

## **EXCLUSIVELY CULTURAL CONTEST**

### **REGULATION - CIAB FINTECH DAY 2018**

**3<sup>rd</sup> edition - 2018**

With the purpose of encouraging business, partnership and projects by the Fintechs and Start-ups in general, aiming at promoting initiatives related to innovation in banking technology field, **THE BRAZILIAN FEDERATION OF BANKS**, headquartered at Avenida Brigadeiro Faria Lima, no. 1,485, 15th floor, Torre Norte, Jardim Paulistano, city of São Paulo/SP, zip code 01452-002, enrolled with CNPJ/MF (Brazilian business registration) under no. 00.068.353/0001-23, hereinafter called "**FEBRABAN**", shall promote the Exclusively Cultural Contest, called **CIAB Fintech Day 2018** (simply "Contest") and invites all interested parties to present their proposals in compliance with this **REGULATION**.

#### **1. PURPOSE**

**1.1.** The purpose of the Contest is to choose technological solutions that can be applied to the financial market, to be presented by the Fintechs and Start-ups, companies participating in the contest, in the event called **CIAB Fintech Day 2018**, which shall take place on **June 12<sup>th</sup> to 14<sup>th</sup>, 2018** at the Transamérica Expo Center in São Paulo/SP, located at Avenida Dr. Mário Villas Boas Rodrigues, no. 387, Santo Amaro, Postal Code 04757-020, in the city of São Paulo/SP.

**1.2.** This contest aims at encouraging business among Financial Institutions, Fintechs and Start-ups and develop software, hardware and technological solutions for the financial sector or that use software and/or services as elements of their innovation efforts.

**1.3.** This incentive will be given through the opportunity to present the best projects created by the contest participants, which will be selected by two task groups (TGs) from FEBRABAN: i) Financial institutions and ii) Jury TG.

**1.4.** This Contest has an exclusively cultural and free character, and it is expressly clear that the participating Fintechs and Start-ups will not be subjected, in any way, to any kind of luck, in accordance with article 3, item II, of Law no. 5,768/71, as well as article 30 of Decree no. 70,951/72.

**1.5.** The participation in the Contest is voluntary and completely free of charge, and it is not necessary to purchase of any product, goods, right or service, nor will be subjected to payment of any amount and/or value, by the participants, whatever the nature.

**1.6. THE PARTICIPATION IN THIS CONTEST SUBJECTS ALL APPLICANTS TO FOLLOW THE RULES AND CONDITIONS SET IN THIS REGULATION. THEREFORE, THE PARTICIPANT, UPON REGISTRATION, ADHERES TO ALL PROVISIONS, STATING THAT THEY HAVE READ, UNDERSTOOD, ARE FULLY**

**AWARE, AND UNRESTRICTEDLY AND FULLY ACCEPT ALL TERMS OF THIS REGULATION.**

**1.7.** The proposals shall comply with the specific conditions set in the **REGULATION**.

**1.8.** The project should be a result of the participant's intellectual creation or of the executing team from the Fintech or Start-up, in which case the participant must prove their connection, and it is not accepted, under any circumstances, copy (total or partial) of projects that hurt third-party copyright and property rights, under penalty of immediate disqualification of the participant.

**1.9.** It is not allowed to send projects containing profanity or words that offend moral and good manners, or that mention FEBRABAN, directly or indirectly, as well as its associates, in which case the project author will be automatically disqualified from this Contest by FEBRABAN.

**1.9.1.** Likewise, plagiarism or projects that contain illegal, harmful, wrongful, threatening, offensive, scurrilous, defamatory, disrespectful, unfounded, discriminatory, criminal content and/or that do not meet the accuracy and authenticity criteria; those that are products or result from any kind of fraud; work that harass or violate the privacy of third parties, that are vulgar, profane, sexually explicit, obscene, racial or ethnically offensive or, in any way, unacceptable for causing image, material or moral risk or damages to FEBRABAN, its members, employees or any of its associates or third parties shall be automatically disqualified.

**1.9.2.** Likewise, the project that suggests or encourages illegal activity, as well as the disclosure of information that cannot be conveyed by legal or contractual reasons, will be immediately disqualified.

