

## Conditions of Participation – Samsung Solve for Tomorrow Competition

By entering into this “Samsung Solve for Tomorrow” competition (“**Competition**”) you (the “**Participant**”) agree to be bound by these terms and conditions. Any information published by the Promoter about the Competition at [www.samsung.com/uk/solvefortomorrow](http://www.samsung.com/uk/solvefortomorrow) or set out elsewhere in the application process from part of these terms and conditions.

The Promoter of this Competition is Samsung Electronics (UK) Limited, Samsung House, 1000 Hillswood Drive, Chertsey, Surrey, KT16 0PS.

The Competition is divided into three phases with a selection process at each phase, so that only those participants who pass a phase can participate in a subsequent phase.

### 1. Definitions

“Conditions”	means these conditions of participation.
“Competition”	means the “Samsung: Solve for Tomorrow” competition
“Competition Brief”	means the brief against which the Participants must submit an Idea as part of their Entry.
“Digital Catapult”	means Digital Catapult, a company based in London, UK.
“Winner”	a successful Participant(s) who is awarded a Prize.
“Prize”	means the monetary award for the Winners.
“Idea”	means the idea or solution entered by a Participant in response to one of the Themes.
“Samsung”	means Samsung Electronics (UK) Limited, a company based in Surrey, UK
“Entries”	means every Entry.
“Entry”	means an application from an individual or team.
“Participant”	means the individual or team that has made an Entry.
“Applicant”	means each individual applying to participate in the Competition
“Theme”	means one of the themes as set by Samsung as the basis for the Competition.
“Developed Idea”	means the submission by a Participant during Phase 2.
“Finalist”	means a Participant that has been selected to take part in Phase 3 of the Competition.
“Submissions”	means any (non-personal) information submitted by an Applicant at any stage.
“PR Purposes”	the use of Applicant personal data for marketing and publicity as set out in clause 9.2

### 2. Eligibility

- The Competition is open to UK residents aged 16 to 25 years on the final day of the application period (21/02/2021).
- No purchase is necessary to enter.
- The Competition is open to individuals or teams of up to five (5) people.
- If an Applicant is making an entry for a team, the Applicant is making, and all team members accept, that the entry is made on their behalf subject to these terms.
- Each Applicant may only be part of one entry, either on their own or as part of a single team.

- Each Participant may only submit one (1) Idea.
- Participants must create their own work, and not copy text, images, audio, or video recordings from third parties.
- Participants that are shortlisted must be available to attend all workshops, masterclasses, mentoring sessions and the final pitch event as directed by the Promoter, in order to be eligible to win the Competition.
- Each Applicant will act in good faith, reasonably cooperate with any requests from Samsung in a timely manner and not act in a manner which may adversely affect Samsung's reputation, or adversely affect the health, safety or wellbeing of Samsung's staff or that of any other Applicant.

### 3. Timetable of the Challenge

The Competition runs from 8 December 2020 to approximately July 2021, scheduled as follows:

● Competition Launch	08/12/20
● Applications due	21/02/21
● Successful participants of Phase 1 announced	08/03/21
● Phase 2 design thinking workshops	29/03/21 – 09/04/21
● Phase 2 digital masterclasses	29/03/21 – 09/04/21
● Phase 2 submission deadline	05/05/21
● Finalists announced	17/05/21
● Phase 3 digital masterclass refreshers	01/06/21 – 30/06/21
● Phase 3 business skills workshop	01/06/21 – 30/06/21
● Phase 3 pitching workshop	01/06/21 – 30/06/21
● Final pitch event	July 2021

Exact dates for workshops, masterclasses and the pitch event will be confirmed closer to the time, and whilst the Promoter will work with Phase 2 Participants to secure convenient dates, attendance on the agreed dates will be mandatory in order to progress with the Competition.

All dates are subject to change by Samsung.

### 4. Phase 1 - Qualification

4.1. Participants must submit their Entry on [www.samsung.com/uk/solvefortomorrow](http://www.samsung.com/uk/solvefortomorrow) by 23:59 hours (UK/GMT) on 21 February 2021 (the "Application Deadline").

4.2 The Entry must consist of:

- the fully completed online application form, with answers to all questions, and
- a voluntary image(s) showing the design of their idea in a PDF or PPT form. This must be added to the application form as a downloadable link, non-expiring (for example using Google Drive or DropBox).
- Suggest a technological solution to address the Competition Brief for one of the following Themes:
  - Diversity and inclusion
  - Education
  - Social isolation
  - Sustainability

4.3 Entries will be reviewed and judged by a panel of judges comprised of employees or agents of Samsung and at least one independent judge. The full name of the independent judge(s) shall be made available at [www.samsung.com/uk/solvefortomorrow](http://www.samsung.com/uk/solvefortomorrow). The panel of judges shall review the Entries to determine the twenty-five (25) Entries which, in the panel of judges' view, best meet the Winning Criteria Phase 1. The panel of judges' decision is final.

