

Unclassified

Ref: MIH2017/003/.....

[date]

.....  
.....  
.....

Dear [Mr/Ms. name surname]

**Letter of Award – YouStartIT #3 Call for Startups (Reference: MIH2017/003)**

With reference to your application form (Appendix E) submitted on [date] and subsequent pitch delivered on 24<sup>th</sup> February 2018 in response to the Call for Startups designated YouStartIT#3 published by MITA on 17<sup>th</sup> November 2017 and having reference MIH2017/003, MITA is hereby awarding your startup team [name of startup], (the “Startup”), the Grant subject to the terms and conditions stated in this letter and Appendix A (Startup Responsibilities,) and Appendix B (Grant Terms and Conditions) and Appendix C (Social Impact Programme). The Grant is intended to assist your Startup in achieving the following Objectives:

- (i) The formalisation of the Startup into a [General Partnership (*en nom collectif*) registered with the Malta Financial Services Authority (MFSA) / Sole Trader registered with JobsPlus] [amend as relevant];
- (ii) The deployment of the software product prototype(s) including the functionality, outcomes and related design, libraries and other components representing the digital business idea referred to in the application form attached to Appendix A (the “Project”);
- (iii) The delivery of a final report which will include a summary of all the test results and outcomes of a proof-of-concept demonstrating feasibility of the business idea, lessons learned and recommendations for any further applied research and/or experimental development (the “Final Report”); and
- (iv) The drafting of a Business Plan stating how the Startup plans to use the prototype as an opportunity for further ideation and growth, and to attain a revenue equivalent to minimum three times the value of the grant of €15,000 within a period of three years from formalisation into a business undertaking (the “Business Plan”).

The Startup shall deliver a software Prototype in response to the requirements identified in the YouStartIT call for startups, ref. MIH2017/003.

For the purpose of this call a “Startup” is defined as a team composed of a minimum of three (3) members consisting of at least one startup founder, and at least another two named members, who can be either co-founders of the startup, or employees or contractees of the founder, with complementary technical, design and business skills of relevance to the project and the chosen thematic area. If the team is already registered as a business undertaking, its total headcount must not exceed nine (9) members, and it shall have been in business for less than five (5) years from date of submission of the proposal. Startups not yet formalised into a business undertaking are required to do so if selected for funding under this call.

The Grant shall consist of:

- (i) A cash grant of up to €15,000 which is exempt from VAT and is payable as follows:
  - (a) €1,500 disbursed after thirty (30) days from signing of this Letter by the Project Coordinator upon receipt of a signed Power of Attorney from each team member authorising receipt of the first tranche by the Project Coordinator;

- (b) €2,500 upon formalisation of the Startup and presentation of a copy of the [VAT Registration Certificate and of the MFSA/JobsPlus Registration Certificate] as evidence of formalisation;
  - (c) €5,000 disbursed against test report(s) and supporting documentation (e.g. a Business Model Canvas) as directed by the MIH, that:
    - i. Demonstrate evidence of early customer engagement aimed to validate desirability and feasibility of the Startup's business idea
    - ii. Illustrate the results of tests carried out on the latest "Alpha version" of the Prototype, defined as the version used by the Startup or its appointed testers to test prototype functionality prior to release of the "Beta version"; or agreed metrics achieved by tests carried out on the "Beta version" of the Prototype, defined as the version released to a limited number of end-users of the product to obtain feedback on product quality, desirability and usability [*amend as relevant*].
  - (d) €6,000, or balance thereof, upon delivery of a Business Plan and Final Report including the outcome of any further tests and user feedback obtained further to deployment of the Beta version of the prototype; and after taking into due account the startup's performance in the Social Impact Programme in Appendix C.
- (ii) Pro bono services worth €7,000 including:
- (a) Access to the co-working space at the MIH in SmartCity Malta during the Term;
  - (b) Ninety (90) contact hours with staff appointed by MITA broken down as follows:
    - mentorship, project management support, testing and other project activities
    - co-ordination of hands-on training and/or support by MITA's partners on aspects related to incorporation, legal support, business mentoring, technology services, prototyping, testing, software product development and running of an early stage business undertaking;
    - networking events organised to demonstrate and disseminate the Startup's Prototype and results of the proof-of-concept, as well as to facilitate interaction with external mentors and potential angel investors ("Pro Bono Services").