## **2. WHO CAN PARTICIPATE**

**2.1.** This contest is valid nationwide and its participants are Brazilian and International Fintechs or Start-ups that develop innovative projects related to technological solutions and for the financial sector, with growth and scalability potential.

**2.2.** In addition to those who do not conform to the above requirements, all FEBRABAN employees, people directly involved in this Contest, including the representatives of the Financial Institutions and Jury TGs, as well as their spouses and relatives up to the second degree, are forbidden to enter this Contest, under penalty of disqualification.

## **3. PRESENTATION AND SUBMISSION OF PROPOSALS (Form + Project)**

**3.1.** The proposal submitted by the participant must be presented with a file containing the scope and description of the project, with a maximum of 8 (eight) pages and must be sent to FEBRABAN exclusively by filling the online Proposal Form fully and accurately, which is available on [www.ciab.org.br](http://www.ciab.org.br)

**3.1.1.** FEBRABAN is the only organizer of the event called "CIAB FEBRABAN 2018", where the contest "**CIAB Fintech Day 2018**" will take place. After the end of the contest, FEBRABAN undertakes to not disclose the proposals and documents received by the participants, and will not use them for any other purpose that is not connected with the contest.

**3.2.** The entire application process will be made exclusively online and only applications sent online and within the period set in this regulation will be accepted and deemed valid.

**3.2.1.** At the time of submission

At the time of submission the Fintech/ Start-up shall inform the following data:

- a) Full company name;
- b) Tax ID Number;
- c) Website (if available);
- d) Name, address, e-mail and phone of the Company's contact person;

**3.3.** The proposal must be submitted to FEBRABAN, following the agenda below:

<b>Fintech/Start-up/ Insurtech's Country</b>	<b>Submission deadline</b>
Brazil	Jan 22 <sup>nd</sup> to Apr 2 <sup>nd</sup> , 2018
Mexico	Jan 22 <sup>nd</sup> to Feb 16 <sup>th</sup> , 2018
Argentina	Jan 22 <sup>nd</sup> to Mar 23 <sup>rd</sup> , 2018
Colombia	Jan 22 <sup>nd</sup> to Mar 23 <sup>rd</sup> , 2018
Other countries	Jan 22 <sup>nd</sup> to Apr 2 <sup>nd</sup> , 2018

**3.4.** After submission of the Proposal, the participant will receive the confirmation email, which will serve as proof of submission of the project.

**3.5.** The project file must be attached to the online Proposal Form, **exclusively in "pdf" format**, limited to 2 MB (two megabytes) and a maximum of 8 (eight) pages.

**3.6.** Proposals submitted and sent by any other means, or after the final deadline for submission set in sub-item 3.3 above shall not be accepted. Thus, **it is recommended that the proposals are submitted early on, before the final deadline for submission. FEBRABAN SHALL NOT BE LIABLE FOR PROPOSALS THAT ARE NOT RECEIVED AS A RESULT OF ANY TECHNICAL ISSUES RELATED TO APPLICATION INCOMPATIBILITY, AS WELL AS TO ACCESS, TRANSMISSION OR PROCESSING OF ANY NATURE, WHETHER EXTERNAL OR INTERNAL TO FEBRABAN.**

**3.7.** Only one proposal per Applicant will be accepted.

**3.8.** If the same participant sends a second proposal within the period informed, respecting the deadline for submission of proposals, it shall be deemed as a replacement of the previous one, and only the last proposal received will be considered for review.

**3.9.** The project must be clearly characterized as technological development for innovation purposes, applied to the financial system.

**3.10.** It is required, under penalty of proposal disqualification that this project presents exactly the information contained in the **APPLICATION FORM**, in the order presented therein, so that it allows its proper analysis by the TGs mentioned in item 3.3.

**3.11.** Completion and submission of the **APPLICATION FORMS** must be made exclusively on the website informed.

#### **4. PROJECTS ADMISSIONS AND EVALUATION**

**4.1.** The selection of the submitted proposals will be made by the TGs of Financial Institutions and Jury. The TGs' members will be invited under FEBRABAN's exclusive discretion.

