

# BlueBioValue Ideation



## Rules and Regulation

### Blue Bio Value Ideation 2022

#### I. Introduction

1. This regulation establishes the access terms, rights and obligations regarding the participation in the 2022 Blue Bio Value Ideation Program.
2. Blue Bio Value Ideation is a program promoted by the Oceano Azul Foundation and the Calouste Gulbenkian Foundation, in collaboration with BLUEBIO ALLIANCE and managed by BGI, S.A.
3. The 2022 edition of the Blue Bio Value Ideation will be held in Portugal in two locations, Porto and Lisbon, each with a duration of 2 days, plus a previous afternoon online session.

#### II. Description and objectives of the Blue Bio Value Ideation 2022

1. The Blue Bio Value mission is to accelerate the transition to a global and sustainable blue bioeconomy (definition at Annex 1), capable of supplying multiple industries and contributing to the emergence of competitive and innovative businesses operating in the marine bioresources value chain while promoting a productive and healthy ocean.
2. The Blue Bio Value Ideation program aims to scale up innovative blue biotechnology by helping future entrepreneurs develop business ideas that can be transformed into sustainable businesses. The program seeks upcoming solutions in the marine bioresources value chain that can be scaled-up to market applications in different industries, helping tackle global challenges.
3. The program's network of partners, including researchers, entrepreneurs, investors, universities, research and technological centers and the scientific community, public

authorities, among others, offers significant advantages to the participants, transforming R&D into products and startups into global competitive companies.

4. The main objectives of Blue Bio Value Ideation 2022 Edition are to:

- (i) facilitate the translational research and technology transfer processes of blue bioeconomy scientific and biotechnological (definition at Annex 1) projects and solutions to the market;
- (ii) develop strategies to raise awareness of the potential of blue biotechnology, increasing the sector attractiveness by inviting students and professionals of Management, Economy, Entrepreneurship, Marketing or related, that can contribute to the development of a business plan arising from research, and
- (iii) Create the foundations of new businesses, i.e. newly incorporated ventures which are sustainable and scalable with global ambition.

5. The ideas generated through the Ideation sessions must be related to the sustainable use, monitoring, conservation or restoration of marine biobased resources that can have applications to several industries, such as biomedicine, health, pharma, food and feed, environment, biomaterials, amongst others.

### **III. Conditions of participation**

1. Participants' profiles can be multiple:

- a) Individual (also designated as "Business Mentor"): with background education and/or experience in the areas of Management, Economics and Entrepreneurship, or related disciplines;
- b) Team or Individual (also designated as "STEM Project"): Eminently technical individuals, preferably working teams, aiming to start or to further develop an R&D project in the area of blue biotechnology (definition in Annex 1) with potential applications to the market.

2. The Blue Bio Value Ideation organization will allocate the participants in teams of up to 5 to 6 members. If one participant is currently developing an idea and/or a project with another participant they should put that information on the submission application form, so they can be allocated together. The goal is to create multidisciplinary teams, merging 1.a) and 1.b) as stated above in the current clause, thus maximizing the chances of successful technology-based innovation alongside a viable business model.

3. The registered parties will need to confirm their participation in the program by replying to the acceptance e-mail within 5 working days after receiving this information.

4. Participants registered as "Business mentors" will be asked to sign a Non-disclosure Agreement regarding the "STEM project" they will be involved with.

5. Participation in the Blue Bio Value Ideation 2022 involves both a two-day in-person and an afternoon online session. To be able to apply for the final award, it is mandatory to attend all components of the program.

#### **IV. Registrations**

1. Registrations must be submitted on the Blue Bio Value Ideation 2022 website <https://www.bluebiovalue.com/ideation/ideation-2022/>

2. Individuals participating as "Business Mentors" will register by filling in the dedicated form available online <https://www.bgi.pt/bluebiovaluementors>

3. The "STEM projects" team or individuals, with an R&D project under development or to be developed, will register by filling in the information requested in the dedicated online form available online <https://www.bgi.pt/blue-bio-value-stem>

4. After submitting the registration form, the prospective participant will be contacted by the organization.

5. Additional information can be requested by the organization during the application process, and registered parties may be interviewed so that their participation is validated.

