

# **SCALEUP INBRAZIL GUIDELINES**

**(updated on April 10th 2023)**

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## 1. ABOUT THE PROGRAM:

ScaleUp inBrazil (SUIB) accelerates and bridges business between countries and innovation ecosystems ranked on the Global Innovation Index and Brazil. The program attracts disruptive and innovative companies to expand and scale in the Brazilian market.

SUIB provides companies the methodology and tools they need to properly access the Brazilian market by validating their products, securing customers, and starting operations in the country.

The program focuses on five main pillars:

1. **Customers:** access to potential customers, corporations and strategic partners.
2. **Market Strategy:** strategic support to market access.
3. **Knowledge:** individual and group workshops with specialists addressing the mandatory information for a company to internationalize in Brazil.
4. **Cultural Environment:** support for an easier navigation through the Brazilian business cultural environment.
5. **Local Funding:** access to potential financial and innovation investors to support the expansion to the Brazilian operation.

The program was designed by the Brazilian Private Equity and Venture Capital Association (ABVCAP), the Brazilian Trade and Investment Agency (ApexBrasil) and Israel Trade & Investment and launched in 2019. Since then, three editions of the program have been held accelerating a total of 32 companies, five from 1<sup>st</sup> Batch , 10 from the 2<sup>nd</sup> Batch and 17 from the 3<sup>rd</sup> Batch. The program is divided into five stages. More details on each stage are provided on item 3. The program's second edition had to be converted to an online-only program due to the COVID-19 pandemic.

Some of the results that the program has achieved so far includes:

- A total of 32 companies accelerated.
- Out of which 11 already announced operations in Brazil.
- Signing of 13 formal contracts.
- Meeting with more than 500 qualified potential clients.
- Hiring of at least 50 local professionals.
- Raising more than USD 9MM from local investors to expand local operations

The program also counts on the support and partnerships of major market players in Brazil, Israel, Japan, and Singapore.

## **2. SERVICES PROVIDED IN THE PROGRAM:**

### **2.1. What the program offers**

- a. Consulting with experts in different segments in the Brazilian market.
- b. Consulting with business development to facilitate potential business meetings during the immersions.
- c. Business strategy consultancy to guide the initial steps into the internationalization process to Brazil.
- d. Interaction with investors focused on technology, and innovation.
- e. Interaction with Brazilian entrepreneurs and corporations.
- f. Immersion in the Brazilian innovation ecosystems through virtual and in-person sessions with experts.
- g. Office space for the immersion experience periods in São Paulo at CUBO.
- h. Individual mentorship with Brazilian experts in a variety of segments.

### **2.2. What the program does not offer:**

- a) Transportation costs including airfare and local transportation costs.
- b) Accommodations during the stay in Brazil.
- c) Expenses with food and beverage during the stay in Brazil.
- d) Hiring any additional consultancy which is not specified in these guidelines.

## **3. PROGRAM STAGES**

### **3.1 Stage 1 - Setting the Stage: An Overview of the Brazilian Market**

A maximum of 35 companies will be selected to join stage 1 of the program in which they will be provided with:

1. A brief local market report (3-5 pages) customized to the sectors each company operates. The report aims to provide each company with a brief overview of the segment in Brazil they operate, a list of potential competitors and a list of potential clients.
2. A total of four online sessions that will address the following topics:
  - a) Doing Business in Brazil – an overview of the business culture environment local customers approaching and relationship. The activity includes a dialogue with Brazilian and international tech companies already operating in the country and their feedback on experiences and lessons learned.
  - b) Navigating the Legal and Fiscal Environment - An overview of the legal and tax systems in Brazil how they should navigate it.
  - c) The Brazilian innovation ecosystem – VCs, CVCs and entrepreneurs will share their insights on the local tech community.
  - d) Online Pitch meetings (Gibush) - Connection between selected companies and local investors to provide 5 min- pitches and Q&A sessions with local

investors. This session is part of the selection process for the companies to be accelerated joining stages two to five of the program.

### **3.2 Stage 2 - Immersion I: Identifying customers and understanding how to operate in Brazil**

A maximum of twenty (20) companies out of Stage 1 of the program will be selected to continue in the following stages and be effectively accelerated by the program. They will receive full support to initiate their business agenda and understanding about expansion to the Brazilian market Brazil. Stage 2 is divided into two parts, an online and onsite immersions.

