

REGULATION OF THE PORTUGUESE BLOCKCHAIN ALLIANCE'S TECHNOLOGICAL CHALLENGE NAMED "ALMEDINA BLOCKCHAIN CHALLENGE"

I. Definition

1. The **Almedina Blockchain Challenge** is an initiative developed by the Portuguese Blockchain Alliance in partnership with Grupo Almedina (Joaquim Machado, SGPS), duly framed in the defined goals of the Alliance, aiming to promote the promotion of knowledge on Blockchain and the development of innovative solutions based in Blockchain technology.
2. Grupo Almedina will be the sponsor of this challenge, whose organization will be in charge of the Portuguese Blockchain Alliance. On the one hand, Grupo Almedina will have as responsibility the launching of the challenge and its curation. On the other hand, the Alliance will be responsible for the development and logistics of the initiative.
3. The **Almedina Blockchain Challenge** will focus on **identifying a Blockchain-based solution that can make content production and authoring more trustworthy and protect authors' content authenticity and safety online**. Through this challenge we have the mission of receiving proposed solutions that can leverage closed and co-created content to: identify "fake sources", build tools and services that alert authors of authoring vulnerabilities, create solutions which combat authoring algorithm bias, provide means for checking compliance when new laws and regulations are produced, and monetized content for distribution and curation.

II. Objective of the Challenge

1. In the context of the Portuguese Blockchain Alliance, the goals of the **Almedina Blockchain Challenge** are:
 - a) To promote innovation in the scope of Blockchain technology in the Portuguese economic system;
 - b) To be a space to share knowledge among all the interlocutors of the ecosystem created around the Alliance;
 - c) And to increase awareness among the Alliance ecosystem for the business process changes resulting from the use of Blockchain-based solutions.

III. Participants Categories

1. The **Almedina Blockchain Challenge** addresses three categories of participants:
 - a) Companies;
 - b) Startups;
 - c) Universities.

The participants should always apply in groups of 2 to 8 people regardless of the category of the participant (companies, startups or universities). Groups can be composed of a set of partner entities as long as they belong to the same macro category: Public or Private (exemple: either a group composed of students from several universities or a group composed of two companies with complementary skills).

IV. Application and Requirements

1. The participants of the **Almedina Blockchain Challenge** must submit their application via the Alliance's website (in the form available at: <https://all2bc.com/participar>), completing all the mandatory fields below:

- a) Name of the group;
- b) Number of members of the group;
- c) Full name of the participants;
- d) Age of participants;
- e) Email of the participants;
- f) Occupation and / or position of the participants;
- g) Employer or university of the participants;
- h) Challenge selection;
- i) Short clarification on the choice of the challenge;
- j) If the desired challenge contemplates this option, the preferred Sandbox should be indicated.

2. For any question or additional information about the application process, contact info@all2bc.com.

V. Phases and Process of Selection of the Challenge

1. The **Almedina Blockchain Challenge** consists of three phases:

- I. **Evaluation** of the proposed solution. The first phase (**Evaluation**) focuses on analyzing the validity of the application and the concept of the presented solution. This evaluation is made in partnership by Grupo Almedina and the Portuguese Blockchain Alliance, in a spirit of mentoring. A single document limited to 7 pages in the main body should be submitted. Annexes could be appended to this document which can be in unlimited number and must not exceed 50 pages. The content of the document should include at least the following mandatory topics:
 - Solution's executive summary;
 - Approach used to respond the selected Challenge;
 - Solution's development process;
 - Final Concept;
 - Benefits;
 - Attachments.
- II. Solution **Mentoring**. After the confirmation of the Evaluation, the application is submitted for validation by the Challenge promoter, which includes a second mentoring process. This phase focuses on analyzing the

solution demonstration on a sanitized data platform. In this phase, two documents must be submitted:

- A document (with a maximum of 7 pages, and unlimited number of attachments, which should not exceed 50 pages) with at least the following mandatory topics:
 - Executive summary;
 - Approach to the chosen Challenge;
 - Final Solution;
 - Merit and Evolution of the Solution;
 - Applicability Potential;
 - Benefits;
 - Attachments;
 - A document with a maximum of 20 slides that should be the presentation to be used before the selection jury.
- III. **Selection** of the final solution(s). Finally, the participants must make a presentation and demonstration of the solution before the selection jury. The presentation cannot exceed 20 minutes. After this period, the selection jury will have a maximum of 30 minutes to make questions to the competitors.

VI. Deadlines and Formats of Selection Phases

Phase I: Evaluation

1. The period for the submission of ideas for the Almedina Blockchain Challenge opens on June 25 and closes at 11:59 pm on December 2, 2018, during which time the application form will be open;
2. All documents must be sent in PDF format and with a maximum of 5 Mb;
3. In partnership, Grupo Almedina and the Portuguese Blockchain Alliance will evaluate the applications received between December 3 and 7, 2018;
4. Until 11:59 pm on December 10, 2018, the competing teams will be informed via email of the evaluation and their continuity in the initiative. In the following day, the competing projects will be announced on the Alliance's website and in a press release.

