

THE START SOMETHING CHALLENGE OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Overview

Launched on April 21, 2017, The Start Something Challenge (the “Challenge”) is a statewide initiative spearheaded by Rising Tide Capital, Inc. (“RTC”) and its partners to encourage entrepreneurs, particularly from low-income, urban communities, to activate new business ideas. Participants build new relationships, generate money to help grow their business, receive valuable feedback, and work towards a chance to win a business grant! The Challenge will culminate in November, 2017 with “The Start Something Champions Gala,” an event to support RTC’s year-round entrepreneurial education programs for primarily at-risk, low-income adults in distressed urban areas, and honor the corporate leaders, entrepreneurs, and philanthropists who champion this mission.

RTC is a 501(c)(3) non-profit organization headquartered in Jersey City, New Jersey, dedicated to the economic empowerment of underserved communities through entrepreneurship. The organization was founded on the premise that thriving, sustainable neighborhoods can be built by empowering entrepreneurs to build strong businesses that transform their lives and strengthen their families. RTC was co-founded in 2004 by Alfa Demmellash and Alex Forrester.

How to Enter

To enter, competitors must fill out the Challenge application form, and submit one thirty second video entry by June 30, 2017. To complete the application form, each competitor must provide their contact information, social media handles for their business (if available), as well as a 150-word description of their business. They should also include up to ten keywords for their business, and submit their entry into one of five business sectors: (i) Community; (ii) Expression; (iii) Food; (iv) Health; or (v) Sustainability. RTC has the right to revise the sector selected by a competitor. Limit of one entry per competitor. Limit of one entry per business.

To complete the video application, each competitor must upload one video to the video submission page on the Challenge website (www.TheStartSomethingChallenge.org). Competitors must create a video no more than thirty seconds long using the Animoto software to illustrate their business idea. RTC will provide a coupon code to allow each competitor to use the software for free for 30 days. Each video must be downloaded to their computer/tablet/phone using the name of business idea as the file name in order to be uploaded to the website. All videos must be submitted between Friday, April 21, 2017 and Friday, June 30, 2017 at 11:59 PM (EDT). RTC will upload videos submitted via the submission page onto its own YouTube channel – pending review that videos are acceptable and in accordance with the rules of the competition – and send the video’s URL to the competitor. Videos submitted before June 12, 2017 will be uploaded and become live at 12:00 PM (EDT) on June 12, 2017. URLs will be sent as they are processed. Competitors are allowed to visit the competition’s YouTube page to find their video link before the link is emailed to them, should they wish.

Phase I

The viewership period for videos will end at 12:00 PM (EDT) on Friday, July 7, 2017. Six videos with the top view counts within each sector (thirty semi-finalists in total) will move on to the next round of the competition. Competitors are not permitted to purchase views. Purchasing views will lead to immediate disqualification from the competition. All entries will be reviewed before being accepted into The Start Something Challenge. RTC reserves the right to reject any entries that promote the sale of illegal products or services or that it deems destructive or harmful to the community, unprofessional, or otherwise inappropriate, in each case, as determined by RTC in its sole discretion. RTC reserves the right to expel competitors it suspects of cheating, in any way, including, without limitation, purchasing views, votes or similar tactics that do not fall under organic marketing practices, as determined by RTC in its sole discretion. Accepted entries will be promoted on The Start Something Challenge Facebook and Twitter pages. Video submissions must adhere to all terms and conditions of the competition. By submitting, competitors give RTC all rights to use their video to promote their business as well as the competition.

Phase II

Thirty Start Something Challenge semi-finalist videos will be posted on www.TheStartSomethingChallenge.org website and collect votes between 12:00 PM (EDT) on Friday, July 14, 2017 and 12:00 PM (EDT) on Friday, July 21, 2017. Each entrepreneur will be responsible for sharing their video to garner votes. Individuals will be allowed to vote for one entry, per sector, per device, per day. The two videos with the largest amount of votes within each sector (ten finalists in total) will move on to the next round of the competition.

Competitors may not pay people or provide any other type of consideration in exchange for votes. Any competitors who violate the ban on paying or providing consideration in exchange for votes will be disqualified. Votes may be displayed on the Challenge website, on a real-time basis, before being verified for integrity. These unverified votes do not necessarily reflect accurate vote count. The finalists in each category will be the entrants who are contacted directly by RTC. RTC reserves the right to modify the voting period at any time for any reason.

Phase III

The finals (known as “The Grand Finale”) will take place on Tuesday, August 1, 2017, in Jersey City, New Jersey. The ten Start Something Challenge finalists will have up to six minutes to pitch their business ideas live. The judges will evaluate each pitch using criteria which each finalist will receive prior to July 28, 2017, and have three minutes for Q&A following each pitch. The winners will be announced on August 1, 2017, and honored at The Start Something Champions Gala in November, 2017.