#### **3.2.1 ONLINE:**

Workshops, mentorship sessions, conversations with local entrepreneurs and interviews with business development experts and strategic planners will be held online. The interviews with dedicated consultancies aims to understand more of the company's product and support the entrance to the Brazilian market. The objective is to identify potential customers, secure business meetings for the onsite part of the program as well as deliver an in-depth strategic report ranging from 10 to 50 pages for every company.

#### **3.2.2 ONSITE:**

- a) The companies will spend a maximum of two (2) weeks in Brazil with the possibility of extending it should any additional agenda arise.
- b) The onsite part of the program will be held in CUBO, the most relevant innovation hub in Latin America based in Sao Paulo, Brazil. The program will focus on meetings with potential customers, in-person training sessions with local experts and networking sessions with potential partners and investors. This period is meant to provide entrepreneurs with product and client validation and the path for potential proof of concepts (POCs). The in-person immersions will offer founders an opportunity to hold several business meetings principally in Sao Paulo and potentially other innovation hubs from north to south of Brazil to be determined based on the comparative analysis between the business opportunities and the sectors of the participating companies.

**The first mission to Brazil will be mainly dedicated to São Paulo city. However, designers and partner countries are free to decide whether some additional innovation ecosystems in Brazil should be included to the agenda. This may affect travel costs and offer different co-working options to be explored by the selected companies.**

### **3.3 Stage 3 – Product Pivoting**

Upon completion of Stage 2, entrepreneurs must return to their home countries (company headquarters). This period will last for a minimum of eight weeks, such cool down must be dedicated to follow up with clients, proceed with any

product/service amendments, and align working teams for the next onsite immersion. Designers suggest that entrepreneurs should focus to:

- a) Implement the product “pivots” that have been identified during the immersion phase and deliver a “minimum viable product” to customers in Brazil, as quickly as possible.
- b) Attend a weekly individual online discussion with the ScaleUp inBrazil Team;
- c) Continue with new customers’ identification and relationship nurturing with existing leads.
- d) Plan next steps for Brazil’s market penetration and business development.
- e) Carry on all assignments related to the Business Strategy Consultancy.

### **3.4 Stage 4 – Immersion II: Proof of Concept**

During stage 4 the companies will return to Brazil for a maximum of two (2) weeks, to validate their adaptations to the Brazilian market with follow-up and new meetings with potential customers.

- a) Depending on the profile out of the selected group, part of this second immersion agenda can be unfold in Belo Horizonte, Rio de Janeiro, Florianopolis or other innovation hubs throughout the country the program finds relevant to the current Batch.
- b) They will continue their in-person training sessions with local experts and networking and meet-up sessions with potential partners and investors.

### **3.5 Stage 5 – Post Program Support**

Scaling up is not easy especially once experiencing a new market. Understanding that this is a long-term process, the Scale-up inBrazil program will continue to provide value-added services and support the selected entrepreneurs for a 6-month period by:

- a) Providing access to all the recorded training sessions held in the program;
- b) Providing support through an advisory committee composed of the program sponsors and experts in the entrepreneur’s sectors to provide advice and introductions to Brazilian customers suppliers, service providers, technical experts, regulators and government officials;
- c) Considering reported Proof of Concepts, Pilots and investment negotiations by providing follow up and feedback when necessary;
- d) A package of service provider’s discounts and benefits could be provided during the program.

During immersion periods (stages 2 and 4) the ScaleUp Committee may consider including the attendance to innovation entrepreneurial events in Brazil to scale business opportunities. Should this happen, proper badges will be facilitated to the companies by the ScaleUp team as well as additional information.

#### **4. COUNTRY PARTNERS:**

The program may allow one new country partner every two editions of ScaleUp in Brazil. The next opportunity to become a country partner will be for the 5<sup>th</sup> Batch. Each interested country should ensure that it complies with the criteria to become a partner and that it is committed to the required obligations to the program.