The MITA Innovation Hub (MIH) is a collaborative environment where the Startup is given the opportunity of contact with external mentors or investors. The environment is designed to encourage interaction between the Startup and such mentors or investors for the benefit of the Startup and to enhance its potential for business growth and internationalisation. With this intent MITA may pass on information about the Startup and its technical or business know-how to such mentors or investors. MITA, however, does not carry out any due diligence assessments of the mentors or investors, and hence cannot guarantee nor assess their integrity, credibility and degree of competence in the subject, which remain outside the scope of the Pro Bono Services provided under this agreement. It is therefore the responsibility of the Startup to seek its own investment advice from licensed professionals.

The "Term" of the Grant shall commence on the date on which the Startup signs this Letter of Award (the "Commencement Date") for a period of six (6) months, or earlier in the event that the Business Plan is finalised by the Startup before such period.

Kindly sign the attached duplicate of this letter as an indication of your acceptance of the terms contained herein.

Yours sincerely,

.....  
 Tony Sultana  
 Executive Chairman  
 Malta Information Technology Agency (MITA)

**ACCEPTANCE**

We, the undersigned, agree to the contents of this letter of engagement.

.....  
Insert name

.....  
ID Card Number

.....

Address: .....  
(insert address, if different from top of first page address)

Email: .....

VAT Registration Number (where applicable) .....

Registration Self-Employed Number (if self-employed) .....

Company Registration Number (where applicable) .....

Date: .....

- Encl: Appendix A: Startup Responsibilities
- Appendix B: Grant Terms and Conditions
- Appendix C: Social Impact Programme
- Appendix D: Consent Form
- Appendix E: Application Form



## Appendix A – Startup Responsibilities

### Project Coordinator

The Startup shall assign one of its members the role of 'Project Coordinator' who shall be responsible to:

- a. Act as the main contact point for the Startup in its interactions with the MIH and its designated partners or mentors;
- b. Administer and keep a record of all transactions, minutes, labour effort, deeds and all documentation related to the day-to-day management of activities, including disbursements and any payments made to the other members of the Startup or any external contractors or employees engaged for the purposes of the proof-of-concept; and the issue of grant disbursement requests in line with the stages (i) (a) (b) (c) and (d) identified in the Letter of Award.
- c. Provide periodic updates as determined by MITA;
- d. Attend and actively participate in activities such as meetings, workshops, talks and presentations organised to manage the proof-of-concept and demonstrate and disseminate the outcomes of the proof-of-concept.
- e. Ensure participation of the Startup in the Social Impact Programme described in Appendix C.
- f. Ensure ongoing interaction with the customers and end-users targeted by the business idea, and as directed by the MIH management team or its appointed business mentors.
- g. Ensure participation of at least one member of the Startup to:
  - i. weekly meetings, fortnightly cohort meetings, status updates or test sessions and other activities requested by MITA during the course of the proof-of-concept,
  - ii. any demonstration and dissemination activities, including post-implementation interviews, organised by MITA throughout the Project Duration and beyond for a period of eighteen (18) months from the date of formalisation into a business undertaking.

The Project Coordinator may, in agreement with MITA, delegate one or more of the above-mentioned responsibilities to other members of the Startup.

### Prototyping and Testing

In delivering the Project, the Startup shall:

- a. Carry out all the necessary user/customer validation and testing of the Prototype;
- b. [Ensure that the Beta version of the Prototype is, where and as applicable, platform agnostic and can adapt to all form factors; [amend/delete as relevant]
- c. Deliver the Prototype in line with the conditions and timeline of the call as follows:

Project kick-off	26 <sup>th</sup> February 2018
Delivery of Alpha version test reports	
Release of the Beta version of the Prototype	5 <sup>th</sup> June 2018 (the "Launch Date")
Submission of the Final Report & Business Plan	31 <sup>st</sup> August 2017
[amend the plan as relevant]	

- d. [Be required to either actively publish the Prototype on the relevant digital distribution platforms, or (if applicable) assist the Business Process Owner in such a process.] [amend/delete as relevant]

### Reporting

The Startup accepts to:

- Deliver or make available online weekly status updates, as well as *ad hoc* or exception reports, as required by circumstances or progress, and using the electronic tools assigned or indicated by the MITA Innovation Hub (MIH) management team.
- Deliver presentations about ongoing progress, lessons learned and upcoming activities to the other members of the programme and to the MIH management team.