4.4 The twenty-five (25) Participants whose Entries have the highest scores will be notified by email and proceed to Phase Two of the Competition.

4.5 The selection criteria for determining the winning Entries in Phase One includes the following criteria ("Winning Criteria Phase 1"):

Ideas will be judged on:

- Best use of technology (app, product or service) to address one of the four (4) competition Themes
- Consideration of the needs of the intended target audience
- Creativity and originality of the idea
- Feasibility of the solution with current technology and resources considered
- Potential for the idea to beneficially impact society and/or the environment
- Potential to reach its intended target audience
- Demonstration of design thinking

## **5. Phase Two – Idea Development**

5.1 Only those twenty-five (25) Participants who were successful and notified in accordance with clause 4.4, can participate in Phase Two, the Idea Development phase.

5.2 In Phase Two, Participants must further develop their Idea to a more complex concept based on a detailed feedback from Samsung and participation in workshop(s).

5.3 Participants must submit their Developed Idea by 5 May 2021 (the "Phase 2 Submission Deadline").

5.4 Each valid submission will be reviewed and judged by a panel of judges comprised of employees or agents of Samsung and at least one independent judge. The full name of the independent judge(s) shall be made available at [www.samsung.com/uk/solvefortomorrow](http://www.samsung.com/uk/solvefortomorrow). The panel of judges shall review the Entries to determine the five (5) Entries which, in the panel of judges' view, best meet the Winning Criteria Phase 2. The panel of judges' decision is final.

5.5 The five (5) Participants whose Developed Idea have the highest scores will be notified by Samsung by email and will proceed to the final phase of the Competition.

5.6 Selection criteria for Phase two includes the following criteria ("Winning Criteria Phase 2"):

Ideas will be judged on:

- Best use of technology (app, product or service) to address one of the four (4) competition Themes
- Clear development of the idea since its original submission at Phase 1
- Demonstrable use of research and/or testing to understand the needs of the intended target audience
- Creativity and originality of the idea

- Feasibility of the solution with current technology, resources, laws and regulations considered
- Potential for the idea to beneficially impact society and/or the environment
- Potential to reach its intended target audience
- Demonstration of design thinking
- Quality of the presentation of the idea
- Ideas which are developed to integrate 5G, AI, IoT, VR or AR will be viewed more favourably

## **6. Phase 3 – Finals**

6.1 Only those five (5) Participants who were successful and notified in accordance with clause 5.5 can participate in the Final.

6.2 Each Finalist will supplement their Developed Idea with a live presentation at the Final Event. The presentation will take place in front of representatives from Samsung and Digital Catapult, as well as other leading industry experts.

6.3. If the Finalists plan to support their presentation with multimedia, this content must be sent by email to the email address provided by Final Presentation Submission Deadline.

6.4 Each developed idea as supplemented by its presentation will be assessed by a panel of judges comprised of employees or agents of Samsung and at least one independent judge. The full name of the independent judge(s) shall be made available on the Solve for Tomorrow website at [www.samsung.com/uk/solvefortomorrow](http://www.samsung.com/uk/solvefortomorrow). The panel of judges shall review the Entries to determine the one (1) idea which, in the panel of judges' view, best meet the Winning Criteria Phase 3. The panel of judges' decision is final.

6.5 The final results will be announced at the pitch event.

6.6 Selection criteria for Phase Three includes the following criteria ("Winning Criteria Phase 3"):

Ideas will be judged on:

- Best use of technology (app, product or service) to address one of the four (4) competition Themes
- Quality of detail and clarity within the final plan as showcased at the Pitch Event
- Clear development and refinement of idea since Phase 2, including creation of prototype and testing with intended target audience
- Creativity and originality of the idea
- Feasibility of the solution with current technology, resources, laws and regulations considered
- Potential for the idea to beneficially impact society and/or the environment
- Potential to reach its intended target audience
- Demonstration of design thinking
- Ideas which are developed to integrate 5G, AI, IoT, VR or AR will be viewed more favourably

## **7. Prize**

The one (1) winner of the First Prize will be the highest scoring finalist. The First Prize consists of a cash prize of £10,000, plus mentorship from both Samsung and Digital Catapult

for up to six (6) months<sup>1</sup> following the final. The First Prize also includes appropriate funding support for the winning idea, to help get it developed to a proof of concept stage, where it can be shown to demonstrate the feasibility of the concept and be applicable to a specific problem or challenge. The proof of concept can be either a physical or a digital product but has to incorporate the fundamental features and functions\*.

There will be two (2) Runners-Up Prizes awarded to the next two (2) highest scoring finalists. The Runners-Up Prize consists of a cash prize of £5,000 per team.