##### **4.1. Qualifying Criteria to Become a Country Partner**

SUIB is open to support additional countries to its strategy. In order to apply and be accepted the partner country must attend the following:

- a) Rank in the top 20 countries listed by the Global Innovation Index annually published by WIPO in the previous year to its application to the program.
- b) Present at list of at least 20 prescreened tech companies, generating revenues, willing to expand to Brazil.
- c) Conduct an interview with your country-based companies with operations in Brazil to identify the major challenges these companies had to penetrate the Brazilian market. The findings must be shared with the ScaleUp in Brazil team for evaluation.
- d) Dedicate an in-house or external officer to support the program's activities online and physically in Brazil during the local immersions.
- e) Be open to share the costs of the program's expenses such as venue for events, co-working space rental, catering, consultancies, marketing and communications services among others.

Proving previous similar soft-landing programs organized in Brazil by the country and grants availability for its entrepreneurs is a plus.

ScaleUp in Brazil will only admit new countries once considered budgetary restrictions. Under this condition, a maximum of one applicant in every two year's cycle will be considered. Previous applications to the program must be prioritized over new applicants. New country propositions should be submitted to the email [contato@scaleupinbrazil.com](mailto:contato@scaleupinbrazil.com) with reference to SUIB Country Application in the subject line of the message.

##### **4.2. Required Activities for a Country Partner**

When applying to become a country partner, be in mind that the following activities will be required:

- a) Co-organizing with ABVCAP and ApexBrasil a prospective mission to the country.
- b) Marketing promotion material through digital media, by publishing or securing at least 3-5 local media hits or other program's promotional activities in the country.

- c) Securing from 3 to 5 local investors (IVCs and CVCs)
- d) Securing from 3 to 5 local innovation and entrepreneurial hubs
- e) Securing a minimum of 15 registrations per country
- f) Mapping at least five companies operating in Brazil from its own country.
- g) Presenting a 2-5-page overview of the local innovation ecosystem.

### **4.3. Key Activities Required by a Country Partner**

Every designated organization and participating countries must observe and deliver key activities to the program such as:

- a) Providing detailed information about the main challenges of your home country companies on penetrating the Brazilian market.
- b) Facilitating a prospection agenda in the country including access to local entrepreneurs, investors, potential partners, and innovation hubs.
- c) Mapping and supporting the program’s content, agenda and registration marketing promotion in English and local language including designing digital media if needed and securing media hits in the local media.
- d) Prospecting additional potential customers on behalf of the selected companies in Brazil.
- e) Supporting your country-based entrepreneurs to manage, schedule and follow up on business meetings during the immersions.
- f) Identifying successful cases of corporations or entrepreneurs from the same nationality in Brazil for content and mentorship purposes.
- g) Supporting companies from the same nationality with translation needs, cultural challenges and behavioral matters by providing and facilitating frequently feedbacks – especially if requested from SUIB Designers.
- h) Committing time and team to support your country-based entrepreneurs to attend and commit themselves to participate in the whole extension of the program agenda.
- i) Collecting companies’ data and intelligence regarding business performance and results related to the program before and after each batch.
- j) Co-organizing, promoting, curating online, and onsite events of the program.
- k) Covering its own traveling and operational expenses.

### **5. TIMELINE:**

Registrations open	April 14th, 2023
Registrations close	June 30th, 2023
Announcement of selected companies for Stage 1	July 27th, 2023

*(Communication will be done via email and on the website)*

### **STAGE 1**

begins	August 1st, 2023
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ends	September 10th, 2023
Announcement of selected companies for Stage 2	September 12th, 2023

*(communication will be done via email and on the website)*

## **STAGE 2**

Immersion experience I begins	October 16th, 2023
Immersion experience I ends	October 27th, 2023

## **STAGE 3**

begins	November 7 <sup>th</sup> , 2023
ends	February 20 <sup>th</sup> , 2024

## **STAGE 4**

Immersion experience II begins	March, 2024
Immersion experience II ends	March, 2024

## **STAGE 5**

begins	April, 2024
ends	September, 2024

The dates are subject to change. Updates will be posted on the site <https://www.scaleupinbrazil.com/>.

## **6. WHO SHOULD APPLY:**

The program is oriented to tech companies, from the accepted partner countries, who comply with the criteria below:

- a) Preferably, but not restricted to, high tech B2B companies.
- b) Companies with validated products and revenues in their country of origin or other country.
- c) Interest in expanding abroad or already operational in other markets.
- d) Solutions that present a high market fit with Brazil.
- e) Clear intention of opening a local office, hiring local team, setting R&D facilities or investing in the country.



