendance and presentations). The location of the in-person events will be determined at a later date, and they will take place under the directives of the Ministry of Health and the Home Front Command, to that extent as applicable.

3. Registration for the Competition

3.1 Applying to registration to the competition will be made through the online registration form.

3.2 Registration is open to the general public and is mainly intended for entrepreneurs engaging in development and technology, product design, and data.

3.3 Registration is open to men and women over the age of 18.

3.4 Competition participants will receive additional guidelines and instructions, such as requirements for pitching before a panel of judges, etc.

3.5 Participants will be asked to present at the end of the Competition:

3.5.1 A business presentation accompanied by a proof-of-concept model for the proposed product/service.

3.5.2 A prototype/demonstration where the solution is achievable using current and available technologies.

3.5.3 A well-reasoned proposal for initiating a pilot project in collaboration with a Company.

4. General Background for Registration and Participation in the Challenge Competition

4.1 The event will include three stages:

Semifinal – In this stage, participants will send proposals for a solution to the Challenge.

After the Evaluation and Screening Committee, which will examine the proposals (solutions) submitted by the different participants, the Organizers will inform each of the participants whether they have successfully advanced to the final stage or have not progressed further. (Participants will receive written notifications).



Preparations for the final event – In this stage, participants who advanced to the final stage will be able to work on adjusting and fine-tuning their solutions, as part of the Competition, and according to the Company's needs. This stage will include guidance provided by the Organizers to assist participants focus their solutions on the Challenge and the company's requirements.

4.2 Final – The final stage is the Competition's concluding event, which includes in-person attendance (attendance and presentations). During the final, each participant who has progressed to this stage will present their solutions to an invited audience, featuring, among other distinguished individuals, representatives from the inspection and screening committee representing the leading company of the challenge. This committee will select the winning solution. (the "**Panel of Judges**").

4.3 The Panel of Judges will vote anonymously, on a dedicated digital platform built for the competition and enabling numerical ranking without having to provide an explanation. The winning results will be presented immediately on the day of the event. The Organizers may announce a joint win by a number of participants, who in such a case will share the prize.

4.4 By submitting a solution in the Competition, the participant confirms that he\she has received from the Organizers information about the Challenge Competition, including competition guidelines, its phases, judging method and criteria for success, additional updates, etc. Furthermore, by submitting a solution in the competition, the participant confirms that he\she is aware that the solution will be examined by the competition's teams (both the Organizers and the Company), including brainstorming sessions and joint discussions among teams. The participant is aware that he\she are prohibited from filing any complaints against the competition's teams with respect to their deliberations on the proposed solutions. (including complaints about the exposure of business secrets, copyrights, intellectual property, etc.).

5: Choosing the Winners

5.1 The proposals (the solutions) that have advanced to the final stage will be evaluated by the Panel of Judges.

5.2 The Organizers will explain to the participants the judging criteria, including the following: quality of the solution including innovativeness, solution implementation method (criteria for success, as published on the competition's website) including implementation complexity, business feasibility, costs, technological feasibility, general impression, etc.

5.3 The Panel of Judges will vote anonymously on a digital platform during the final event. The winners will be selected based on the voting results.

5.4 If a participant believes that he\she has grounds for challenging the winning results, he\she may submit an appeal to the Appeals Committee (the "**Appeals Committee**"), within 14 days of the publication of the results. The objector will set out his\her arguments (regarding errors he\she believes occurred in relation to the scoring, as well as the effects of the errors on the score awarded to him\her and/or to others).



5.5 The Appeals Committee will consist of three members: two representatives on behalf of the Organizers and a suitable professional representing the Company. If the appeal is accepted, the new winners will be determined in accordance with the decision of the Appeals Committee, and a notice in this regard will be sent to the winners of the Competition (in case of several winners).

5.6 The decision of the Appeals Committee is final.

6. The Prize

6.1 As part of the competition, the winners will be eligible for prizes, with the first-place receiving 30,000 NIS, and the second-place winner receiving a prize of 20,000 NIS.

