

## **Regulations**

### **PKB ADDVENTURE ACADEMY 2025**

#### **Article 1: Purpose of the Programme**

1.1. PKB ADDVENTURE ACADEMY ("**Academy**") is established by PKB Private Bank SA ("**PKB**") in collaboration with Match Strategies Sagl ("**Match Strategies**").

1.2. The primary objective of the Academy is to promote the development of high-potential startups by offering strategic and operational support in a complementary way to other public and private programmes and initiatives.

1.3. The Academy is overseen by a committee consisting of five members representing PKB and two members representing Match Strategies.

#### **Article 2: Programme Duration**

2.1. The Academy 2025 programme will start on 10.02.2025 and will conclude on 30.09.2025.

#### **Article 3: Participation in Activities**

3.1. The Academy offers an opportunity for three startups, established in Canton Ticino, Northern Italy, or Switzerland (with an interest in setting up operational activities in Ticino) and selected by the committee, based on spontaneous applications submitted, to participate in planned activities.

3.2. Programme activities include thematic workshops for startups and potential investors, co-organised by Match Strategies and PKB, and 100 hours of operational and strategic support provided by Match Strategies to each of the three selected startups.

#### **Article 4: Eligibility**

4.1. Projects eligible for the Academy programme must be at an early stage of development (e.g., Idea, Proof of Concept, Prototyping, initial market entry).

4.2. Projects must be in the fields specified in the official application form, which has to be submitted by completing all mandatory sections by the deadline (20.01.2025).

4.3. The Academy is open to projects born in Canton Ticino, Northern Italy, or Switzerland that aim to establish their operational activities in Canton Ticino.

4.4. Projects must be promoted and developed by individuals or teams who:

- a. have reached the age of majority (18 or older);
- b. are fluent in English;
- c. can participate in person, with at least one team member, at all meetings scheduled by the initiative organisers;
- d. agree to share all relevant information for the development of their project, under the protection of a Confidentiality Agreement signed between the parties;
- e. agree to publicly disclose the main and shareable content of the project while respecting intellectual property protection;
- f. agree to provide regular updates to PKB and Match Strategies on project developments even after the conclusion of the programme;
- g. commit not to engage in any actions that could harm the reputation of PKB and Match Strategies.

**Article 5: Performance Evaluation**

5.1. At the end of the Academy, a jury will assess the performance of the startups and it will nominate the one considered most promising during the final event (taking into account the audience vote).

5.2. The performance evaluation will be based on criteria such as business growth during the AddVenture Academy journey, innovation, and industry impact.

**Article 6: Confidentiality and Intellectual Property Protection**

6.1. All confidential information shared during the programme must be treated confidentially: PKB, Match Strategies, and the three startups must respect intellectual property protection.

**Article 7: Amendments to the Rules**

7.1. Any amendments to these regulations must be agreed upon both parties, i.e. PKB and Match Strategies.

**Article 8: Final Provisions**

8.1. These regulations take precedence over any other verbal or written communication or agreement.

8.2. For all matters not covered by these regulations, the provisions of Swiss law shall be applied.