- f) Companies with a proven ESG value proposition will receive an extra point;
- g) A founder or C-Level representative must be the person attending in-person immersions in Brazil. The program is oriented not only to secure costumers, but also provides the possibility to engage with strategic partners and investors. Sales representatives only or new hired team members very often cannot answer or follow these kinds of opportunities properly. ScaleUp in Brazil team frequently observe potential opportunities being lost due to lack of decision making or strategic knowledge about the company.

## 7. CONDITIONS FOR PARTICIPATION:

- 7.1. The program does not require that participants must establish operations in Brazil. However, attending companies should have this goal in mind before applying to the program and use the provided tools and agenda to boost the decision of expanding business to Brazil.
- 7.2. All selected companies must be committed to participate in **all activities of the official program's** agenda including the online sessions and onsite events.
- 7.3. It must be clear that the services of business development and strategic planning are paid services funded with public resources. Failing to support the requests and deliverables made available by the responsible consultant for such services may result in penalties.
- 7.4. The business development service represents the main source of clients deal flow for companies provided by the program. Thus, all entrepreneurs must commit to observe business meetings scheduled by the business developer and ScaleUp Team on time. The ScaleUp in Brazil organizers expect that all attending companies experience a minimum of 20 commercial meetings during the whole program. It is strongly recommended that the company's representative engages proactively with the market whenever it is possible.
- 7.5. The strategic planning service aims to support selected companies' mindset and potential amendments to their products, marketing and channel distribution option for the Brazilian market. Entrepreneurs must state since the program's beginning whether they will use the service and collaborate for its proper development.
- 7.6. The hired strategic planning consultancy will have several meetings with each company to collect enough data and information that will be used to build the final basic report in collaboration company. The report will not cover all possible content, but a basic overview of main topics needed to understand the Brazilian market. For further details, it is advisable to use this document for a starting point.

- 7.7. The no-show of 20% of the content of each stage may cause the expulsion of the company from the program. In case the participant is not able to hold the activity, please appoint another high ranked executive to take part in it in advance.
- 7.8. All selected companies for Stages 2 to 5 must be committed to attending the two 15-day immersion experiences in São Paulo and other innovation ecosystems selected by the ScaleUp Team. This item is mandatory to guarantee the whole experience out of the program and opportunities. The ScaleUp in Brazil team strongly recommends that companies save enough budget for at least 2 business trips to the Brazilian market, even if in different fiscal years.
- 7.9. Scale Up inBrazil may request anytime proof of commitment from selected entrepreneurs with the program's proposed benefits and agenda like issued flight tickets, hotel bookings or similar evidence.

## **8. REGISTRATION:**

- 8.1. Only registrations made via the platform available on <https://www.scaleupinbrazil.com/> will be accepted;
- 8.2. The registration form should be completed in English. Registration forms in another language will be dismissed;
- 8.3. Registrations will open on April 14th, 2023 and will end at 23h59 (Brasilia time) on June 30th, 2023;
- 8.4. In case of change in dates, they will be communicated via the website <https://www.scaleupinbrazil.com/>;
- 8.5. The ScaleUp inBrazil Team is not responsible for eventual delays in the registration system.

## **9. CLASSIFICATION AND ATTENDANCE:**

- 9.1. To classify all participants must fully complete the registration form by the deadline. The registration form will request details about the company, the team, the product or service, revenues as well as the plan for internationalization and why Brazil should be a target market for the company.
- 9.2. All information shared are treated as confidential by the ScaleUp inBrazil Team and invited judges, only used to evaluate companies' maturity and dedication to expand to Brazil.
- 9.3. For Stage 1 a maximum of 35 companies will be selected. It will be up to the judging committee to decide if the companies meet the criteria and should be selected.

- 9.4.** For Stage 2-5 a maximum of 20 companies will be selected. It will be up to the judging committee to decide if the companies meet the criteria and should be selected.
- 9.5.** In case the judging committee understands that there are more than 35 qualified companies for Stage 1 or 20 for Stage 2-5, there will be a waitlist of up to 15 companies that could be selected, based on its selection ranking. This measure will be applicable up until the pitching sessions begin during stage 1 in the following cases:
- 9.5.1. A company decides it cannot continue on the program or;
  - 9.5.2. Is kindly asked to leave should it not comply with these guidelines.
- 9.6.** The ScaleUp inBrazil team assumes no commitment to select any companies to the program. The selection is made by the judging committee depending on the companies' qualification and market fit to the Brazilian economy.