6.2 Participating startups have the opportunity to progress to a funded pilot, contingent upon approval from KKL, with funding of up to NIS 115,000. The pilot initiative will be implemented in the northern region - KKL-JNF.

6.3 The prizes are designated for groups and are non-transferable. They are also non-exchangeable.

6.4 The winners are required to claim and utilize their prizes in accordance with the specified dates and conditions communicated to them upon winning. The responsibility for claiming the prize lies with the winners.

6.5 The prizes can be redeemed in accordance with the terms and policies set forth by the relevant entities offering the services/products.

6.6 The organizers and the company assume no responsibility for the prizes, and/or their realization and/or their nature and quality and any associated grief, expenses, losses, as well as both direct and/or indirect damages incurred in connection with the awards and their execution.

7. Intellectual Property and Confidentiality

7.1 The solutions presented by the participants during the Competition will be the sole property of the participants (including copyrights, intellectual property, trade secrets, etc.). Any use of the solutions by the Organizers and/or the Company and/or a third party shall be subject to the terms and the consideration to be agreed between the parties and the relevant participant whose proposed a solution they are interested in using. Notwithstanding the aforementioned, it is mutually understood that the utilization specified in Section 7.3 incurs no associated payment, of any nature. The organizers retain the right to proceed with such use without incurring any costs.

7.2 The Company and/or the participants (as applicable) who advance beyond the semifinal stage and advance to the final stage, will be entitled to the extent of their interest (at their sole discretion), to prepare a nondisclosure agreement (NDA) and to require the other party (the participants and/or the Company, as applicable) to sign it. If the other party refuses to sign the NDA, its participation in the Competition will terminate (enabling the participants and/or the Company, as applicable, to reserve their respective rights).



8. Changes and Exemption from Liability

- 8.1 The Organizers may terminate a participant's participation in the Competition and/or cancel the prize to a participant, who violated the provisions outlined in the regulations and/or infringe upon the law and/or engage in inappropriate conduct, according to their discretion.
- 8.2 . The organizers will not bear any responsibility for malfunctions, defects, delays, or errors occurring in connection with the competition, both during and as part of the registration procedure. This includes disruptions and interruptions in internet connectivity, communication, computing, electricity, and other related aspects.
- 8.3 The Organizers shall not bear any liability for any damage or expense incurred by the participants and/or by the Company in connection with the Competition, including damage caused to the individual or property of any participant in the course of the Competition. Without detracting from the aforementioned, participants and the company are required to maintain possession of their personal equipment throughout the duration of the competition.
- 8.4 Without detracting from what is stated in these regulations, participants commit to refrain from making any claims and/or demands against the organizers, the company, and/or in any manner connected to the competition or participation in it.

9. General

- 9.1 The text of these regulations can be accessed on the official competition website.
- 9.2 . By registering for the competition, the participant confirms having thoroughly reviewed all the provisions within these regulations and agrees with all contained therein.
- 9.3 The Organizers and the Company may use the names, details and pictures of the participants and/or the winners as well as pictures and/or photographs taken during the Competition, at their discretion, including for purposes of advertising and marketing, publication on the website, the internet, or any media outlet, at the organizers' discretion, without the obligation of providing compensation to winners and/or participants. Mere registration and participation in the contest signify the participants' consent to such actions.
- 9.4 The language in these regulations may be presented in the masculine form for the sake of convenience only, and every provision therein is applicable to both women and men. Additionally, any reference in the singular should be interpreted as inclusive of the plural, and vice versa.
- 9.5 The headings within these regulations are not binding or exhaustive; they are provided solely for the convenience of companies and participants.
- 9.6 Whenever the term "the organizers" is used in these regulations, it encompasses their employees and/or any representative acting on their behalf.



9.7 . It is clarified that even if a competent authority determines in the future that any condition within the terms of these regulations is deemed unenforceable or illegal, the remaining terms will continue to be fully applicable.

9.8 . These regulations and the program are exclusively governed by Israeli law only.

9.9 . Exclusive jurisdiction pertaining to these regulations and the plan is granted to the court in the Tiberias area only.

Name of participant: _____

Name of project: _____

Date: _____

Signature: _____