

THE COSMETIC VICTORIES

BY THE ENDOWMENT FUND COSMETIC VALLEY/ESSEC

- RULES & REGULATIONS -



Please read these rules and regulations and approve the general conditions for participating in the competition.



1. Competition organiser and objectives

Cosmetic Valley is organising, with the support of the Cosmetic Valley-ESSEC Endowment Fund, The Cosmetic Victories competition in order to encourage, support and promote innovative projects in the area of perfumery-cosmetics.

This call for projects is being organised at an international level by Cosmetic Valley.

2. Competition categories and eligibility

The Cosmetic Victories is a research and innovation competition that rewards projects with potential interest for the perfumery-cosmetics sector, regardless of their position in the value chain.

There are two prizes for innovation:

- The Industry prize, which recognises the development of the year's best cosmetics innovation.

This prize is for natural persons of full age and capacity who intend to start up a company, as well as for start-ups and SME companies.

The innovation may be of any type, as defined in the Oslo Manual:

- Procedural innovation, organisational innovation, translating into reinforced price competitiveness used to increase market share with respect to competitors,
- Product or service innovation: the company markets a new generation of products or services that is radically new or highly differentiating, which is synonymous with the strong potential for growth.
- Marketing innovation: the company adopts an economic model or differentiating marketing approach that better meets customer needs than the traditional models of its competitors, which is synonymous with the strong potential for growth.
- Etc.

Innovation is used in the broad sense, whether it is technological or not.

- The Academic prize, which rewards the most relevant research project in the context of the new problems facing the perfumery cosmetics-sector. This project must be submitted by a public laboratory, or by a collaboration between a company and a public laboratory.

This prize is aimed at young graduates, doctorate or post-doctorate researchers, other researchers and academic teams, etc.

Eligible project leaders may be of any nationality.

Each candidate may only present one project.

The project leader guarantees the exactness of the product information. He or she ensures that the work is original and innovative and that he or she is the sole holder of any associated intellectual property rights.

No one having a connection to the members of the jury or their family may enter the competition.

3. Competition organisation

The competition will have three phases:

1. An application-study phase in April, with pre-selection by an academic committee comprised of members of Cosmetic Valley, academic experts and financial experts (from ESSEC, BPI, CNRS and GDR 3711 Cosm'actifs).
2. Presentation of the pre-selected projects in June in front of a jury of specialists, comprised of members of the largest cosmetics companies in the world, as well as academic experts: a 5-minute presentation followed by 5 minutes of discussion. Project leaders should use Power Point-type support for their presentation.
3. Selection of the winners by the Grand Jury and awarding of the Prizes in 2017, during an event organised for the occasion.

4. Application

The application must be filled in online on the site www.thecosmeticvictories.com.

Applications will be accepted until 30/03/17 at 11:59 pm. No application filled after this date and time will be taken into consideration.

You will be sent an e-mail confirming your registration.

The application must be in the format defined by the organisers of The Cosmetic Victories competition for the two award categories. The application outline can be downloaded on The Cosmetic Victories competition site. The application must meet the essential aspects of our expectations, meaning it must:

- Contain the CVs of the project team members,
- Describe the relevant market or markets,
- Present the innovation that will be brought to market and the added value,
- Detail and justify the prospects for development of this innovation,
- Present a project financing plan with a forecast and justified financial statement,
- Describe the status of the project and the steps that have been completed,
- Etc.

5. Methods and criteria for selecting projects

1. Application assessment criteria

The applications will be evaluated by the jury according to the following criteria:

- Innovative nature of the project
- Added value of the innovation for the perfumery-cosmetic sector
- Ability of project leader to bring the project to completion
- Appropriateness of the project for the target market

The list of selection criteria is not exhaustive. The Jury is authorised, depending on the applications received, to take other elements into consideration when making its assessment.

2. Initial selection by the academic committee

This initial committee will be comprised of members of Cosmetic Valley, ESSEC, BPI, CNRS and GDR 3711 Cosm'actifs.

From among the applications that comply with the rules and regulations, the jury will select, after deliberation, the most innovative projects.

The pre-selected applicants will be informed by e-mail before 05/05/2017. They must then confirm that they will be present at the final selection at the latest by 12/05/2017 by e-mail sent to the following address: elaheux@cosmetic-valley.com.

Pre-selected applicants who do not confirm their presence within this time frame will automatically no longer be eligible to participate in the final selection.