**4.2.** FEBRABAN, through the Financial Institutions TG, has the responsibility to assess the admission form and documents submitted as well as the briefing and project registered. The TG will select, at its sole and exclusive discretion, only 17 (seventeen) best projects, which will be presented during CIAB FEBRABAN 2018 event, as follows:

<b>CATEGORY</b>	<b>QUANTITY</b>
Brazilian Fintechs	8
Brazilian Insurtechs	3
Mexican Fintechs	1
Argentinian Fintechs	1
Colombian Fintechs	1
Fintechs from other countries	3

**4.2.1.** Latin-American Editions - The Fintechs from Mexico, Argentina and Colombia which will participate on "CIAB Fintech Day 2018" will be selected through the Latin-American editions that will be held on the dates and places described below:

<b>COUNTRY</b>	<b>CITY</b>	<b>DATE</b>	<b>SUBMISSION DEADLINE</b>
Mexico	Mexico City	February 26th, 2018	Jan 22 <sup>nd</sup> to Feb 16 <sup>th</sup> , 2018
Argentina	Buenos Aires	April 3rd, 2018	Jan 22 <sup>nd</sup> to Mar 23 <sup>rd</sup> , 2018
Colombia	Bogota	April 5th, 2018	Jan 22 <sup>nd</sup> to Mar 23 <sup>rd</sup> , 2018

**4.2.2.** For each Latin-American edition, 6 (six) projects will be selected from each country. The 6 (six) selected Fintechs will participate on a "pitch" competition. The Jury will assess the presentations and will choose only one project to participate on "CIAB

Fintech Day 2018", which will be held from June 12th to 14th, 2018 at Transamerica Expo Center in São Paulo/SP, Brazil.

**4.2.3.** The event's organizing committee will pay the airfare (economy class) and accommodation (Transamerica Hotel Sao Paulo) for up to 2 (two) representatives of each winning team from the Latin-American edition.

**4.3.** The judging committee will be responsible for the selection of 3 (three) winning projects of Fintechs or Start-ups and 1 (one) winning project of Insurtech, among the 17 finalists projects mentioned above.

**4.4.** All processes of analysis and selection of finalists and winners are full and sole responsibility of the Financial Institutions TG and the Jury TG.

**4.5.** In the event of a tie between projects, the tiebreaker decision will be the exclusive of the Jury TG, and their decision shall be sovereign and from which no appeal shall lie.

**4.6.** All decisions of the Jury TG are sovereign, and no resources or appeals from the participants will be accepted in any stage of the Contest, whether during the assessment or at the award ceremony.

**4.7.** Analysis and selection criteria:

**1. Customer Experience:**

- Which customer need is met?
- How the project offers a great experience to the customer?

**2. Boldness:**

- Does the Technology provides solutions to major problems?
- What type of problem or opportunity area does the technology address?

**3. Innovation and Simplicity:**

- Is the Technology innovative?
- Does the Technology simplifies a complex process?

**4. Scalability:**

- Does the project have a growth potential/future?
- What is the expected return deadline?

**5. Sinergy with the Financial Institutions:**

- Can the solution be used by Banks and Financial Institutions?
- Does the solution add value to products and services offered by the Financial Institutions?

## 5. JUDGEMENT RESULTS OF THE CHOSEN PROJECTS

5.1. The list of the 17 (seventeen) finalist projects will be disclosed on the event “**CIAB Fintech Day 2018**” and in advance on the website [www.ciab.org.br](http://www.ciab.org.br) until April 30th, 2018.

## 6. SUPPORT FOR PROJECTS

6.1. The selected projects will be presented by the participants to the Financial Institutions, IT Companies, Business Incubators, Business Accelerators, Support Entities and Investors, during the “**CIAB Fintech Day 2018**”, inside the *Fintech Lounge*.

6.2. Each selected company will be responsible for the airfare tickets and/ or ground transportation and accommodation to the selected participants, excepting the selected finalists from the Latin-American edition that will be held in Mexico, Argentina and Colombia.

6.3. All the selected projects and hence presented during the “**CIAB Fintech Day 2018**” will be judged by the Financial Institutions and Jury TG, following the assessment criteria described on the Item 4.7 of this document.