### Premises

In the event that the Startup is granted permission to use the MIH, the co-working space and facilities made available by MITA to Startups, the Startup shall be bound to adhere to the MIH house keeping rules and Fire Evacuation Rules and Procedures at all times.

## Appendix B – Terms and Conditions

**Important Information About these Terms and Conditions:** Please read these terms and conditions carefully. These terms and conditions and the Letter of Award (the “Agreement”/“Grant Agreement”) constitute a binding contract between you (hereinafter referred to as the “Startup”) and the Malta Information Technology Agency (hereinafter referred to as “MITA”) for the provision of the Grant. In accepting the Grant you agree to be bound by these terms and conditions of this Agreement

### 1. Definitions

The terms “**Business Plan**”, “**Commencement Date**”, “**Grant**”, “**Launch Date**”, “**Objectives**”, “**Pro Bono Services**”, “**Project**”, “**Project Coordinator**”, “**Startup**” and “**Term**” shall have the same meaning as assigned to them in the Letter of Award to which these terms are attached.

### 2. Purpose of Grant:

- 2.1 The Startup shall use the Grant only for the delivery of the Objectives and in accordance with the terms and conditions set out in this Agreement. The Grant shall not be used for any other purpose without the prior written agreement of MITA.
- 2.2 The Startup shall not make any significant change to the Project without MITA's prior written agreement.
- 2.3 Where the Startup intends to apply to a third party for other funding for the Project, it will notify MITA in advance of its intention to do so. The Startup agrees and accepts that it shall not apply for duplicate funding in respect of any part of the Project or any related administration costs that MITA is funding in full under this Agreement.

### 3. Payment of Grant

- 3.1 Subject to clause 11, MITA shall pay the Grant to the Startup in accordance with the payment plan referred to in the Letter of Award, subject to the necessary funds being available when payment falls due. Provided Pro Bono Services shall be due in kind and no payments shall be due by MITA to the Startup for such amount representing the worth of Pro Bono services not utilised during the Term.
- 3.2 The amount of the Grant shall not be increased in the event of any overspend by the Startup in its delivery of the Project.
- 3.3 The Grant shall be paid by bank transfer or cheque payable to the Startup. Upon formalisation into a business undertaking the Startup will set-up a separate ordinary bank account in the name of the Startup.

### 4. Use of Grant

- 4.1 The Grant shall be used by the Startup for the purpose of reaching the Objectives in accordance with the agreed budget set out in the Letter of Award.
- 4.2 The Startup shall only make payments or utilise the Pro Bono Services in accordance with the terms governing the status and operation of the Startup and/or in accordance with terms of the contract for services or contract of services entered into between the Startup and any third party satisfying the requirements defining a Startup under this Agreement.

### 5. Monitoring and reporting

- 5.1 The Startup shall closely monitor the delivery and success of the Project throughout the Term to ensure that the aims and objectives of the Project are being met and that this Agreement is being adhered to.
- 5.2 Within sixty (60) days from the final payment, the Startup shall provide MITA with a financial statement and report detailing its use of the cash grant and, if requested by MITA, the use of Pro Bono Services during the Term.
- 5.3 Where the Startup has obtained funding from a third party for its delivery of part of the Project, the Startup shall include the amount of such funding in its financial statement together with details of what that funding has been used for.
- 5.4 The Startup shall on request provide MITA with information, explanations and access to documents and/or records as MITA may reasonably require in order for it to establish that the Grant has been used properly in accordance with this Agreement.