#### **V. Evaluation and Final Prize**

1. In each session, namely Porto session and Lisbon session, a Final Pitch will take place.

2. The winner of each session is chosen by the Program's Jury, which is composed of one representative of each partner of the Organizing Committee and one external member. The Jury will select one team as winner of each session.

3. Each winning Team will be awarded with:

a) A total of 5 remote mentorship sessions and workshops to consolidate their business idea and to provide support on the validation of their business model.

b) A 5.000€ award through Blue Demo Network - a platform that brings together a series of technical, legal and marketing infrastructures and services - to be used until 31st of December 2023. Blue Demo Network is managed by Bluebio Alliance and ensures legal services (e.g. Industrial property, including patents for inventions, industrial designs and trademarks) and lab services (e.g. to improve technological readiness), amongst others.

c) Support in the preparation of their applications to the upcoming edition of the Blue Bio Value Acceleration to take place in 2023.

4. The Jury will take into consideration the following criteria:

1. Business model potential;
2. Team composition and performance;
3. Technology proposed;
4. Performance throughout the Ideation session;
5. Attendance and engagement;
6. Tasks completed;
7. Performance at the final pitch.

5. The Jury shall be composed of five members, namely one member from each of the Organizing Committee partners: Oceano Azul Foundation, Calouste Gulbenkian Foundation, BLUEBIO ALLIANCE and BGI; the fifth member will be external and invited by the organization. The Jury shall be present on 20th of November in Porto, and on 27th of November in Lisbon.

The Jury will be independent and will decide according to its absolute discretion.

## **VI. Perks**

All participants will receive a Welcome Bag with:

- Certificate of Attendance
- Samples of products from startups accelerated by Blue Bio Value
- Working material

## **VII. Program Timeline**

1. Registrations are open between the 15th of September 2022 and the 20th of October 2022 by 23:59 GMT+1.
2. Participants will be contacted by the Blue Bio Value Ideation 2022 Organizing Committee from the 11th of October.
3. For participants in Blue Bio Value Ideation 2022 session in Porto:
  - a. On 18th of November there will be an online onboarding meeting with all the teams, explaining the process.
  - b. On the 19th and 20th of November, the session will take place in-person, at Porto Business School.
4. For participants in Blue Bio Value Ideation 2022 session in Lisbon:
  - a. On 25th of November there will be an online onboarding meeting with all the teams, explaining the process.
  - b. On 26th and 27th of November, the session will take place in-person, at NOVA School of Business and Economics.

5. From December to March the winning teams will be supported with 5 mentorship sessions by BGI, SA and BLUEBIO ALLIANCE to further develop the project and have facilitated access to the Blue Bio Value Acceleration 2023.

## **VIII. Confidentiality of information**

1. The descriptive information provided in the "STEM projects" registration form (see number 3 of clause IV.) regards Blue Biotechnology R&D projects aimed at promoting and/or developing market solutions, namely future services and products that can be commercialized.
2. The information given under the section "Public tagline" of the STEM projects' registration form (see number 3 of clause IV.) may be shared publicly in communication materials developed to promote Blue Bio Value Ideation 2022.
3. The information given under the section "Project Summary" of the STEM projects' registration form (see number 3 of clause IV.) will be shared with the "Business mentors" in the context. The decision to share additional information with the "Business mentor" is of the sole responsibility of the STEM project team and/or individual.
4. All information requested in all sections of the "STEM projects" registration form (see number 3 of clause IV.) will solely be shared amongst the Organizing Committee, namely Oceano Azul Foundation, Calouste Gulbenkian Foundation, BLUEBIO ALLIANCE and BGI, S.A. This information will be used to allow the matchmaking process between "Business mentors" and "STEM project" teams or individuals.
5. The Organizing Committee undertakes:
  - I. To keep confidential all the sensitive information about the R&D project ("Confidential information") shared in the Registration form, and not to share it with third parties;
  - II. Not to use Confidential Information, in whole or in part, except under the terms and within the scope of the Blue Bio Value Ideation 2022 program;
  - III. Not to copy, reproduce, distribute, assign, communicate or reveal it to third parties, directly or indirectly;
  - IV. To analyze and disclose general analyzes and conclusions of Confidential Information but never about the Confidential Information itself;
  - V. To recognize that the term of the Ideation Program does not affect the maintenance of confidentiality obligations;
  - VI. To destroy the Confidential Information within a year after the Blue Bio Value Ideation 2022.