6.3.1. The 3 (three) best Fintech projects and the best Insurtech project assessed by the Jury TG will be rewarded as the terms on Item 8 of this document.

## 7. TIMETABLE

7.1. The Cultural Contest will have the following timetable:

a) Launching of the Contest, submission of FEBRABAN invitation to the Fintechs and selected Start-ups to participate and opening of the registration form on **CIAB** portal - [www.ciab.org.br](http://www.ciab.org.br) - starting on January 22nd, 2018.

b) Final date for proposals submission:

<b>Fintech/Start-up/ Insurtech's Country</b>	<b>Deadline</b>
Brazil	April 2nd, 2018 - at 11:59 PM (Current Local Time - Brasilia/DF)
Mexico	February 16th, 2018 - at 11:59 PM (Current Local Time - Brasilia/DF)
Argentina	March 23rd, 2018 - at 11:59 PM (Current Local Time - Brasilia/DF)
Colombia	March 23rd, 2018 - at 11:59 PM (Current Local Time - Brasilia/DF)
Other countries	April 2nd, 2018 - at 11:59 PM (Current Local Time - Brasilia/DF)

c) Announcement of the finalists projects on **CIAB portal (ciab.org.br) - Apr 30th, 2018.**

d) CIAB Fintech Day 2018 - June 12th to 14th, 2018

## **8. THE EVENT "CIAB FINTECH DAY 2018"**

**8.1.** The 17 (seventeen) finalists projects will be presented by the participant or the representative of the Company during the "**CIAB FINTECH DAY 2018**". The projects will be presented to the members of the Jury TG, which will be composed by members elected by the Financial Institution TG.

**8.1.1.** The 17 (seventeen) selected projects will be entitled to participate in the Fintech Lounge on June 12 to 14, 2018 to show their technological solutions to the public of the "CIAB FEBRABAN 2018" event. Each participant will be entitled to use a display counter, which shall be provided by FEBRABAN.

**8.2.** The selected Projects will be presented as a 5 (five)-minute Pitch with 2 (two) extra minutes for questions and answers. The questions will be done exclusively by the Jury TG which will be composed with members elected by the Financial Institutions TG.

**8.3.** The winners of the Contest will receive the following prizes:

<b>CATEGORY</b>	<b>PRIZE</b>
<b>The 3 Best Fintechs</b> - will be rewarded the 3 most voted Fintechs	CIAB Fintech Day 2018 Trophy + two Business Meetings with Banks Leaderships
<b>The Best Insurtech</b> - will be rewarded the 3 most voted Insurtechs	CIAB Fintech Day 2018 Trophy + two Business Meetings with Insurance Companies Leaderships
<b>The 2 Best Brazilian Fintechs and the Best Brazilian Insurtech</b> will be rewarded	Participation at Money 2020 event (October 2018, Las Vegas) inside CIAB Booth. Airfare and accommodation provided by FEBRABAN for 01 participant

## **9. REPRESENTATION AND COMPOSITION OF THE SUPPORT TEAM:**

**9.1.** The participant is responsible for presenting the project before FEBRABAN, and must meet the requirements below:

a) To be the registered author or an employee of the company that owns the project;

b) To have a formal and proven bond to the Fintech or Start-up that developed the project. Formal bond is understood as any form of explicit and easily proved relation that exists between the individual participant and the Fintech or Start-up.

## **10. ADDITIONAL CLARIFICATIONS AND INFORMATION ABOUT THE CONTENT OF THE REGULATION AND COMPLETION OF THE REGISTRATION FORM**

**10.1.** Additional clarifications and information about the content of this Regulation may be obtained by sending a message to: [fintechday@febraban.org.br](mailto:fintechday@febraban.org.br)

**10.2.** The support to applicants with technical difficulties to complete the Registration Form shall be provided by e-mail at [fintechday@febraban.org.br](mailto:fintechday@febraban.org.br)

## **11. CONTEST CANCELLATION**

**11.1.** The contest may be cancelled by FEBRABAN in the event of a fact whose severity justifies its cancellation, without prejudice to other arrangements applicable in a decision duly based, upon previous notice by the same means of promotion of the contest, and this shall not imply right to indemnity or claim of any nature from the participants.