### 6. Acknowledgment and publicity

- 6.1 The Startup shall not publish any material referring to the Project and/or the Objectives or MITA without the prior written agreement of MITA. The Startup shall acknowledge the support of MITA in any materials that refer to the Project and in any written or spoken public presentations about the Project and/or the Objectives. Such acknowledgements (where appropriate or as requested by MITA) shall include MITA's name and logo (or any future name or logo adopted by MITA) using the templates provided by MITA from time to time.
- 6.2 In using MITA's name and logo, the Startup shall comply with all reasonable branding guidelines issued by MITA from time to time.
- 6.3 The Startup agrees to participate in and co-operate with promotional activities relating to the Project and/or the Objectives that may be instigated and/or organised by MITA.

- 6.4 MITA may acknowledge the Startup's involvement in the Project and/or the Objectives as appropriate without prior notice.
- 6.5 The Startup shall comply with all reasonable requests from MITA to facilitate visits, provide reports, statistics, photographs and case studies that will assist MITA in its promotional and fundraising activities relating to the Project and/or the Objectives.

## **7. Intellectual Property Rights**

- 7.1 The Startup will retain all right, title and interest in and to all Intellectual Property Rights arising in connection with this Agreement.
- 7.2 Where the project concerns the Government of Malta, the Startup shall, upon a written request by MITA, grant a non-transferable, perpetual, royalty free and non-exclusive license in the name of the Government of Malta to use the Intellectual Property created by the Startup pursuant to this Agreement in the event that the Startup ceases to maintain the Intellectual Property or the Government of Malta does not enter into a separate contractual arrangement with the Startup for the purpose of maintaining the Intellectual Property. The right to use shall, in particular, but without limitation, allow the Government of Malta to enhance or further develop, adapt or re-use the Intellectual Property itself or through the appointment of a third party. For such purpose, the Startup shall as part of the delivery of the Project, provide MITA with the Intellectual Property, including a copy of the source code, as at the Launch date. For the avoidance of doubt, the Startup shall retain ownership in the Intellectual Property created and grant the Government of Malta a licence for use in accordance with the provisions of this Clause 7.2.
- 7.3 The Startup acknowledges and agrees that all data, information, text, drawings and other materials ("the Data") embodied in any electronic, optical, magnetic or tangible medium, supplied to the Startup by MITA or any other entity within the Government of Malta, is and shall remain the sole property of that party and shall be used by the Startup for the sole purpose of delivering the Project and/or reaching the Objectives in accordance with the terms of this Agreement.
- 7.4 For the purpose of this clause 7 "Intellectual Property Rights" shall mean copyrights, patents, trademarks, service marks, design rights (whether registered or unregistered), and all other similar intellectual or industrial proprietary rights.

## **8. Confidentiality**

- 8.1 Each party shall during the term of this Agreement and thereafter keep secret and confidential all Intellectual Property Rights or Know-How or other business, technical or commercial information disclosed to it as a result of the Agreement and shall not disclose the same to any person save to the extent necessary to perform its obligations in accordance with the terms of this Agreement or save as expressly authorised in writing by the other party.
- 8.2 The obligation of confidentiality contained in this clause shall not apply or shall cease to apply to any Intellectual Property Rights, Know-How or other business, technical or commercial information which:
  - (1) at the time of its disclosure by the disclosing party is already in the public domain or which subsequently enters the public domain other than by breach of the terms of this Agreement by the receiving party;
  - (2) is already known to the receiving party as evidenced by written records at the time of its disclosure by the disclosing party and was not otherwise acquired by the receiving party from the disclosing party under any obligations of confidence; or
  - (3) is at any time after the date of this Agreement acquired by the receiving party from a third party having the right to disclose the same to the receiving party without breach of the obligations owed by that party to the disclosing party.
- 8.3 The provisions of this clause shall survive the termination of the Agreement for any cause whatsoever.