Rules

1. Eligibility. The competition is open only to individuals who are 18 years or older. Competitors must either be a legal resident of the state of New Jersey or a graduate of the Community Business Academy. If competitor’s business is already in operation, such business must have had less than \$250,000 in revenue in the twelve months immediately preceding the application, and each competitor agrees to provide evidence of same, upon request by RTC. Current and former employees, members of the Strategic Advisory Board, Board of Trustees, contractors, and service providers to the

nonprofit organization RTC and its subsidiaries, and their immediate family members, and first, second, and third place winners from prior years' competitions are not eligible to enter The Start Something Challenge Competition. For clarity, business partners of prior winners are eligible to enter the competition, provided that their entry is a separate business from, and does not substantially benefit, the business that previously won. All applicable federal, state, and local laws and regulations apply. No purchase necessary to enter or win. Offer void where prohibited.

2. Disclaimer. RTC, its subsidiaries, affiliates, The Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders, and partners will not be responsible for: (a) any late, lost, misrouted, garbled, distorted or damaged entries; (b) any competition disruptions, injuries, losses or damages caused by events beyond the control of RTC; or (c) any printing or typographical errors in any materials associated with the competition.

3. Pitch Requirements. All finalists will play their thirty second video pitches for the judges. All finalists will need to ensure that their pitches cover the following topics: (i) what their business is selling or will sell; (ii) how they will make the product or deliver the service; (iii) who their target market customers are; (iv) how the business will operate; (v) how they will market their business; and (vi) specifically how the competitor would use the \$10,000 and how it will impact their ability to generate a profit for their business. RTC reserves the right to change the finals pitch criteria in its discretion at any time. Finalists are welcome to bring reasonable physical items and props with them to their pitch during the finals. Each finalist will have up to six minutes for their pitch. Pitches will be timed and flashcards held up to notify the speaker of when they near the allotted time limit. After the pitch, the judges may ask additional questions for up to three minutes.

4. Determination of Winners. All approved videos, submitted by 12:00 PM (EDT) on Friday, June 30, 2017, will enter the preliminary viewership period for videos, which will end at 12:00 PM (EDT) on Friday, July 7, 2017. Six videos with the top view counts on YouTube within each sector (thirty semi-finalists in total) will move on to the semi-final round of the competition. Thirty semi-finalist videos will be posted on www.TheStartSomethingChallenge.org website and collect votes between 12:00 PM (EDT) on Monday, July 14, 2017 and 12:00 PM (EDT) on Sunday, July 21, 2017. Two videos with the largest amount of votes within each sector (ten finalists in total) will move on to the next round of the competition. The ten finalists will proceed onto the final round on August 1, 2017 where they will have up to six minutes to pitch their business ideas in front of a panel of judges. In addition to pitching their business, in this round the finalists will also need to specifically explain how they would use the \$10,000 (the first place prize) and how it would positively impact their business. After each pitch and three minutes of questions, the judges will complete a paper ballot which rates the pitch on eight questions. The questions are designed to judge how clearly and effectively the finalist has explained their business or idea. Every question uses a rating system, from 1 to 5 (5 being the highest score). A sample copy of the ballot the judges will use will be provided to the finalists prior to the finals. Paper ballots will be taken from the judges to a score tabulator in another room who will not hear any of the pitches. The tabulator will add up the scores to produce a total and median score for each finalist. The winners will be determined by the highest three total scores. In the event of a tie, the person with the highest median score wins. Three winners will be chosen and notified at the finals, but will receive their prizes at The Start Something Champions Gala in November, 2017. All of the finalists will be given tickets to attend the Gala. For the name of the winners visit www.TheStartSomethingChallenge.org or www.RisingTideCapital.org after August 2, 2017. If a competitor is not able to make the finals they will

be disqualified and the competitor who had the next highest number of votes in that category will make the finals. The date and location for the finals is subject to change at RTC's discretion.

5. Prizes. The first place winner will receive \$10,000, the second place winner will receive \$7,500, and the third place winner will receive \$5,000. All competitors agree to have their video used by RTC. Prizes are not transferable. Winners will be notified in person by representatives of RTC during The Start Something Challenge finals. Winners will subsequently be announced via RTC's social media sites (Facebook, Twitter, Instagram, and LinkedIn), www.RisingTideCapital.org, www.TheStartSomethingChallenge.org, and press releases. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the winner. Winners may be required to complete and return an IRS Form W-9 (Request for Taxpayer Identification Number and Certification).