## **IX. Copyright**

1. It is for each team to define who holds the rights over the presented and developed ideas and each participant's responsibility to secure the intellectual property rights (IPR) on their ideas, if they wish so.
2. The Organizing Committee, namely Oceano Azul Foundation, Calouste Gulbenkian Foundation, Bluebio Alliance and BGI, do not ensure the protection of the originality of the ideas, projects or concepts and will not be held responsible in case any of the projects presented within the program is copied, imitated, plagiarized or in any way used by a third party.
3. The previous paragraph does not apply to all confidential information in accordance with the next paragraph.
4. The rights to intellectual and industrial property (IP) of the presentations, as well as all the support documentation made available by the Organizing Committee to the participants during the program, belongs to the respective member of the Organizing Committee.
5. The participants are solely responsible for protecting their IPR (patents, trademarks, copyright, trade secrets, etc.).
6. The Organizing Committee wants you to know that there are always certain risks involved in competitions of this nature in regard to IP. Because the organization is not in a position to protect or provide advice on, it does not take any responsibility for the disclosure of information provided by you in the application form. Please be aware that the Blue Bio Value organization does not demand non-disclosure agreements or other confidentiality obligations from anyone involved in the process. As such any trade secrets or unprotected IP should not be disclosed in any way or form during the program.

## **X. Disclosure**

1. The participating entrepreneurs acknowledge and accept that Oceano Azul Foundation and Calouste Gulbenkian Foundation shall have the right to use, one or more times and whenever considered necessary or adequate, the materials produced by the teams that are not confidential, may it be in public events, media publishing in every format and reproduction for communication and advertising purposes, without any fee or financial compensation and without the need of further authorization.
2. Under this agreement, confidential information means any and all information, in any medium, which is provided by one party ("Discloser") to the other party ("Recipient") including, without limitation, information that is either (i) related to business practices, financial

statements, financial information, pricing, vendors, resellers, methods, techniques, processes, and employee data; (ii) marked using a legend such as "confidential," or similar words; or (iii) any information which the Recipient should have reasonably considered to be confidential under the circumstances surrounding disclosure.

3. The confidentiality obligations established in this Rules and Regulation shall remain in force throughout the life of Blue Bio Value Ideation 2022 and for three (3) additional years after its termination. Each of the Parties undertakes to deliver to the other all confidential information it may hold, or which may be in the hands of its employees or collaborators, or to destroy such information on the reasonable and express instruction of the other Party in the manner requested, depending on how such information is recorded. Moreover, the parties shall be obliged to certify that they have returned, deleted or destroyed all material in their possession in accordance with the preceding paragraphs and, therefore, to provide the other Party with assurances that it does not hold any copies of the confidential information, either in whole or in part.

## **XI. Acceptance of the regulation**

Participating in Blue Bio Value Program implies full acceptance of the rules in this regulation by the participants and the renouncement of complaints or appeals, legal or otherwise, regarding the course of events of the Program or any decision made by the organizers of the Blue Bio Value Ideation, insofar as legally admissible.

## **XII. General provisions**

1. The Organizing Committee, namely Oceano Azul Foundation, Calouste Gulbenkian Foundation, Bluebio Alliance and BGI cannot be held responsible for the cancellation, postponement or any change in the Blue Bio Value Ideation Program on any of its phases due to unforeseen causes or in cases of force majeure.

2. The Organizing Committee has the right to modify, suspend or cancel this initiative in circumstances of force majeure, this not implying a compensatory allowance to the applicants.

3. It is considered as a force majeure any event or circumstance which is beyond the reasonable control of a party which results in or causes that party's failure to perform any or all of its obligations under this Blue Bio Value Ideation Program [(including act of God, strike, lockout or other industrial action (not involving the workforce of that party), war (declared, undeclared or threatened), terrorist act, riot, civil commotion, public demonstration, act of vandalism, explosion, or requirement of a Competent Authority)].

4. The participations that are considered fraudulent will be notified to the competent authorities and may be prosecuted. Any unauthorized attempt of intrusiveness in the computing or communication systems supporting this initiative will be considered illicit and shall be notified to the competent authorities.