## **9. Freedom of information**

- 9.1 The Startup acknowledges that MITA is subject to the requirements of the Freedom of Information Act (Cap. 496 of the Laws of Malta) and that the provisions of the Agreement are without prejudice to the obligations of MITA under the said Act, the Code of Practice issued under the same Act and any subordinate legislation made under the Act from time to time and/or any decision issued by the Information and Data Protection Commissioner in relation to such legislation.
- 9.2 The Startup shall provide assistance as necessary to enable MITA to respond to a request for information within the twenty (20) Working Day time limit established under the Freedom of Information Act for compliance.

## **10. Data protection**

- 10.1 The Startup shall (and shall procure that any of its staff involved in connection with the activities under the Agreement shall) comply with any notification requirements under the Data Protection Act (Cap 440 of the Laws of Malta) and both Parties will duly observe all their obligations under the Act, which arise in connection with the Agreement.

## **11. Consequences for Breach of Contract**

11.1 MITA's intention is that the Grant will be paid to the Startup in full. However, without prejudice to MITA's other rights and remedies, MITA may at its discretion withhold or suspend payment of the Grant and/or require, in exceptional circumstances which so warrant, repayment of all or part of the Grant if:

- (1) the Startup uses the Grant for purposes other than those for which they have been awarded;
- (2) MITA considers that the Startup has not made satisfactory progress with the delivery of the Project and/or the Objectives and/or fulfilment of the Startup Responsibilities;
- (3) the Startup is, in the reasonable opinion of MITA, delivering the Project and/or the Objectives in a negligent manner;
- (4) the Startup obtains funding from a third party which, in the reasonable opinion of MITA, undertakes activities that are likely to bring the reputation of the Project or MITA into disrepute;
- (5) the Startup provides MITA with any materially misleading or inaccurate information;
- (6) the Startup is guilty of serious misconduct, including fraud, neglect or refusal to continue with the Project and/or the Objectives.
- (7) the Startup or any member of the Startup has (a) acted dishonestly or negligently at any time and directly or indirectly to the detriment of the Project and/or the Objectives or (b) taken any actions which, in the reasonable opinion of MITA, bring or are likely to bring MITA's name or reputation into disrepute; or
- (8) the Startup fails to comply with any of the terms and conditions set out in this Agreement and fails to rectify any such failure within thirty (30) days of receiving written notice detailing the failure.

11.2 Should the Startup be subject to financial or other difficulties which are capable of having a material impact on its effective delivery of the Project, reaching the Objectives, or compliance with this Agreement it will notify MITA as soon as possible so that, if possible, and without creating any legal obligation, MITA will have an opportunity to provide assistance.

## **12. Limitation of liability**

12.1 MITA accepts no liability for any consequences, whether direct or indirect, that may come about from the Startup running the Project, the use of the Grant, including the Pro Bono Services, or from withdrawal of the Grant. The Startup shall indemnify and hold harmless MITA, its employees, agents, officers or sub-contractors with respect to all claims, demands, actions, costs, expenses, losses, damages and all other liabilities arising from or incurred by reason of the actions and/or omissions of the Startup in relation to the Project, the non-fulfilment of obligations of the Startup under this Agreement or its obligations to third parties.

12.2 Subject to clause 12.1, MITA's liability under this Agreement is limited to the payment of the cash granted by MITA to the Startup under this Agreement.

## **13. Warranties**

13.1 The Startup warrants, undertakes and agrees that:

- (1) the Startup, and any of its members and/or employees, certifies the work as their own, and does not infringe any third party Intellectual Property Rights;
- (2) it has not committed, nor shall it commit, any act constituting serious misconduct, including fraud, neglect or refusal to continue with the Project and/or the Objectives.
- (3) it shall at all times comply with all relevant legislation and all applicable codes of practice and other similar codes or recommendations, and shall notify MITA immediately of any significant departure from such legislation, codes or recommendations;
- (4) it has advised MITA fully of any conflict of interest of which it is aware regarding the Service as at the date of the Contract and further undertakes to inform MITA as soon as practicable of any conflict of interest regarding the Agreement of which it may become aware during the Term.
- (5) all information concerning the Startup and/or its members which has been disclosed to MITA is to the best of its knowledge and belief, true and accurate;
- (6) it is not subject to any contractual or other restriction imposed by its own or any other organisation's rules or regulations or otherwise which may prevent or materially impede it from meeting its obligations in connection with the Grant;
- (7) it is not aware of anything in its own affairs, which it has not disclosed to MITA or any of MITA's advisers, which might reasonably have influenced the decision of MITA to make the Grant on the terms contained in this Agreement.