All five (5) finalists will, in addition, receive Samsung 5G phones, or devices of equivalent value. One (1) phone will be awarded per team member, with a maximum of five (5) per finalist team.

## **8. Use of Submissions**

8.1 The Promoter may publish on any of its websites or any social networking website any and all Submissions received by it in connection with this Competition at any time and for any reason.

8.2 The Participants own all their Submissions. Each Applicant agrees, and hereby provides, a perpetual unrestricted (non-exclusive), irrevocable, royalty-free, transferable licence to the Promoter and Digital Catapult, including the right to sub-licence, to use, develop, edit, adapt, modify, or transform the Submissions for any purpose. The Participant hereby waives all moral rights they have in the Submissions to the fullest extent permitted by law.

8.3 Each Participant warrants that they are the person who created the Submission submitted to this Competition. The Participant shall indemnify the Promoter and hold it harmless from and against any losses, damages, liabilities, obligations, claims, actions and demands, including without limitation reasonable legal fees, arising directly or indirectly from any breach of warranty set out in this clause.

8.4 Each Applicant agrees that Samsung and Digital Catapult, and their affiliated companies, are entitled to report about the Competition, including the Participant's Ideas, Developed Solutions and Final Solution, including for marketing purposes.

## **9. Personal Data - Rights To Use Names, Images and Videos**

9.1 Samsung is the Data Controller for the Competition. Digital Catapult is Samsung's Data Processor for the purposes of the Competition.

9.2 Samsung shall only use your personal data for the purposes of operating and administering the Competition (including contacting the Applicants in relation to the Competition and award activities), and the below PR Purposes.

- ☐ Each Applicant that makes it to Phase 2 understands that Samsung and Digital Catapult, and their affiliated companies, may use their name, location and age in publicity and marketing relating to the Competition.
- ☐ Each Applicant that makes it to Phase 2 understands that Samsung and Digital Catapult, and their affiliated companies, may use personal data, such as

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<sup>1</sup> \*Subject to the needs of the team and availability of mentors. The start date for this will be agreed with the winning team following the final, taking into account the availability of the members, but must begin within six months following the appointment of the winning team.

photographs and videos, which the Participant submits in publicity and marketing relating to the Competition.

- ☐ Each Applicant that makes it to Phase 2 understands that Samsung and Digital Catapult, and their affiliated companies, may take and use photographs and videos at the events in publicity and marketing relating to the Competition.

9.3 Each Applicant's personal data will be held in accordance with our [Privacy Policy](#).

## **10. Safeguarding**

Where an Applicant is a minor or vulnerable adult, Samsung and Digital Catapult reserves the right to require a parent/guardian/responsible carer to sign a declaration on behalf of the Applicant, confirming acceptance to these terms and conditions.

## **11. Legal Terms**

11.1 The Promoter shall not be liable for any interruption to this Prize Draw whether due to force majeure or other factors beyond the Promoter's control.

11.2 The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the terms and conditions of this Prize Draw. The Promoter reserves the right to change the dates set out in the above Timetable.

11.3 The Promoter reserves the right to:

- ☐ exclude from scoring or remove an Applicant or a Participant from the Competition for any violation of these Conditions.
- ☐ exclude a Participant if they do not react within the time limit defined in a notification from the Promoter, and appoint a replacement.
- ☐ extend a deadline, or require a response by a set deadline, where technical or other problems occur in respect of a submission.
- ☐ modify the Conditions at any time and without the consent of the Applicants. Applicants will be informed in an appropriate manner of any modifications.
- ☐ Remove Applicants from the Competition without compensation.

11.4 Each valid Entry will be assessed and scored by the judges against the Winning Criteria in each phase and the decision of the judges will be final. Under no circumstances shall the selection be made in the sense of a lottery, on the basis of chance or luck. In the event that the judges acting reasonably believe that all of the entries are of an insufficient quality to be awarded the prizes then the judges reserve the right to cancel the Prize Draw and withhold the prizes

### **11.5 – Limitation**

The Promoter will not be responsible or liable for: (a) any failure to receive Entries due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost, misrouted, or damaged transmissions or entries; (c) any computer or communications related malfunctions or failures; (d) any disruptions, losses or damages caused by events beyond the control of the Promoter; or (e) any printing or typographical errors in any materials associated with the Competition.

By entering the Competition, the Participant agrees to release the Promoter from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Competition or with the acceptance, possession, attendance at or use of any prize (except death or personal injury caused by the Promoter's negligence, for fraud, or otherwise as prohibited by law.

The Promoter accepts no liability for any consequences, whether direct or indirect, that may arise from your participation in the Competition, your reliance on any statements we may have made about the Competition, or its suspension or withdrawal.

**11.6 – Law**

The Competition and these Conditions are governed by English law.