

Rules and Regulations of 100 Open Startups – Corporate Challenge Johnson & Johnson

1. ABOUT THE CHALLENGE: Johnson & Johnson Innovation – Latin America Challenge

The Johnson & Johnson Innovation – Latin America Challenge has the objective to bring Johnson & Johnson closer to the startups ecosystem in Latin America, aiming at forming a network and discussing ideas, projects and possibilities for future partnerships, based on solving needs related to the interests of the Johnson & Johnson group.

The Johnson & Johnson Innovation – Latin America Challenge aims to operate as a network of entrepreneurship (community of startups) that enables entrepreneurs to collaborate with each other, with the corporate and investor network, and other relevant actors.

The maintenance and hosting of the online platform is the responsibility of Wenovate (Open Innovation Center - Brazil), which has ceded the use of the virtual space to carry out the activities, which are based on three pillars: innovation oriented to challenges, innovation in network and a collaborative platform. The platform will function as a network that connects the community through the creation of a common context and processes of prospecting, combination and co-creation.

1.1. About what the program offers:

1.1.1. Online collaboration environment for entrepreneurs to collaborate with each other and with market experts, especially **Johnson & Johnson** executives, to create ideas and proposals for new business within the themes proposed in the **JJI - Latin America Challenge**;

1.1.2. Feedback, evaluation and mentoring of proposals submitted by **Johnson & Johnson** executives, as well as the volunteer network of the 100 Open Startups movement (if the project is also submitted in the Big Open 100 Startups Challenges) comprised of experts from various fields, venture investors Capital and executives of connected companies;

1.1.3. Face-to-face meetings to improve the startups business model, networking and entrepreneurship training;

1.1.4. Opportunity to present the business to the bench of evaluators composed of **Johnson & Johnson** executives and guests;

1.1.5 Access to the following **Johnson & Johnson** benefits:

Up to US\$25,000 in grants, potential for residency at a JLABS incubator & opportunities to engage with J&J experts.

1.1.6. Opportunity to access other partnering entrepreneurship and innovation communities of **Johnson & Johnson** and the 100 Open Startups movement.

1.2. About the program steps:

1.2.1. The main cycle of the program is structured in 3 stages.

1.2.2. Step 1 - ONLINE - Submission of Initial Proposal in ENGLISH. In this first stage the entrepreneur or interested person submits the basic information of his innovative idea. The participant may submit ideas for any of the proposed topics, and the submission should be done for each theme separately. Entrepreneurs who also participate in the 100 Open Startups Grand Challenge can be invited to participate with the existing registration, authorizing **Johnson & Johnson's** access to the Startup proposal and accepting the rules of the **JJI - Latin America Challenge**.

1.2.3. Step 2 - EVALUATION. In this stage, also online, they are evaluated by the **Johnson & Johnson** panel of evaluators, aiming to identify the most promising proposals in terms of potential for innovation partnerships and with greater adherence to the objectives of the challenge.

1.2.3. Step 3 - PRESENTIAL. The best-evaluated proposals are invited to a meeting at **Johnson & Johnson** and have the opportunity to interact with **Johnson & Johnson** executives and other invited experts. Participants should be prepared for presentation / meeting in ENGLISH.

2. PARTICIPATION

2.1. Prerequisites

2.1.1. All those who have proposals related to the themes of the **JJI - Latin America Challenge** are invited to participate in the program. **Johnson & Johnson** understands the concept of startup as an organization temporarily designed to pursue a reproducible and scalable business model capable of delivering new products or services in conditions of uncertainty.

2.1.2. The **JJI - Latin America Challenge** may include proposals for non-formally constituted projects or companies that have already been set up but which fit the definition of startups in the above program.

2.1.3. Participants must accept all rules and conditions of this regulation and the terms of use of the site.

2.1.4. Participants must be of legal age, following the Brazilian legislation.

2.1.5. Participants must indicate if any key personnel from your company (Board members, Officers of the Company, key employees) is a health care professional/physician/MD. And if the physician has any prior or current relationships with J&J; or any J&J subsidiary (ex: A paid speaker or consultant to any J&J products; Engaged in J&J Company Sponsored Research, Engaged in Investigator Initiated Study funded by a J&J Company).

2.1.6. Participants must confirm that any Key Personnel or Family Members of Key Personnel of your company/organization, are **NOT** a current or former Elected or appointed official, employee, agent or representative of any government agency or institution or government-owned or government-controlled company, Political party official or candidate for office, Officer, agent, or employee of a publicly funded or public international organization (i.e. UN, IMF, WHO, etc.). And that they do **NOT** interact or conduct business transactions relating to Pricing of J&J products, Formulary status of J&J products, Reimbursement of J&J products, Purchase of J&J product for companies, institutions, organizations, etc., Approval of registrations, permits or other authorizations related to J&J products, or Any other registrations, permits or authorizations related to J&J business interests.

2.2. Enrolling

2.2.1. To enroll in the **JJI - Latin America Challenge** participants must register on the online platform www.openstartups.net and create a profile to join the network. After accessing the site, they must choose the **JJI - Latin America Challenge** and fill in the fields of the submission form in ENGLISH. The opening and closing date of entries is communicated on the main page of the program.

2.2.2. Enrollment is free.

2.2.3. The launch date of the **JJI - Latin America Challenge** will be on **October 20th, 2017** with the closing of the registrations on **January 31, 2018**.