## **10. SLOTS PER COUNTRY**

**10.1.** Every batch will save half of the slots on all stages available for Israeli companies given Israel's role in founding this program. The additional slots will be equally distributed among joining countries as the program develops through the years. Should the number of slots not be equally distributed to every partner country, ApexBrasil and ABVCAP shall manage final amendments.

10.1.1 In case companies from a country partner do not achieve the minimum average score for the selection process given the general performance of all companies being assessed or declines participation, ApexBrasil and ABVCAP reserve the right to call companies by their ranking instead of minimum slots per country as above.

**10.2.** The maximum grade any candidate might receive is 21 points. In cases which the average grade of candidate companies diverge by a number equal or smaller than 1.5 points for each partner country, ABVCAP and Apex-Brasil reserves the right to veto the selection of these companies in order to maintain the overall quality and standard out of each batch.

## **11. SELECTION CRITERIA:**

The selection process follows strict guidelines and is made by a judging committee comprised of industry experts such as corporations, venture capitalists, local and regional development agencies, institutional partners from Brazil, Israel, Japan and Singapore. The evaluation and selection process are divided in two phases and follow the criteria below:

### **11.1. Evaluation and Selection Process Phase 1**

11.1.1. Registration submissions, after the scheduled deadline, will result in elimination;

- 11.1.2. Companies not generating revenues will be eliminated, however the company's valuation will be considered;
- 11.1.3. Companies presenting no minimum viable product (MVP) will be eliminated, as well as companies with products not ready to the market;
- 11.1.4. Companies already operational in Brazil with a Brazilian entity will not be accepted to join the program;
- 11.1.5. The selection process assesses four different dimensions:
  - A) Innovation grade,
  - B) Market fit,
  - C) Company maturity for insertion in Brazil and
  - D) The Team.

Each dimension has a grading that ranges from 1 (one) to 5 (five) points, considering 1 (one) for the lowest rate and 5 (five) for the highest rate;
- 11.1.6. In case the applicant is already operational overseas an **extra half point** will be granted to the final evaluation score;
- 11.1.7. Companies with proven ESG solutions will receive one **extra half point** (Proven ESG solution/technology according to the SDG UN);
- 11.1.8. Based on the medium grade, a list of classification will have a maximum of 10 companies in addition to the maximum slots reserved for each stage (stage 1: 35 / stage 2: 20).
- 11.1.9. In case of a tie among the participants in the result, companies with a higher grade, according to the external evaluation will be prioritized. Should the tie remain, there will be a re-evaluation of the grades and those grades given to the innovation and maturity dimensions will be doubled.
- 11.1.10. The pre-selection is made by at least one evaluator from Apex-Brasil, ABVCAP, Israel Trade & Investment, JETRO and Enterprise Singapore to validate the integrity of registrants.
- 11.1.11. The preliminary list is then shared with private sector members of the judging committee who will evaluate the companies based on the four dimensions listed on item 10.1.5.
- 11.1.12. The final grade will be the arithmetic average among the grades from the internal and external evaluation.
- 11.1.13. In case we receive two or more pre-selected companies with similar solutions Apex-Brasil and ABVCAP reserves the right to select a maximum of two based on their market fit, maturity and innovation to be considered in the evaluation process of phase 1.

## **11.2. Evaluation and Selection Process Phase 2**

- 11.2.1. During stage 1 the companies will have to present their pitches to the same external judges who did their evaluation for stage 1.
- 11.2.2. Judges will re-assess the companies on the four different criteria:
  - A) Innovation grade,
  - B) Market fit,
  - C) Company maturity for insertion in Brazil and
  - D) The Team.

