

**OFFICIAL RULES FOR THE
NEW YORK EDUCATION FORUM
2016 BUSINESS PITCH COMPETITION**

WHO CAN ENTER: The 2016 New York Education Forum Business Pitch Competition (the “Competition”) is open to U.S. corporate entities who submit an accepted application to participate in the Education Forum and have a viable business that fits within the problem statement of addressing technology-driven solutions that aim to build academic achievement and success among students enrolled in Kindergarten through 12th grade and those enrolled in higher education. Applications are “accepted” when invited to participate by Village Capital, based upon the results of an evaluation by a selection committee composed of representatives from the program partners. The business application must be submitted electronically through the F6s electronic platform on or before March 14, 2016.

Employees (and their immediate families [spouse, parent, child, sibling and their respective spouses] and those living in the same household of each employee, whether or not related) of Village Capital (“Village Capital”) and Citigroup Inc. (“Citi”), and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development, administration, organization and execution of this Competition are not eligible to participate. The Competition is subject to all applicable federal, state, and local laws. An eligible minor in his/her state of residence should have his/her parent’s or legal guardian’s permission to enter. Void in Puerto Rico, the U.S. territories and possessions and where prohibited.

HOW TO ENTER: Each entrant may only submit ONE entry. By submitting an entry, applicants agree to adhere to and be bound by these Official Rules. Entrants will be required to prepare an original entry. Entries must consist of original ideas, research and content. Entries must have a viable product (no idea-stage companies) and must fit within the problem statement of addressing technology-driven solutions that aim to build academic achievement and success among students enrolled in Kindergarten through 12th grade and those enrolled in higher education.

Entries (i) must be entrant’s own original work, and cannot contain plagiarized work or work belonging to a third party or material previously published and/or copyrighted in any part by any 3rd party, (ii) must be in keeping with Citi’s and Village Capital’s image and may not be offensive or inappropriate, as determined by Citi and/or Village Capital in their sole discretion, and (iii) cannot defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. Citi and Village Capital reserve the right to disqualify any entry deemed to be offensive, inappropriate, or not in keeping with Citi’s and/or Village Capital’s image, in its sole discretion. All entries and rights to winning entry submissions become the property of Citi and/or Village Capital and will not be returned.

Released Parties (as defined below) are not responsible for late, lost, stolen, inaccurate, garbled, damaged, illegible, undelivered, delayed, misdirected, or postage-due entries or mail; for interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections; for lack of availability or accessibility, or miscommunications due to failed computer, satellite, telephone, or cable transmissions or lines; for technical failure or jumbled, scrambled, delayed, or misdirected transmissions; for computer hardware or software malfunctions, failures, or difficulties; or for any other computer, network, technical, typographical, human or other error, problem, or malfunction related to or in connection with the Competition or any Competition related materials.

DEADLINE FOR SUBMISSIONS: Submissions must be received by March 14, 2016. All submissions will be submitted on the application that is hosted on F6s, following the guidelines in length and content for each question that is posed. Only finalized applications will be reviewed.

JUDGING: Judging of pitches and selection of winners will take place during the New York Education Forum held on April 6, 2016 at the Center for Social Innovation, 601 West 26th St., Suite 325, New York, NY. Potential winners will be selected from among eligible pitch participants. Judging at the event will be performed by: (1) the attending audience, consisting of local stakeholders, investors, entrepreneurs and professionals in the New York education and entrepreneurship communities. Each eligible audience member will be able to cast one vote. Among the participating teams participating in the Competition, each eligible team will be able to cast one vote. One winner will be selected by the eligible audience votes and one winner will be selected by the eligible team votes. The

winner selected by the audience and the winner selected by the teams will each receive a prize of \$10,000 ten thousand dollars. In the event that the audience and the teams select the same winner, then that winner will receive the full amount of prize money in the total amount of \$20,000 twenty thousand dollars. If either the audience votes or the teams votes result in a tie, then the prize money will be divided evenly among the winners. The audience and the teams will be directed to judge participants on the following six (6) criteria: Team, Product, Customer Validation, Financials, Scale & Impact, Return of Capital. The decisions of the judges are final and binding. Village Capital and Citi reserve the right in their sole discretion to disqualify any entry and to decide not to issue any awards or to issue additional awards, but will not be required to do so.

PRIZES: One (1) winner selected by the audience votes and one (1) winner selected by the team votes will each be awarded a monetary prize of \$10,000 ten thousand dollars. Approximate Retail Value (“ARV”) of each prize is \$10,000.00. Winners will be notified at the pitch event and announced to the audience shortly after the pitches. Selected winners may choose to waive the prize. Total ARV of all prizes and awards combined: **\$20,000.00.**

GENERAL PRIZE AND AWARD RESTRICTIONS: Any and all federal, state, and local taxes, where applicable, are the sole responsibility of the winners and award recipients. No cash equivalents, substitutions, transfers, or assignments of prizes or awards are allowed, except by Citi and/or Village Capital, who reserve the right to substitute a prize or award (or portion thereof) of comparable or greater value, at its sole discretion.

NOTIFICATION/ANNOUNCEMENT: Potential winners, those companies selected to participate in the event training which are then eligible to publicly pitch their companies for a chance to win aforementioned prizes, will be notified electronically near the conclusion of the entry period, which will take place on or about March 14, 2016. Companies are selected to participate by a committee of program partners which evaluates the companies’ applications and any supplementary materials that were submitted. If any prize or prize notification is returned as undeliverable, a potential winner chooses to decline a prize for any reason, or fails to comply with these Official Rules, the prize may be forfeited. If any potential winner fails to comply with all requirements as set forth in these rules, Citi reserves the right to disqualify such potential winner. By accepting the prize, each winner grants to Citi and its designees the right to use his or her name, likeness, hometown, biographical information, and entry for purposes of advertising and promotional purposes in any and all media now or hereafter known throughout the world in perpetuity without further notice, permission, or compensation, except where prohibited by law.

USE OF ENTRY: By submitting an entry, each entrant agrees Citi shall own the entry submitted (including all rights embodied therein in winning entries) and that it and its designees may edit, publish, use, adapt, modify, or dispose of any entry and elements embodied therein, online, in print, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to, or permission of the entrant, except as prohibited by law.

GENERAL CONDITIONS: By submitting an entry, entrant agrees to release and hold harmless Village Capital and Citigroup Inc., and their respective parents, affiliates, subsidiaries, advertising, and promotion agencies and all others associated with the development and execution of this Competition, and the respective officers, directors, shareholders, agents, and employees of the foregoing (collectively, the “Released Parties”) from any and all claims, injuries, damages, or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this Competition or acceptance or use of a prize. In the event the Competition is compromised by non-authorized human intervention, virus, bugs, or other causes beyond the control of Citi which corrupts or impairs the administration, security, fairness, or proper play of the Competition, Citi reserves the right in its sole discretion to modify, suspend, or terminate the Competition or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Competition.

WINNERS LIST: Winners will also be announced at the pitch event, and through twitter, blog posts and local media.

SPONSORS: Citigroup Inc., One Court Square, Long Island City, NY 11120 and Village Capital, [419 7th Street NW, Suite 300, Washington, DC 20004.](#)