



## Mind the Bridge INSTAGRAM CONTEST OFFICIAL RULES & REGULATIONS

### 1. Organiser

The contest “**SEND YOUR FAVORITE STARTUP TO SILICON VALLEY**” is organized by Mind the Bridge, an international Innovation Advisory Firm with the mission of bridging the world through entrepreneurship, empowering startups, institutions and corporations to succeed in global markets.

[www.mindthebridge.com](http://www.mindthebridge.com)

### 2. Contest Purpose

The contest aims at promoting and spreading the culture of entrepreneurship around the world, in a creative way.

### 3. Eligibility

This Contest is open to all Mind the Bridge Instagram followers who are 18 or older by the date of registration. In particular the Contest is open to the following categories of people:

- Individuals or group of people
- Companies, Associations and Foundations

Employees of Mind the Bridge, its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations.

### 4. Award

The winner will have the opportunity to join a session of Mind the Bridge Startup School program, in recognition of the value and as encouragement to the entrepreneurial culture.

The session will be fully sponsored by Mind the Bridge (value of USD 5,000).

Startup School is our personalized entrepreneurship program, especially tailored to help international participants develop their business model, fully immersed within the ecosystem and culture of Silicon Valley.

<http://startups.mindthebridge.com/>

NOTE:

The award doesn't include the travel and accommodation expenses.

## **5. Contest period**

The Contest will start on the 20th of February, 2017. The participants must submit their vote before 12:00 pm on Friday April 20th 2017 in order to be eligible to win the award. Entries received after this date and time will not be included in the selection process.

## **6. How to participate**

Follow the instructions to enter the Contest by following @mindthebridge on Instagram.

In order to be eligible, participants must:

1. Snap a bridge or your idea of a bridge;
2. Follow @mindthebridge Instagram account;
3. Post the pic on your Instagram account;
4. In the caption write the hashtags #picthebridge #mindthebridge and the name of the startup you believe deserves an invitation to the MTB Startup School in San Francisco;
5. Share.

Please note:

1 account= 1 picture= 1 vote

Only @mindthebridge followers on Instagram will be eligible to win. All details given must be correct and accurate. Please note, this is a global contest and it is not site specific, therefore only one winner will be chosen globally.

It is possible to participate using various Instagram accounts even if managed by the same person.

## **7. Evaluation criteria**

The startup that will receive the highest number of nominations will win a seat for one of the 2 weeks sessions of Mind the Bridge Startup School Program in San Francisco during the year 2017. The session will be decided by the jury.

In case of equality, the jury will be solely responsible to select the winning startup.

## **8. Winner Selection and Notification**

The winner will be announced via the official Mind the Bridge social channels, i.e. Twitter, Facebook, LinkedIn, Instagram. If the winner cannot be contacted within 3 days another one will be selected. The winner will be selected by Mind the Bridge, who reserves the right to judge which photo/video is the best. The decisions taken by Mind the Bridge are final on all matters relating to this Contest.

## **9. Secretary**

For any further information you might need, you can contact the following Mind the Bridge representatives by e-mail :

[sorizi@mindthebridge.com](mailto:sorizi@mindthebridge.com)

[cpellegrino@mindthebridge.com](mailto:cpellegrino@mindthebridge.com)

## **10. Privacy**

Mind the Bridge does not, and will not, distribute, disclose or sell any of your personal information to third parties, other than as required by law.

The Contest is in no way sponsored, endorsed, or administered by, or associated with, Instagram, Facebook and Twitter. You are providing your information to Mind the Bridge only.

## **11. General Rules**

Entrants agree to abide by the terms of these Official Rules & Regulations and by the decisions of Mind The Bridge.

Entrants further grant to Mind the Bridge the right to use and publish their Instagram handle and photo submission in print, and in any other media. With image submission to @mindthebridge from February 6h to March 6th, entrant grants to Mind the Bridge royalty-free license to display, retain and modify all images submitted. All images will be credited with the name of entrant. Acceptance of the award constitutes permission for Mind the Bridge to use winner's name, photos and likeness for advertising and promotional purposes without additional compensation unless prohibited by law.

No substitution or transfer of award by winner permitted. By entering, entrants and their respective parents or legal guardians release, discharge and hold harmless Mind the Bridge, its subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability or any injuries, loss, or damage of any kind arising from or in connection with this competition or any prize won. By participating in this promotion, entrants and their respective parents or legal guardians agree to be bound by these Official Rules & Regulations and the judges' decisions, which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in the Contest material and the terms and conditions of these Official Rules & Regulations, the Official Rules & Regulations shall prevail, govern and control.

## **12. Notice to online entrants**

Any attempt by an individual to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and should such an attempt be made, sponsor reserves the right to seek damages from any such individual to the fullest extent permitted by law. Mind the Bridge is not responsible for faulty, incorrect or mis-transcribed phone/e-mail transmissions, incorrect

announcements of any kind, technical hardware or software failures of any kind including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Contest, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Contest. Mind the Bridge assumes no responsibility for late, lost, incomplete, inaccurate or damaged entries, or undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mail. Mind the Bridge does not accept responsibility for any damage (whether material or non-material) caused to entrants, to their computer equipment or to data which is stored on them, or to their personal, professional or commercial activities. Mind the Bridge reserves the right to cancel or modify the Contest if fraud, misconduct or technical failures destroy the integrity of the program; or if a computer virus, bug, or other technical problem corrupts the administration or security of the program as determined by Mind the Bridge/judging agency/administrator, in their sole discretion. In the event of termination, a notice will be posted online and the competition will be conducted from among all eligible entries received prior to termination. Proof of submitting entries will not be deemed to be proof of receipt by Mind the Bridge. Any entries which are suspected of being fraudulent (including those using robotic, automatic, programmed or similar methods of participation) will be disqualified, based on determinations made solely by Mind the Bridge. Mind the Bridge reserves the right to prohibit the participation of an individual if fraud or tampering is suspected or if the account holder fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules & Regulations. Entrants participating in this Contest agree to be bound by these Official Rules & Regulations.

**NO PURCHASE IS NECESSARY.**