

Updated
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Rules of the Elisa IoT™ Innovation Challenge

The Elisa IoT™ Innovation Challenge is a six-month product development competition with the goal of creating new products and services for the Internet of Things. The competition will start on 9 April 2015 and last six months. The competition begins with an initial phase where the candidates may propose product ideas. These ideas shall be submitted to Elisa by 25 May 2015 at 12.00 (EET).

Elisa's jury will select 12 of the most interesting ideas from the proposals submitted by the deadline. These will enter the competition proper. To turn their ideas into products, the companies whose ideas were selected will be offered use of the Elisa IoT™ development environment free of charge. Free user training lasting five days will also be provided for the chosen participants.

The ideas must be implemented using the competition environment for them to be eligible to win. The participating groups must present their own original ideas that have not yet been commercially used elsewhere. The ideas must be solutions or services that can be developed into commercially usable products.

Participating in the competition

Individuals, groups, educational institutions, organisations and companies are all eligible to participate in the Elisa IoT™ Innovation Challenge. All competitors must be of age at the time of their participation. Elisa personnel or the personnel of Elisa subsidiaries may not participate. By participating, the participants agree to follow the rules of the competition.

To participate, the necessary contact details and a description of the idea must be submitted to Elisa by the deadline. The competitors are responsible for not exceeding the deadline with their submissions. Irrelevant or inadequate submissions will not be processed.

The submission application must contain at least the following information:

- a) The name of your team.
- b) The name of your company or school (only if you represent said organisation).
- c) The details of your contact (first name, last name, email address, phone number).
- d) The details of the participant(s) (first name(s), last name(s), email address(es)).
- e) A concise description of the idea (in Finnish or English).

Elisa reserves the right to send participants emails regarding the competition. Elisa will not divulge participant contact details to third parties, unless separately agreed if the competition so requires.

Submissions must arrive by 25 May 2015 at 12.00 (EET). Any ideas received after the deadline will not be eligible for the competition.

Elisa reserves the right to remove a participant from the competition at any time with no prior notice.



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One participant may submit multiple ideas for the competition. Each idea must be an original idea of the participant. The participant must own all the rights to the idea and the participant must be eligible to use any and all materials related to the idea. The participant shall guarantee that the information they present in their submission application and during the competition is true, and that the idea has not been commercialised or sold, and that no third party holds any rights to the idea.

Elisa shall receive the right to use the idea for the duration of the competition for the purpose of evaluating the idea and the feasibility of its implementation and use as a product and/or service.

The process and criteria for choosing a winner

The winner of the competition is chosen in three stages:

- 1) Elisa's jury will select 12 of the most interesting ideas from the proposals submitted by the deadline. These will enter the competition proper. The Elisa IoT™ platform will be provided to the 12 chosen participants to implement their ideas. Prior to implementing their idea, the selected participants agree to receive user training, provided by Elisa, for the Elisa IoT™ platform, and to follow the terms and conditions, security and quality requirements and Elisa instructions for the Elisa IoT™ platform.
- 2) Elisa's jury will choose and announce three finalists at the Nordic Digital Business Summit 2015 on 24 September 2015.
- 3) Elisa's jury will choose and announce the winner at the SLUSH 2015 event between 11 and 12 November 2015.

The contacts of the chosen participants will be notified by email as the competition progresses.

Elisa reserves the right to announce the initial participants, chosen participants, finalists and winners on Elisa's competition website (team name and the name of their company or school, if given).

The characteristics of a winner:

- 1) The idea's ingenuity and feasibility.
- 2) The idea's benefits and potential for commercialisation.
- 3) Other factors considered relevant by the Elisa jury as they make their choice.

The prize

The winner of the competition will be awarded 50,000.00 euros. The award will be paid by Elisa. Elisa will also cover the tax of the award sum, provided that the winner give Elisa the necessary information to pay the award and the tax in a reasonable amount of time as defined by Elisa. Otherwise the winner of the competition shall be responsible for all taxes related to the award. Should the winner refuse to accept the prize, Elisa's jury may choose a new winner from the three finalists.



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For the winner Elisa will also offer a contract to finalize the product or service for commercial provision on the Elisa IoT™ platform.

The winner shall be announced between 11 and 12 November 2015 in a separate ceremony at the SLUSH 2015 event. The winner agrees to participate in the announcement ceremony at the SLUSH 2015 event, the time of which shall be determined later by Elisa. The winner shall be solely responsible for the expenses incurred by their participation in the event.

Copyrights of the executed Ideas in the competition will remain in hold of the competitors.

The prize will only be awarded if Elisa determines that the competition has received a sufficient number of quality ideas from different participants, and that they adhere to the criteria set by Elisa's jury (see 'the characteristics of a winner'). Elisa's jury reserves the right to refrain from awarding the prize with no explanation or notice.