If applicants are physically unable to attend the final selection, their participation in the last step of the competition may be organised via video-conference with the final jury. Said applicants must nonetheless confirm their participation in this type of presentation, or they will automatically no longer be eligible to participate in the final selection.

3. Final selection

The final jury will be comprised of part of the abovementioned Academic Committee as well as of professionals from the perfumery-cosmetics, finance and innovation sectors.

Project leaders will have to defend their innovation in an oral presentation lasting 5 minutes before the final jury, followed by 5 minutes of open discussion with the jury.

The jury is entirely free to make the choices it wishes.

6. Endowments and presentation of awards

The results will be kept confidential until The Cosmetic Victories competition prizes are awarded.

The prizes will be awarded at the end of June, 2017. The exact date and place will be announced later.

The selected applicants will be informed of the time and place for the awarding of the prizes.

The winners of each category will receive an award, which will include:

- A financial endowment of €10,000
- Personalised assistance and promotion of the project by Cosmetic Valley, including through high-impact communication activities.

Endowments awarded to applicants must be given to the company or project development in question.

For the academic prize, if intellectual property is shared, the endowment must be divided between all the different members of the research team as well as with the public research laboratory where the work took place. The endowment must in any event be divided into the following manner: 20% of the sum for the project leader(s), and 80% of the sum in the form of a donation to the research laboratory that supported the project.

4. Calendar

The call for projects for The Cosmetic Victories will begin on 13/10/2016.

Registrations will be accepted until 30/03/2017 at 11:30pm, and will be confirmed by e-mail.

The applications will be pre-selected in April, 2017. The selected applicants will receive an e-mail informing them of their selection for participation in the grand final oral presentation. Selected applicants must send an e-mail confirming their attendance before 12/05/2017 to elaheux@cosmetic-valley.com.

The prizes will be awarded at the end of June, 2017. The exact date and place will be announced later.

7. Confidentiality

The members of the academic jury and the organisers agree to keep secret any information relating to the submitted projects, and sign non-disclosure agreements to this end. It is nonetheless incumbent on the applicants to take all necessary measures to ensure that their intellectual and industrial property rights are protected.

The project leader must agree to reveal only information that is qualified as **non-confidential** during the oral presentation to the final jury.

The organiser cannot be held liable for any actions or claims that may arise concerning the innovation from third parties with respect to violation of intellectual and industrial property rights.

8. Communication

All participants authorise the organisers to freely publish their complete contact information as well as a detailed, non-confidential description of their innovation. This applies to all institutional and public domain communication support, meaning: files, press releases, Internet sites, etc.

The winners will in particular receive a specific press release to announce the award.

Pursuant to the *Informatique et Libertés* law (the Data Protection Act) of January 6th, 1978 modified by the law of August 6th, 2004, the User has a right of access as well as a right to additional information, modification and, if necessary, opposition for data about said User. He or she may at any time oppose their communication to third parties. Any request for access, modification or opposition must be addressed to:

Cosmetic Valley
1 place de la Cathédrale
28000 CHARTRES
FRANCE

9. Winners' commitment

Each prize winner agrees to:

- In official communication, mention that he or she is a winner of The Cosmetic Victories Award
- Inform Cosmetic Valley of any changes to his or her project

10. Force majeure

The organiser reserves the exclusive and unilateral right to modify, if necessary, the announced dates. It may not be held liable in the event of a momentary or permanent interruption of the competition for any reason whatsoever.

11. Acceptance of the rules and regulations

Participation in The Cosmetic Victories implies acceptance of these rules and regulations unreservedly.

Each applicant acknowledges that he or she has read and understood these rules and regulations and that he or she accepts the terms and conditions without limitation.

12. Miscellaneous

In the event of any breach on the part of an applicant, the organiser reserves the right to terminate said applicant's participation in the competition, without said applicant having any right to claim or indemnity.

13. Disputes

These rules and regulations are subject to French law. Any dispute arising from their application and interpretation must be submitted to the jurisdiction of the courts of Paris.

Contacts and information

All of the information on the competition may be found online on <http://www.thecosmeticvictories.com/>.

If you should encounter any difficulties, please contact:

elaheux@cosmetic-valley.com

+33 (0)2.37.211.211

ORGANISATION

Cosmetic Valley
1 place de la Cathédrale
28000 CHARTRES
FRANCE
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