Each dimension has a grading that ranges from 1 (one) to 5 (five) points, considering 1 (one) for the lowest rate and 5 (five) for the highest rate;

- 11.2.3. In case of a tie among the participants in the result, companies with a higher grade, there will be a re-evaluation of those grades considering higher scores to the innovation and maturity criteria;
- 11.2.4. The companies selected to be accelerated in the same batch or join stages 2 through 5 should not present similar solutions or services that might compete for the same clients. Should there be a tie among the participants with similar solutions in the result, there will be a re-evaluation of those grades considering higher scores to the innovation and maturity criteria;
- 11.2.5. The final grade will be the arithmetic average among the grades from the phase 1 and phase 2 evaluations;

## **12. FINALISTS**

- 12.1. Finalists from both selection phases (stage 1 and stage 2) will have their names published on the site <https://www.scaleupinbrazil.com/> by classification order, besides receiving notification e-mails from [contato@scaleupinbrazil.com](mailto:contato@scaleupinbrazil.com);
- 12.2. It is the responsibility of the participants to monitor the information published on <https://www.scaleupinbrazil.com/>;
- 12.3. Selected participants will confirm their commitment to the program by signing an agreement and adherence form providing all necessary information and documents. Refusal to sign the document or skipping less than 20% out of the program content will result in elimination from it;
- 12.4. The Scaleup inBrazil organizers will produce a public profile of the companies to be shared with judges, partner and potential clients and elaborated on the information provided by each company in their registration form.
- 12.5. It is the responsibility of all companies to be up to date with their documentation including a valid passport.

## **13. COMMUNICATION:**

- 13.1. All information regarding the program will be published on the program's website <https://www.scaleupinbrazil.com/>. General enquiries must be sent to the ScaleUp inBrazil team by mail at [contact@scaleupinbrazil.com](mailto:contact@scaleupinbrazil.com) ;
- 13.2. All official communication must be sent by the e-mail of the main contact (s) responsible by the application submission. E-mails registered in the registration form cannot not be able to be changed after the application has been sent.
- 13.3. It is of the participants' responsibility to ensure proper conditions to access all communication sent by the ScaleUp inBrazil team. It is important that all participants verify if any of the ScaleUp inBrazil e-mails may be going to spam or being blocked by any digital technology. In case it does, ScaleUp inBrazil

Team can connect the participant with its IT team, if necessary, to fix the problem.

**13.4.** Other forms of communication such as phone calls, Skype, webinars, WhatsApp and others may be used by the ScaleUp inBrazil Team upon discretion. However, they should not substitute the official communication channel.

## **14. PENALTIES:**

### **14.1. Candidates and Participating Entrepreneurs**

14.1.1. Any infractions to the conditions of participation presented on the item 6 may incur into immediate exclusion in the program.

14.1.2. The inclusion of wrong data in the registration form may cause penalties in the classification or exclusion in the program and will be upon the ScaleUp inBrazil team discretion.

14.1.3. The ScaleUp inBrazil team retain the right to exclude from the classification or the program any entrepreneur who might have a civil or criminal infraction as well as those who do not respect the time and dates of the scheduled meetings, sessions or any other activity (online or in person) included in the official program.

### **14.2. Partner Countries**

14.2.1. An assessment to confirm if a country partner is complying with the guidelines will be made by ABVCAP and Apex-Brasil at three stages, 1. Two months prior to registration, 2. One week after registrations close and 3. During the evaluation and selection process for the companies to join the batch or stage 2-5.

14.2.2. Should a country partner not comply with the items listed on 4.2 and 4.3 that may incur into immediate exclusion of the country partner from the program and, as so, candidate companies who may be in the evaluation and selection process for phases 1 and 2 will be automatically eliminated of the process.

## **15. CONFIDENTIALITY:**

**15.1.** The organizers of the ScaleUp inBrazil program consider confidential every and all information received from entrepreneurs during the entire program. Its use is exclusive only for the purpose of developing and managing the program as proposed.

**15.2.** It is the responsibility of the entrepreneur to determine which information may be shared within the ScaleUp inBrazil program. No participant will be obliged to provide information they judge confidential and not pertinent to the

program, however not sharing mandatory information may affect companies' scoring during the assessment Stage.

**15.3.** The organizers of the Scaleup inBrazil program shall hold in absolute confidence confidential information on the other Party, which includes entrepreneurs, partners, sponsors and country partners, that they may become aware of as a result of this Agreement and undertake to deliver to the other Party or destroy all confidential documents and materials in their power or in the power of any of their subcontracted parties and/other third parties that Party may have had access to in the period of this Agreement. Referred to obligation shall be effective for a period of 05 (five) years as from term or termination of this Agreement, for any reason whatsoever, whichever occurs first.