Phase II: Mentoring

1. Until 11:59 pm on January 27, 2019, participants must submit the documents corresponding to the second phase of the challenge via email to info@all2bc.com;
2. All documents must be sent in PDF format with a maximum of 5 Mb;
3. In partnership, Grupo Almedina and the Portuguese Blockchain Alliance will evaluate the applications received between January 28 and February 1, 2019;
4. Until 11:59 pm on February 4, 2019, the competing teams will be informed of the evaluation and of their continuity in the initiative. In the following day, the projects selected for the final phase of the

initiative will be announced on Alliance's website and in a press release.

Phase III: Selection

1. The presentations before the selection jury will take place between February 25 and March 1, 2019 at a time and venue to be designated;
2. The participants will be informed of the time period and the date and venue of their presentation on February 4, 2019, along with the communication of the continuity to the Phase III of the Challenge;
3. The order of the presentations will be established randomly;
4. Following the presentations, the jury will evaluate the solutions presented and deliberate on which will be considered finalists. By 11:59 pm on March 7, 2019, participants will be informed of the jury's decision via email. In the following day, the finalist projects will be announced on the Alliance's website and in a press release. The finalist projects will be entitled to present the proposed solution at a conference organized by the Portuguese Blockchain Alliance.

Videos or photographs are accepted only if contextualized in the submitted document(s). The videos must be on Youtube in Unlisted format and with a maximum duration of 2 minutes. Photographs must be in JPEG format and have no more than 1 Mb.

Only documents submitted through the initiative's website or via info@all2bc.com will be counted.

VII. Criteria of Analysis and Evaluation

The projects will be evaluated according to the following criteria:

Phase I

- Concept (40%)
- Impact on the sector (40%)
- Feasibility (20%)

Phase II

- Impact on the sector (25%)
- Innovation (25%)
- Applicability to the market (20%)
- Feasibility (20%)
- Scalability (10%)

Phase III

- Innovation (25%)
- Impact on the sector (20%)
- Applicability to the market (20%)
- Feasibility (15%)
- Scalability (10%)

- Presentation (10%)

VIII. Selection Jury

1. The evaluation of the concept and demonstration is up to the Selection Jury.
2. The Selection Jury will be composed of elements of the following entities: Grupo Almedina, Portuguese Blockchain Alliance, and other members to be designated.
3. The decision of the Selection Jury is final and cannot be appealed.

IX. Rewards

1. Some rewards might be delivered to the best projects by the entity that promotes the challenge.
2. The rewards may include the following possibilities:
 - Communication with the media and the Alliance partners;
 - Internships at the Alliance partners;
 - Mentoring hours with CEOs of the Alliance partners;
 - Non-cash rewards (e.g. Drones, Parrots).

X. Personal Data Protection

1. For the purposes of the legislation on Protection of Personal Data, it is advised that personal data provided by the participants of this Challenge will be processed by Grupo Almedina and the Portuguese Blockchain Alliance, as Managers for Treatment.

2. The treatment of personal data of the participants by Grupo Almedina and the Portuguese Blockchain Alliance aims to (i) manage their participation in the challenge, (ii) to reward the participants with the best projects and (iii) to be compliant with legal obligations.

The processing of personal data for purposes (i) and (ii) is carried out based on the need to perform this challenge, in which the competitors participate voluntarily, and the non-provision of personal data makes it impossible for the competitor to participate in the challenge.

The processing of the data for the purpose (iii) is a legal obligation and is carried out based on its necessity for the fulfillment of legal obligations to which Grupo Almedina and the Portuguese Blockchain Alliance are subject.

3. Personal data processed for purposes (i), (ii) and (iii) shall be retained for the duration of the challenge and, in addition, for the period of time strictly necessary for the fulfillment of legal obligations.

4. Grupo Almedina and the Portuguese Blockchain Alliance may contract third parties to provide logistical support or other administrative support (for example,

parties that provide information technology). These parties may have access to personal data to the extent necessary to provide such services.

5. Grupo Almedina and the Portuguese Blockchain Alliance as responsible for the treatment ensure the strict compliance with the confidentiality rules regarding the data made available by the participants.

6. The foregoing does not prevent the data subject from exercising his rights of access, rectification, deletion, limitation and opposition to the data treatment by sending an email to info@all2bc.com, proving its identity through its identification document or other suitable means of proof.

7. The data subject has the right to make a complaint to the personal data protection control authority (Comissão Nacional de Proteção de Dados – CNPD).

XI. Rights of personality

1. The participants hereby authorize Grupo Almedina and the Portuguese Blockchain Alliance to use their name and image in the context of their participation in the Challenge, through any means of reproduction, both electronic (Internet and similar) and non-electronic (in paper, photographs and others) for the maximum duration allowed by law.

2. The participants authorize the organizing entity, the Portuguese Blockchain Alliance, and partners to develop audiovisual contents on the participants during the extent of the challenge and for the final conference. All audiovisual contents (photography and video) produced is owned by the Portuguese Blockchain Alliance, the organizing entity.

3. The use and publication of the images and data of the interested party as a winner as set forth in these Regulation, neither generates nor grants repayment, payment of compensation or economic rights of any kind to the winner.

XII. Intellectual property

The ownership of intellectual property rights will, if development and contributions to the proposed solution justify it, is going to be defined by an agreement to be celebrated by both parties concerning the sharing of ownership and the benefits of its commercial exploitation.