5. The Organizing Committee reserves the right to inhibit the participation of applicants that it considers to be competing fraudulently.

6. The Organizing Committee cannot be held responsible for any human or technical error that may occur during this initiative, and that is not committed through gross negligence or willful misconduct and disclaims any liability resulting therefrom.

### **XIII. COVID Measures**

The two of three days of the Ideation sessions are expected to be delivered in-person, counting with the presence of the participants. However, if the situation changes all the Ideation sessions will be delivered online. The Organizing Committee will inform on any format changes to the event five days in advance.

### **XIV. Applicable Lex Forum**

1. This Blue Bio Value Program and any contractual or non-contractual obligations arising out or in connection with it shall be governed by and interpreted in accordance with Portuguese law.

2. In the event of any dispute the Parties shall use their reasonable endeavors to resolve the dispute in an amicable way and any such solution that is agreed between them shall be binding upon all Parties.

3. Applicants accept that any litigation within the program will be submitted exclusively to the Civil Courts of Lisbon.

### **XV. Organizing Committee**

The **OCEANO AZUL FOUNDATION** is a Portugal-based Foundation with the purpose of contributing to the conservation and sustainable use of the ocean, notably with a view to:

Developing blue literacy and fostering the public's understanding of the challenges of ocean sustainability;

Contributing to the conservation of the oceans, promoting the value of biodiversity and the development of sustainable uses;



Contributing to a new system of governance of the oceans, guided by ethical values and based on scientific knowledge, as well as contributing to the development of an innovative, environmentally sustainable blue economy.

The **CALOUSTE GULBENKIAN FOUNDATION** is a Portuguese private institution of public utility, which was created in 1956 in accordance with the last will and testament of Calouste Sarkis Gulbenkian. It actively pursues its statutory aims in the fields of the arts, charity, education and science in Portugal and abroad, including through its UK Branch and Paris Delegation. The Foundation promotes a wide range of programs and projects that contribute to overcoming particular needs in contemporary society and seek innovative responses to problems in the current world. The Blue Bio Value is supported by the Gulbenkian Sustainable Development Program which aims to promote the development of a society that is committed to future generations, environmentally responsible, economically viable and socially fair.

**BGI SA - Building Global Innovators** is a deep tech accelerator, spin out of the MIT Portugal Entrepreneurship & Innovation Initiative, with a 9-year-old track record in disruptive, tech-based innovation. Our mission is to deliver value through:

1. Acceleration: Access to market & funding
2. Open Innovation
3. Capacity building

to scale sustainable and transformative ventures.

BGI is a world class accelerator that successfully takes innovation further by working and connecting startups, corporates and investors, using our own methodologies, counting with 7 exits, 2 unicorns and with an alumni community with over €300 million capital raised.

The **BLUEBIO ALLIANCE** is a national network that includes all subsectors of the marine bioresources value chain in Portugal. It ranges from raw material producers, R&D units, to biotech SMEs, transforming centres and manufacturers, public sector entities and support companies, up to the final consumer product developers. The BLUEBIO ALLIANCE aims at collectively organizing this value chain, to foster its relations and dynamics, leveraging its SMEs growth and accelerating their internationalization by increasing their outreach and exportations, leading to more jobs and value creation for Portugal.

## **Annex I**

### **Definition of Blue Bioeconomy e Blue biotechnology**

Biotechnology is based on the application of science and technology to organisms for the development of products or services. Blue biotechnology develops products or services using biological agents - being organisms, cells or molecules – extracted from the marine environment. Applications range from new biomaterials, such as bioplastics from algae, new food and feed solutions, new pharmaceuticals, cosmetics and nutraceuticals, amongst others.

Blue Biotechnology has grown significantly due to advancements in deep-water collection methods, extraction techniques and the increase in demand within the market, particularly for aquaculture and chemical synthesis. The great potential of marine biotechnology, above all, is the enormous biodiversity found in the ocean.

The Promoters of Blue Bio Value Ideation 2022 believe that it is possible to move towards a new development model, capable of decoupling economic growth from the degradation of natural resources. The Blue bioeconomy is essential in responding to this challenge: it promotes ocean conservation whilst generating wealth and jobs through sustainable solutions based on the use of marine bio-resources.