Unless otherwise provided for in this Agreement, the Parties may not disclose to third parties the content of this Agreement or any other information received or accessed in the normal course of the services provided, which shall, reasonably, be treated as confidential and/or proprietary. Nevertheless, both Parties may disclose information:

(a) that is or becomes public, however not due to any noncompliance with this Agreement;

(b) that is subsequently obtained from third parties that, to the best of the knowledge of the Party that receives the information, are not subject to the obligation of holding this information in confidence in relation to the Party that supplied the information;

(c) that is already known by the receiving Party upon disclosure, or that is generated independently;

(d) that is disclosed as necessary for compliance with the rights of the receiving Party under the terms of this Agreement; or

(e) whose disclosure or communication is required by law, legal process or applicable professional regulations, hypotheses in which the disclosing Party shall provide this information, not being required to inform the other Party of such acts.

The Parties may communicate or transmit information by electronic media. Use of electronic media shall not constitute a breach of any confidentiality obligations established in this Agreement.

## **16. IMAGE RIGHTS:**

**16.1.** All participants in the ScaleUp inBrazil program agree to be available for any engagement with the media or communication channel, including providing interviews or participating in reporting, as requested, based on the participation in the program.

**16.2.** All participants should make available their company's logo within the deadline set with the goal to promote the program and must agree with its

usage and sharing with third parties for the program's activities development and maintenance.

**16.3.** The ScaleUp inBrazil team reserve the right of image from all participants in the program. Licensed images in this contract may be related and divulged in the following media channels: television, video, virtual and telephonic including images related to the name of the company, logo, the entrepreneur's names, company description, videos, photos, website, social media channels such as Facebook, Instagram, Twitter, LinkedIn, YouTube among others, media material from interview and articles provided by the participants.

**16.4.** The ScaleUp approved or selected partners and companies have the right to use and publish ScaleUp in Brazil logo.

## **17. ABOUT THE PROGRAM'S DESIGNERS:**

### **ABVCAP:**

Founded in 2000, ABVCAP is a non-profit organization that represents the private equity and venture capital industry. It promotes the development of long-term investments. In its 18 years of existence, ABVCAP has helped to improve industry conditions, advance understanding about the industry and promote best practices that are aligned with international industry standards. ABVCAP's activities aim to facilitate the relationship between global and local members of the long-term investment community, providing an environment that favors debate and fosters the strengthening of relationships. To accomplish this goal, the association provides training programs, develop studies and research about the industry, disseminate reliable industry data, and foster good practices among our members and the companies invested in the industry.

### **Apex-Brasil:**

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil) works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 12,000 companies from 80 different industries, which in turn export to 200 markets. Apex-Brasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promoting strategic events, and providing support to foreign investors interested in allocating resources in Brazil.

### **Israel Trade and Investment:**

Israel Trade & Investment in São Paulo is a part of the Foreign Administration of the Ministry of Economy of Israel. Being a net of more than 40 offices around the world connecting opportunities and developing success cases between Israeli and Brazilian companies across several industries. Israel Trade & Investment São Paulo also oversees the implementation and maintenance of the Free Trade Agreement Mercosur – Israel. Some of its services are to support companies to present Israeli



technologies overseas, generate business opportunities, tech scouting in Israel, organizing investments and innovation delegations to both countries and matchmaking partners.

## **18. PARTNERS AND SUPPORTERS**

The program is actively looking for partners and sponsors from Brazil and from partner countries in different areas that contribute with the program, these include:

- A) Mentors;
- B) Open innovation experienced Corporates;
- C) Investors;
- D) Business and Marketing consultants,
- E) Innovation and Entrepreneurial Hubs.

Interested partners may contact the program designers at [contato@scaleupinbrazil.com](mailto:contato@scaleupinbrazil.com).

## **19. GENERAL DISPOSITIONS:**

**19.1.** The Guideline is always available in its most updated version on the website <https://www.scaleupinbrazil.com/>.

**19.2.** Upon registering to the program, the company's attest that they have read and understood the regulation, accepting it in full.

**19.3.** The organization of the ScaleUp inBrazil does not participate nor is responsible for investment, proof of concept or contract negotiations that may take place due to the entrepreneurs' participation in the program. The program is only responsible to promote tools, services and networking activities that may lead to these negotiations.

**19.4.** SUIB is a cross-border multi-cultural inclusive program, which values equality. We welcome and encourage applications from people of all backgrounds. We do not discriminate based on disability, race, color, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law. We promote equal opportunities for all participants and partners, where operational and security needs allow.