

## Participation conditions Green Week

### Startup Days 21 - 22 January 2025

These participation conditions apply to participation in the Startup Days, which will take place during Green Week on 21 - 22 January 2025.

Messe Berlin GmbH (**MB**), Messedamm 22, 14055 Berlin, Germany, is the organiser of Green Week and the organiser of the Startup Days (**event**) along with the competition. Participation in the Startup Days is not obligatory as part of participation as an exhibitor at Green Week.

#### 1. Scope of participation

All companies that have been admitted to the event by MB are eligible to participate. Each participating company can only take part in the competition once.

#### 2. Procedure of the competition/participation

The pitch as part of the event will take place on 21 - 22 January 2025 between 10:00 - 18:00. Participation is free of charge. To participate, the startup company presents its startup, product or business idea to the jury within a pitch time of approx. 2 minutes. The moderator will stop the presentation if this time limit is exceeded. The jury consists of high-calibre representatives from the food industry, retail and agriculture. This is followed by a question-and-answer session in which the jury asks the startup questions about the company, the product presented, the business idea or the pitch. The pitch will be delivered either in German or English.

#### 3. Winner

There will be a single winner among the participants. The prize is individual coaching by members of the jury and the exclusive opportunity to present the startup and its innovation/product/business idea once at Green Week 2026.

#### 4. Determination of the winner

The winner will be determined through consultation and voting by the jury. Evaluation criteria, in addition to the criteria already used in the application, are equally weighted.

- a) Business idea (innovation, creativity)
- b) Industry and market

- c) Marketing and sales
- d) Scalability/ability to grow
- e) Social added value (taking into account SDG 17, Sustainable Development Goals of the United Nations)
- f) Team composition
- g) Presentation/pitch

The MB/pitch jury will notify the winner in person at the end of the event as part of an award ceremony. If the winner is no longer at the event location, they will be notified by email afterwards.

The prize is not transferable to third parties. A cash payment or exchange of the prize is excluded.

#### 5. Warranty

MB cannot guarantee the availability of the pitch with the competition. The pitch can be terminated or cancelled prematurely for good cause without the exhibitors being able to derive any claims from this. Good cause is deemed to exist in particular if it is no longer possible to carry out the pitch properly for technical or legal reasons.

#### 6. Exclusion

MB reserves the right to exclude exhibitors from participating in the pitch if they manipulate or attempt to manipulate the process. Exhibitors will also be excluded if they culpably violate these participation conditions.

#### 7. Liability and legal recourse

MB is not liable for damages caused by errors, delays or interruptions in transmission, malfunctions of the technical systems and service, incorrect content/false information, loss or deletion of data, viruses or in any other way during participation in the pitch, unless such damages were caused intentionally or through gross negligence by MB (its organs, employees or vicarious agents and assistants).