**11.2.** Applications with an attempt of fraud to the registration, or the use of any electronic, computer, digital, robotic, repetitive, automatic, mechanic and/or similar means with the deliberate purpose of automatic and/or repetitive reproduction of applications, identical or otherwise shall be deemed void and shall be immediately disqualified and prevented from competing to the prizes; and all applications made by the participant that use one of the abovementioned means or with one of the abovementioned purposes shall also be voided, even if all application come from such means or are performed with such purposes.

**11.3.** The participants that try to violate this Regulation or provide any kind of untruthful information, proposals and projects plagiarism, identified on the moment submission or during the contest shall be automatically eliminated and deemed responsible for their actions under civil and criminal laws.

## **12 - SPECIAL PERMITS AND AUTHORIZATIONS**

**12.1.** It is the sole responsibility of each participant to adopt all measures involving special permits and authorizations, of ethical or legal nature, required for the execution and presentation of the project.

## **13. SECRECY AND CONFIDENTIALITY OF INFORMATION**

**13.1.** All data provided by the participants upon registration will be stored by FEBRABAN, who undertakes to use such information only for the purposes set out in this Regulation. FEBRABAN may check the authenticity and truthfulness of all information provided by the participants.

**13.2.** If the information provided by the participants proves to be, at any time, untruthful, either through due verification by FEBRABAN or by the Judging Committee, or by other means of verification, the participants shall be automatically disqualified.



## **14. INTELLECTUAL PROPERTY**

**14.1.** The participant guarantees, as of now, that it is the author of the project presented, and that it does not violate any copyrights of third parties, and that it has all the necessary authorizations to disclose the project registered, under penalty of civil and criminal liability for the material and/or moral damages that may be caused to FEBRABAN and/or a third-party affected.

**14.2.** Without prejudice to the provisions of item 12.1, the participants of the Cultural Contest, including finalists and winners, undertake herein full responsibility for the project they shall send, for its ownership and originality, including, but not limited to responsibility for any violations to intimacy, privacy, honour and image of any person, to duties of secrecy, to industrial property, copyrights and/or in respect to any claim from third parties who feel damaged, exempting FEBRABAN from any responsibility for such facts, aspects, rights and/or situations.

## **15. USE OF NAME, IMAGE AND VOICE OF PARTICIPANTS**

**15.1.** By participating in the Contest, the participant authorizes the free, definitive and irrevocable use of its name and image in any means/vehicle chosen by FEBRABAN, to promote this Contest, the awards received or other similar actions related to this Contest, indefinitely, without limitation to frequency, without this resulting in any type of encumbrance.

**15.2.** The authorizations described shall be free and do not entail any obligation of promotion or payment of an amount by FEBRABAN.

## **16. GENERAL PROVISIONS**

**16.1.** During the realization of the cultural contest, any communications with FEBRABAN shall be made only by the project coordinator, by e-mail to [FINTECHDAY@FEBRABAN.ORG.BR](mailto:FINTECHDAY@FEBRABAN.ORG.BR).

**16.2.** Any changes related to the presentation of the project shall be requested to FEBRABAN by its coordinator, with the relevant reasons, and such change shall be authorized prior to the presentation date.

**16.3.** FEBRABAN reserves the right to perform technical visits or request additional information during the realization of the project in order to improve the contest Assessment and Monitoring System.

**16.4.** FEBRABAN shall not be liable for technical issues, failures or malfunctioning of any kind in computer networks, servers or providers, computer equipment, hardware or software, not for error, interruption, defect, delay or failure in operations or transmissions to the proper processing of applications, including, but not limited to the inaccurate transmission of applications or FEBRABAN failure to receive them due to

technical issues, bottlenecks on the internet or on the Contest website, virus, power cuts, programming failures (bugs) or third party violation (hackers).

**16.5.** This document will be publically available in Portuguese, English and Spanish languages. In the case of divergences on the terms, the Portuguese version shall prevail.

The DISTRICT FORUM OF THIS CAPITAL OF THE STATE OF SÃO PAULO is elected, and any other is excluded, as privileged as it may be, to resolve or interpret all conditions herein.

Last version approved and published on February 5th, 2018 by: Brazilian Federation of Banks