

'I'm the New Benchmark' Contest Terms and Conditions

Welcome to Power in Diversity's ("**Power in Diversity**", "**we**", "**our**" or "**us**") "I'm the New Benchmark" contest (the "**Contest**"). Your participation in the Contest is subject to these terms and conditions ("**Terms**"). In the event of any conflict between these Terms and any other communications, including our advertising or promotional materials, these Terms prevail. These Terms form the entire agreement governing your participation in the Contest.

1. **Background**

In honor of International Women's Day, Power in Diversity has teamed up with Google for Startups for a prize-bearing competition. According to RISE only 17% of entrepreneurs who secured initial funding in 2023 were female. This campaign aims to create exposure for these women and encourage more women to get started in this field. Participants in the Contest must be female technology entrepreneurs, even those in the ideation stage ("**Participants**"). All Participants are invited to create a video in accordance with the Video Requirements, and upload it on their Eligible Platforms, using the required hashtag, all as further described in Section 2 below. The winning video will entitle the winning Participant to the prizes described in Section 5 below.

2. **Participation Criteria**

To participate in this Contest, a Participant must have a social media account with Facebook, LinkedIn and/or Instagram ("**Eligible Platform**"), post a relevant video to one or all of the Eligible Platforms and agree to, and comply with, these Terms. The video should be no more than 60 seconds in length and explain who you are, what your background story is and why you chose to be a tech entrepreneur ("**Video Requirements**"). We prefer if you could upload the video in English in the spirit of the industry, however this is not an obligation. Notwithstanding the foregoing, we reserve the right to refuse participation of any person, at our sole and absolute discretion. You are responsible for ensuring that you are eligible to participate in this Contest under the applicable laws and regulations of your country of residence. We reserve the right to disqualify you at any time, if, in our absolute discretion, we believe that you have contravened any of these Terms, or if you will or could bring us or our partners into any disrepute. Employees of Power in Diversity and/or Google for Startups cannot participate in the Contest.

To participate in this Contest, you should, subject to these Terms:

- a) Upload a video containing all the Video Requirements to any of the Eligible Platforms (the "**Entry**");
- b) Use the hashtag #ImTheNewBenchmark;
- c) Post the Entry between March 7th, 2024 and March 17th, 2024, 00:00 IST.

An Entry which complies with all of the above, and the terms set forth in Section 3 below, shall be referred to as an "**Eligible Entry**".

3. **Entry Requirements and Limitations**

Your Entry:

- a) **Must** be original, exclusively created and owned by you. You must have all rights, licenses and/or consents necessary to submit the Entry. Notwithstanding the foregoing, Participants are allowed to use additional Generative AI tools for image and sound creation and/or editing of their Entry;
- b) **Must not** be sponsored by any corporate entity;
- c) **Must not** violate or infringe upon the copyrights, trademarks, rights of privacy, publicity, moral rights and/or other intellectual property or other rights of any person or entity;
- d) **Must not** contain any content that is inappropriate, obscene, defamatory, libellous, threatening, pornographic, racially or ethnically offensive, unlawful, or encourages conduct that would violate any law; and
- e) **Must** be in compliance with these Terms.
- f) **Must not** be financially promoted by any means, and only receive likes and reactions organically.

4. **Judging Criteria**

The Contest winner will be selected based on which Eligible Entry receives the most number of “likes” (or any reaction) cumulatively from all Eligible Platforms to which it was uploaded (the “**Winner**”), as determined based on the sole discretion of the judging committee (the “**Judges**”). The Winner will be entitled to the applicable Prizes, as detailed below. In the event of a tie, the Judges, in their sole discretion, will decide the Winner based on the quality of the video of the tied Eligible Entries.

5. **Prize**

The Winner will be entitled to receive the following prizes (the “**Prizes**”):

- an hour consultation with Alan Feld, Founder and CEO of the Vintage Venture Capital Fund; and
- workspace for 6 months at Google for Startups.

Prizes are not transferable; no substitutions or cash equivalents are allowed except by Power in Diversity, who reserves the right to award prize(s) of equal or greater value in the event of non-availability. No financial or other compensation will be made for any other use of the Entry. The Winner is responsible for all applicable taxes and expenses in relation to her Prizes and waives any claim against Power in Diversity in that respect.

6. **Notification and Granting of the Prizes**

We will notify the Winner at the Google For Startups event on March 18 at 9:30 AM. In the event that the Winner is not in attendance, Power in Diversity will send the Winner an email notification. If we cannot contact a Winner or a Winner does not claim her applicable prize within 48 hours of our notification, we reserve the right to withdraw the Prize and pick a replacement Winner. We are not responsible for unsuccessful efforts to notify any potential Winner. Please check your email inbox regularly, including your ‘junk’ folders. When we contact the Winner, we may require further information to arrange the delivery, scheduling and/or other details of the Prizes. Once a Winner has fulfilled all requirements detailed in such notification message, we will deliver the relevant Prizes. The Winner may be publicly announced by us and/or the judges. The event is limited in space of up to 140 spaces.

7. **Limitations of Liability**

To the fullest extent permitted by law, in exchange for the opportunity to enter and participate in the Contest and win the Prize, you waive and release (“**Release**”) any and all rights, claims, damages, liabilities, costs, expenses, and causes of action whatsoever that you may have against Power in Diversity and its affiliates, officers, directors, employees and agents (the “**Released Parties**”). This Release covers, without limitation, any claims arising directly or indirectly out of your submission of an Entry or use of the information provided therein or in the process of submitting the Entry, the Prize, your status as an entrant, finalist and/or a potential and/or actual Winner, including, without limitation, claims regarding forfeiture of Prizes not used by a Winner, claims based on personal injury, death, property damage or any other damages whatsoever. The Released Parties are not responsible for: (1) any incorrect or inaccurate information; (2) technical failures of any kind; and/or (3) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the Contest.

8. **Intellectual Property, Personal Data**

You retain ownership of your Entry, provided that you hereby grant us a non-exclusive, worldwide, royalty-free, transferable, sublicensable, perpetual and irrevocable license to use, display, reproduce, perform and exhibit such Entry for the purpose of administering and promoting the Contest and/or Winner, and for our marketing and other business purposes, in any medium. By participating in the Contest, you agree to the use of your personal data for the purpose of operating and administering the Contest, subject to these Terms and our [Privacy Policy](#). You agree to participate in related publicity, including the use of your name, image and your country of residence on the relevant media platforms and in promotional material.

9. **General**

We reserve the right to cancel, postpone, suspend and/or modify the Contest or these Terms at any time. If any of these clauses are found to be illegal, invalid or otherwise unenforceable, they shall be deemed to be deleted from these Terms and the remaining clauses shall survive and remain in full force and effect. We will not be liable for any failure to perform or delay in performing

our obligations under these Terms, including without limitation changing the Prize(s), if an act, omission, event or circumstance occurs, which is beyond our reasonable control, prevents us from doing so. These Terms will be governed by the laws of the State of Israel, and any disputes will be subject to the exclusive jurisdiction of the courts of Tel-Aviv, Israel.

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