6. General Release. By entering the competition, you release RTC, its subsidiaries, affiliates, The Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders, and partners (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the competition or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses, and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Further, each competitor acknowledges that much of the material that will be submitted as part of the competition may embody materials, suggestions, or ideas substantially similar to those which have been developed by others or by RTC and competition entities. Each competitor acknowledges that any similarity is purely coincidental and unavoidable in light of the volume of ideas that RTC and competition entities routinely use and consider in the course of each of their business activities. Accordingly, competitor consents to the following terms by submitting an entry: competitor understands that competitor will not be entitled to any compensation because of use by RTC or competition entities of any materials similar to competitor's entry; competitor releases RTC from any claim or liability with respect to the use of similar materials, that the materials submitted are free from any lien or claim by anyone; that the competitor has obtained all rights, permission, and licenses necessary to use the entry for any purpose; that the entry does not infringe in whole or in part any rights of any other party; and that competitor agrees to indemnify and hold RTC, its subsidiaries, affiliates, The Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders, and partners harmless from any claims, suits, losses, damages, and expenses (including reasonable attorney fees) that arise from the breach of the foregoing conditions.

7. License. Except as prohibited by law, each competitor grants RTC a royalty-free perpetual license and right to use their name, photograph, voice, likeness or video, in whole or in part, for business, advertising or publicity purposes, in all media, now known or hereafter discovered, worldwide and on the Internet, in each case without notice, review, approval, compensation or time limitation.

8. Disclaimer. This site and competition is provided by RTC on an "AS IS" basis. RTC makes no representations or warranties of any kind express or implied, as to the operation of the site or the information, content, materials, or products included on this site. **TO THE FULL EXTENT PERMISSIBLE BY APPLICABLE LAW, RTC DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF**

MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. RTC WILL NOT BE LIABLE FOR ANY DAMAGES OF ANY KIND ARISING FROM THE USE OF THIS SITE OR PARTICIPATION IN THE COMPETITION, INCLUDING, BUT NOT LIMITED TO DIRECT, INDIRECT, INCIDENTAL, PUNITIVE, AND CONSEQUENTIAL DAMAGES.

9. Miscellaneous. The competition is in no way considered an application of employment to RTC. The competition and these official rules will be governed, construed, and interpreted under the laws of the State of New Jersey, without regard to its conflicts of law rules. All applicable federal, state, and local laws and regulations apply. Any claim made in connection with the competition or any entry shall be determined in accordance with the laws of the State of New Jersey, without regard to its conflicts of law rules. All claims shall be brought in the federal or state courts located within the State of New Jersey. Competitors agree that such jurisdiction is acceptable to them. Competitors agree to be bound by these official rules and by the decisions of RTC, which are final and binding in all respects. Competitors who violate these official rules, tamper with the operation of the competition or engage in any conduct that is detrimental or unfair to RTC, the competition or any other competitor (in each case as determined in RTC's sole discretion) are subject to disqualification from entry into the competition. Competitors further agree that RTC, its subsidiaries, affiliates, The Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders, and partners of each, and any other person or entity related in any way to the competition, will have no liability and shall be held harmless by competitor against any and all liability for any injuries, loss or damage of any kind to persons, including death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or benefit resulting from or related to the competition. Competitor agrees not to bring any claims against RTC, its subsidiaries, affiliates, The Start Something Challenge sponsors, directors, board members, officers, professional advisors, employees, funders, and partners for any claims whatsoever, including any claims for libel, defamation, slander, or invasion of the right to privacy, publicity or personality or any similar claim. By participating in The Start Something Challenge, you also agree that RTC does not have any obligation to show or use any entry for any purpose. By participating in the competition, competitor agrees to waive any right to claim ambiguity or any deficiency in these official rules or the competition, including its administration.

10. Changes. RTC reserves the right to change, amend or supplement these official rules, at any time, in its sole discretion.

11. Cancellation. RTC reserves the right to suspend or cancel the Challenge or any competitor's participation in the Challenge, at any time, in its sole discretion.

12. Competition Sponsor. The sponsor of the Challenge is Rising Tide Capital, Inc., 384 Martin Luther King Drive, Jersey City, NJ 07305. For clarity, this promotion is in no way sponsored, endorsed or administered by, or associated with Animoto, YouTube, Facebook, Twitter or Instagram. You understand that you are providing your information to RTC for use of such information by RTC. You expressly acknowledge that the information you provide RTC may be used by RTC to send updates and announcements regarding the competition.

13. Questions. If you have any questions about these official rules or the competition, please e-mail them to SSC@RisingTideCapital.org or send written questions to The Start Something Challenge, Rising Tide Capital, c/o Esther Fraser, 384 Martin Luther King Drive, Jersey City, NJ 07305