## **14. Termination**

MITA may terminate this Agreement and any Grant payments

- a) Without notice in case of a breach of contract detailed in Clause 11.1 of these Terms; or
- b) By giving the Startup one (1) month written notice should it be required to do so for any reason or without reason.

The terms, conditions and warranties contained in this Agreement that by their sense and context are intended to survive this Agreement, shall so survive the expiry or termination of this Agreement whichever is the earlier.

#### **15. Assignment**

The Startup may not, without the prior written consent of MITA, assign, transfer, sub-contract, or in any other way make over to any third party the benefit and/or the burden of this Agreement or, except as contemplated as part of the Project, transfer or pay to any other person any part of the Grant.

#### **16. Waiver**

No failure or delay by either party to exercise any right or remedy under this Agreement shall be construed as a waiver of any other right or remedy.

#### **17. Notices**

All notices and other communications in relation to this Agreement shall be in writing and shall be deemed to have been duly given if personally delivered, e-mailed, or mailed to the address of the relevant party, to the address referred to in the Letter of Award or otherwise notified in writing. If personally delivered or if e-mailed all such communications shall be deemed to have been given when received (except that if received on a non-working day or after 5.00 pm on any working day they shall be deemed received on the next working day) and if mailed all such communications shall be deemed to have been given and received on the fourth working day following such mailing.

#### **18. Dispute resolution**

18.1 In the event of any complaint or dispute (which does not relate to MITA's right to withhold funds or terminate) arising between the parties to this Agreement in relation to this Agreement the matter should first be referred for resolution to the Project Coordinator or any other individual nominated by MITA from time to time.

18.2 In the absence of agreement under the preceding clause, the parties shall refer the disagreement to the Malta Arbitration Centre for a final decision on the matter.

#### **19. No partnership or agency**

This Agreement shall not create any partnership or joint venture between MITA and the Startup, nor any relationship of principal and agent, nor authorise any party to make or enter into any commitments for or on behalf of the other party.

#### **20. Joint and several liability**

Where the Startup is not a company nor an incorporated entity with a distinct legal personality of its own, the individuals who enter into and sign this Agreement on behalf of the Startup shall be jointly and severally liable for the Startup's obligations and liabilities arising under this Agreement.

#### **21. Governing law**

This Agreement shall be governed by and construed in accordance with the laws of Malta.

## Appendix C – Social Impact Programme

The Social Impact Programme (SIP) consists of a set of activities designed to enhance the exposure, within the Maltese community, of startups following the YouStartIT programme. It is an integral part of the programme and a method that the MITA Innovation Hub (MIH) uses to measure the startups' social impact on the local startup community, as well as encourage them to be purposeful and forthcoming in their communication.

Each Startup forming part of a YouStartIT intake is invited to engage in activities and events aimed to promote learning and providing tools for startup and entrepreneurial success. To participate in the SIP each startup must organise its own activities, targeting fellow founders from within its cohort, as well as other startups, members or stakeholders of the Maltese startup ecosystem.

The Startup's performance on the SIP will determine how much of the fourth and final instalment of the grant is actually disbursed. This means a good performance on the SIP will translate to the full amount being disbursed. By contrast, a poor performance will translate in less or no funds being disbursed from this tranche.

### How the SIP works

1. YouStartIT startups' participation in SIP activities is mandatory.
2. Each type of activity (defined overleaf) is assigned a certain amount of points which equate to an equivalent value in Euro composing the fourth and final instalment of the cash grant disbursed to the startup (see table below).