2.3. Costs

2.3.1. The **JJI - Latin America Challenge** exempts from any costs of the team related to the participation or permanence of the same in the program, is the responsibility of each team and its members the inherent costs of participation in the competition that are not related to the proposed awards.

2.4. Collaboration for Media and Image Rights

2.4.1. The participants in the **JJI - Latin America Challenge** agree to be available for their relationship with the media and communication channels. Participants agree to cede interviews and reports that may be requested, and it is not possible to abstain from these forms of relationships with the communication channels involved with the program.

2.4.2. No participant will be obliged to cede any information that he believes is sensitive, confidential or not relevant to his proposal.

2.4.3. The **JJI - Latin America Challenge** reserves the rights of Image of all the participants. The images licensed in this contract may be linked to and disseminated in the following types of media: printed, televised, video, virtual and telephone, especially being able to use in their materials the images in: company name, logotype, name of the entrepreneurs, videos and photos as well as videos containing team images, company presentation, website address, social media (facebook and twitter), testimonials and any media material produced during the event, or provided by participants.

3. The **Johnson & Johnson Innovation – Latin America Challenge**

3.1. Documents

3.1.1. General Guidelines

3.1.1.1 The documents submitted to the organization of the **JJI - Latin America Challenge** should be of an original, innovative and enterprising character, or else, configure market innovation, being expressly forbidden to plagiarism. According to the Brazilian Federal Constitution, plagiarism, is unconstitutional and is liable to eliminate from the competition. By entering the competition, participants attest that the material is original and does not infringe third party intellectual property.

3.1.1.2. Failure to meet the deadlines stipulated by the organization of the **JJI - Latin America Challenge** for the delivery of the documents required in each stage of the program is subject to summary elimination of the competition. In addition, failure to adapt the proposed formatting and restrictions for each type of document requested throughout the competition is also subject to summary elimination of the program.

3.1.1.2 Intellectual Property and Confidentiality

3.1.1.3 Materials submitted by participants will be stored in the **JJI - Latin America Challenge** and Wenovate challenge database, but will remain the property of their authors. The content registered as "Startups" will be disclosed only to evaluators, mentors, organizers and **Johnson & Johnson**. However, as is usual in this type of competition, despite the fact that those involved are experienced professionals (lawyers, businessmen, executives, investors, etc.) who understand the confidential nature of such material, no terms of confidentiality shall be required. In this way, the participant must assume that any information sent is not protected and must plan accordingly. The registrant must adapt their material to present the necessary information without compromising their Intellectual Property Protection strategy.

3.2 Final Provisions

3.2.1. All decisions made by the team of organizers and judges of the **JJI - Latin America Challenge** will be impasse.

3.2.2. The organization of the **JJI - Latin America Challenge** is committed to ensuring participants' equality and feedback as they move forward in the process.

3.2.3. All official communication with the participants will take place exclusively through the official online platform of the **JJI - Latin America Challenge** or during the face-to-face stages of the **JJI - Latin America Challenge**.

3.2.2. It is strictly forbidden to transmit, share, exchange or publish, through the website, any material that is obscene, defamatory or illegal, as well as texts or creations of third parties without the author's permission.

3.2.3. The platform may monitor the public areas of the site and may, mainly due to the denunciation of the content by other users of the site, remove any information and contents that are published in disagreement with the terms of use of the site.

3.2.4. All proposals / ideas submitted must adhere to the themes of the **JJI - Latin America Challenge** available in ATTACHMENT I of this regulation and the website.

Johnson & Johnson Innovation – Latin America Challenge

Are you an early stage entrepreneurial or start-up company from Latin America with a game-changing, transformative healthcare innovation or technology? Do you want the opportunity to pitch to Johnson & Johnson experts and win exclusive benefits? Johnson & Johnson Innovation is launching the Latin America Challenge 2017!

J&J is the largest healthcare company in the world, with a focus on pharmaceutical therapies for cardiovascular and metabolism, immunology, infectious diseases and vaccines, neuroscience, and oncology; medical devices for surgical oncology, obesity, osteoarthritis, osteoporosis, and cardiovascular illnesses; and consumer healthcare solutions for infants, skin and beauty, over the counter medications, oral health, wound healing and women's health (with the trusted brands JOHNSON'S, NEUTROGENA, TYLENOL, LISTERINE, BAND-AID and CAREFREE).

We are looking for innovators with the best ideas, technologies, or solutions across all stages (prototype, pre-clinical, clinical, commercial) that are advancing healthcare discovery & development in any of these specific areas:

- Personal Devices, Diagnostics or Digital Therapeutics: for everyday consumer's health self-care and treatment, particularly in the areas of sleep, skin care, pain, mom&baby care, and oral health.
- Active Naturals and Microbiome: superior efficacy in novel ingredients for oral care, skin care, digestive health, feminine care, pain or allergy applications
- Outdoor Care: protection against sun, pollution, dehydration, allergens, bugs and germs
- Oncology, Neuroscience and Infectious Diseases: prevention, diagnostics and novel therapeutics solutions

To that end, Johnson & Johnson Innovation is looking to award up to US\$25,000 in grants, potential for residency at a JLABS incubator & opportunities to engage with J&J experts to the individuals or teams who submit the best ideas, technologies, or solutions to advance healthcare.