

*Code of Conduct*



**HEC Seed Team**

## 1. INTRODUCTION

This document relates the various rules and parameters that are enforced for the event.

### a. Mission

*Foster interest around entrepreneurship and accelerate innovative projects within the HEC and Station F community.*

### b. What's in HEC Seed for me?

For HEC: brand association with Station F, visibility in entrepreneurship community, student exposure to professionals in the Parisian startup scene;

For Station F: startup competition open to Station F community, spreading entrepreneurial spirit;

For Startups: visibility to investors, chance to win funding;

For Corporates: visibility within HEC community and Station F;

For Investors: access to HEC community and early stage startups.

### c. Venue

The event will be hosted at Station F, 5 Parvis Alan Turing, 75013 Paris.



The room to be used for HEC Seed will be the Master Stage, which can accommodate 360 people. The Open Platform might be activated based on potential needs.

## d. Date

The event will take place from 1pm - 8pm on Wednesday June 6th, 2018.

## e. Access to the event

The event is open to anyone, provided they buy tickets.

## f. Tickets

The tickets will be sold in three phases:

- Pre-Sale phase: 10€ / person
- Early Bird phase: 15€ / person
- Regular phase: 25€ / person (25€ / person for HEC students)

A maximum of 360 tickets can be sold. The organizing team reserves the right to set aside a number of tickets to invite speakers, startups and other guests.

## g. Provisional Schedule

<b>Time</b>	<b>Type of Activity</b>	<b>Activity</b>
1pm - 1:30pm	Registration & Introduction	Welcome Speech
1:30pm - 2:30pm	Panel (5 speakers + 1 moderator)	AI Panel
2:30pm - 3:20pm	Pitch Competition (5 startups)	See "2. Pitch Competitions"
3:20pm - 3:50pm	Break	Snacks & Mingling
3:50pm - 4:50pm	Panel (5 speakers + 1 moderator)	Fintech Panel
4:50pm - 5:40pm	Pitch Competition (5 startups)	See "2. Pitch Competitions"
5:50pm - 6:10pm	Award (2 pitches and awards)	HEC Innovation Award
6:10pm - 6:30pm	Award	Pitch Competitions Prizes
6:30pm - 8pm	Cocktail	Cocktail & Mingling

## 2. PITCH COMPETITIONS

The main component of HEC Seed is a number of pitch competitions. This section highlights the rules for applying and competing for the various prizes.

### a. HEC Innovation Award

The HEC Innovation Award will give **50,000€** prize money to initiatives which are pre-selected based on an independent judging process. These initiatives will be given a chance to pitch and increase their visibility on the HEC Seed stage.

### b. HEC Entrepreneurship Center Prize

The HEC Entrepreneurship Center has allocated **5,000€** to HEC Seed to be awarded through two pitch competitions. The exact division of the prize money between the two competitions will depend on the shortlist of startups which pitch on the day of the event. Depending on the stage of startups applying and the industry in which they operate, we will allocate the prizes accordingly.

### c. Stripe Non-Monetary Prize

Along with the HEC Entrepreneurship Center Prize, Stripe has agreed to provide a discount and Stripe Premium to the winner of the pitch competition. This entails the following benefits to the winning startup:

- Discount: up to **50,000€** deduction in fees at Stripe;
- Stripe Premium: access to Stripe mentoring program which includes mentors on international payment, marketplace financials and pricing, as well as office hours regarding tech support and strategy;
- Rates: commission 1.25% + 0.25 cents for each transaction.

## d. Application Process

Anyone is eligible to apply. Only those that pass a shortlist screening by the HEC Seed selection committee can pitch at the event for a chance to win the prizes.

The application process is composed of two steps:

1. Please submit information on your startup at the following typeform:  
<https://hecseed1.typeform.com/to/zdA7JC>
2. Please send a copy of your pitch slide deck or draft to the following email:  
[hecseed@gmail.com](mailto:hecseed@gmail.com)

Applications will be accepted from **Monday April 9, 2018 - Monday April 30, 2018**.

## e. Pitching at HEC Seed

Two pitch competitions will both be held during the HEC Seed event. Each competition will feature 5 startups, to be divided based on the industry and stage of startup. Should you be selected to pitch, we will inform you of the time and date via email within **two weeks after the application deadline**.

HEC Seed sets a single format for all pitches: **5 minutes pitch + 3 minutes Q&A**

All pitchers have access to the following means of communication:

- Microphone
- Slide Deck
- Video

All pitch materials have to be submitted to the organizing team via email at least **one week before the day of the event**. Failure to provide such materials may result in disqualification from the pitch competition.

A timer will signal each passing minute of the pitch and the microphone will be cut at the 5-minute mark. During Q&A, contestants are allowed to finish their answer once the 3-minute mark is reached.

## f. Evaluation of the Pitches

The juries will be composed of professionals and experts from partners of HEC Seed. We will announce the jury composition one week before the day of the event.

The juries will be given the following rubric to guide their decision, although the ultimate decision will rely on their judgement of the best business model and team:

<b>Criteria</b>	<b>Description</b>	<b>Comments</b>
Team	The team members are highly motivated and complementary in skillset.	
Problem	A relevant problem is clearly identified and specific pain points are detailed.	
Market	The market is properly studied, with coherent presentation of its size and existing competitors.	
Business Model	The vision of the business model is clearly delivered to the audience. The financial model, go-to-market strategy, and deployment strategy are presented. Positioning with regards to competition and intellectual property considerations are taken into account. Bonus: Evidence of testing and iteration of business model.	
Overall Impression	The startup is professional and credible, with strong potential to scale and generate ROI. Bonus: The company demonstrates CSR and impact.	

### 3. PANELS & NETWORKING

This section details the various panels and speakers that will be organized, as well as the networking opportunities for the various participants.

#### a. Panels

There will be two panels during the event, each with 4 speakers and a moderator. The panels will last around one hour each and consist of discussions surrounding the following topics:

- AI
- Fintech

The speakers are to be determined. The speaker line-up will be announced leading up to the event and can be found on the HEC Seed 2018 website.

#### b. Networking

Although participants will constantly be exposed to other entrepreneurial individuals throughout the event, there are two specific opportunities dedicated to networking:

- Break: halfway through the event, we will allow for mingling through a half-hour snack break. To get everybody out of their seats, we will be conducting a brief ice-breaker activity to catalyze communication.
- Cocktail: to conclude the event, we will host an afterwork that includes a cocktail and networking session. Please feel free to exchange contact information ask for advice and make new friends!

For any questions, please contact [hecseed@gmail.com](mailto:hecseed@gmail.com).