Activity	Number of points	Equivalent value in Euro
Lecture/Seminar	3500	€3,500
Meetup	2500	€2,500
Article	1000	€1,000
Blog post	500	€500

3. Each Startup following the YouStartIT programme must engage in one or more of these activities to ensure it collects sufficient points that make the startup eligible to earn the final instalment in full. If insufficient points are earned, the startup will receive less from the final instalment according to the table below, regardless of whether it has fulfilled its contractual commitments specified in the Letter of Award.
4. The Startup must keep the MIH informed about its intentions, date, venue and content of these events or activities, and consequently seek approval.
5. Participation in Meetups organised by the MIH do not earn the Startup any points in terms of the SIP.
6. Organising either Meetups or Lectures/Seminars jointly by up to two Startups is permissible as long as double the amount of required attendees actually attend the event.
7. It is the responsibility of the Startup to organise, plan, identify the venue, advertise and (as applicable) finance the Meetup or Lecture it is responsible for.
8. The earning of any points in excess of 6,000 does not make the startup eligible to receive an amount exceeding the value of the fourth and final payment (i.e. €6,000).
9. Not more than one lecture/seminar, two articles and four blogposts are permissible.
10. Variations or new proposed activities to the above activities are permissible, and must be subject to prior approval by the MIH in writing.

For example, a Startup that organises a lecture, writes two articles on the press, and two blog posts on the MIH website, is eligible to receive the full balance of €6,000. Or a Startup that only organises one meetup (and nothing else), is eligible to be paid only €2,500 from the final payment due; which means that the remaining balance of €3,500 will be forfeited. In a more extreme scenario, a startup that falls short of all activities will effectively be forfeiting the entire amount of €6,000.

### Definitions:

- **Meetup**  
An informal meeting, open to the public, organised about a specific technical or non-technical topic of relevance to the startup ecosystem (delivered by one or more presenters) with a loose structure (usually

organised in a recreational area such as a bar, pub, hall, etc.). The purpose of such an event is inspirational, informative and educational. The startup do not need to be the presents, but they may have a guest speaker or two.

At least 20 participants must attend and the expected duration of such an event is at least one-and-a-half hours long in all. The actual talk or discussion about the selected topic must last at least 30 minutes. The organising startup must provide evidence about the Meetup through a registration list and pictures, and publicise its outcome on social media.

- **Lecture/Seminar**

A structured educational talk about a selected technical or non-technical topic of relevance to the startup ecosystem. For example, a lecture on coding using Python, growth hacking or digital marketing. This could be delivered by a member of the startup or by an expert engaged by the startup. It should be addressed to students of a formal tertiary education institution (either academic or vocational), a particular industry, or the general public. This will require the preparation of visual materials (typically a slide deck).

At least 12 attendees must be present and the expected length of the lecture(s) should be of at least **one hour and half in total**, or split in two 45 minute sessions. The organising startup must provide evidence about the Lecture/Seminar through a signed registration list and pictures, and publicise its outcome on social media.

- **Article**

An article, editorial or review of between 600 and 700 words covering a topic of interest to the startup community or ecosystem. This must be authored by one or more of the startup members. It may be based on the startup's own experience in starting up or productisation. The Article is to be published on Social Media channels or news media suggested or approved by the MIH.

- **Blog post**

A 300-350 word write-up with accompanying artwork covering a topic of interest to the startup community or ecosystem (including one based on the startup's own experience). The Blog post is to be published on MIH approved Social Media channels and must be authored by one or more of the startup members.

**The number of points that the startup following the YouStartIT programme is expected to collect is 6,000.**

## Appendix D – Consent Form

Startup Team:

Accelerator Programme:

Letter of Award Reference:

Without expectation of compensation or other remuneration, now or in the future, we hereby give our consent to MITA, to use our image and likeness and/or any interview statements from us in its publications, advertising or other media activities (including the Internet). This consent includes, but is not limited to:

(a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction of us and/or record our voice;

(b) Permission to use our name; and

(c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s) of us, and/or recording of our voice, in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the Internet), in theatrical media and/or in mailings for educational and awareness.

This consent is given in perpetuity, and does not require prior approval by us.

**Name and Surname** \_\_\_\_\_ **Signature** \_\_\_\_\_ **ID Card No** \_\_\_\_\_ **Date** \_\_\_\_\_

**Appendix E – Application Form**

