

CALL FOR IDEAS GOBEYOND 2025 REGULATION

INTRODUCTION

The call for ideas GoBeyond (hereinafter the “Contest”) is a contest conceived and organised by Sisal, now part of the Flutter Southern Europe and Africa division of the Flutter Group, with the aim of encouraging the development of new Italian entrepreneurial ideas, fostering the transformation of a vision (an idea with high innovative potential) into a valuable project (enterprise).

Sisal S.p.A. (hereinafter referred to as Sisal) with registered office in Milan, Via Ugo Bassi 6, 20159, Tax Id. no., V.A.T. no. and registration no. in the Milan Register of Company – Ordinary section 05425630968 – an Italian company with over 70 years of success, bases its growth strategy on innovation and technological development for the purpose of simplifying the life of consumers.

In accordance with these values, Sisal has decided to launch the call for ideas GoBeyond to foster the development of new ideas and enhance Italian talent.

To participate, candidates must register for the Contest on the website www.gobeyond.info (hereinafter “GoBeyond official platform”) according to the procedure specified below. By accessing the portal, candidates may view this regulation, read news concerning the initiative, access on-demand training courses, and monitor all contest phases up to the announcement of the winning ideas.

The Contest, this year in its ninth edition, will select an absolute winner for one category only. Having gained a reputation as a platform promoting responsible innovation over time, GoBeyond will be awarding prizes to startups that wish to solve a problem or create an innovative technological solution that generates benefits and a positive impact for society and/or the environment. In addition to the contest winner, GoBeyond has decided to launch a challenge for the second year specifically to include an additional winner who best meets the contest requirements (see Article 6 – Award of Prizes).

The contest is promoted and organised by Sisal with the support of the following Italian and international companies/organisations: Google, frog – Part of Capgemini Invent, Angels4Women, Mamacrowd, Alkemy, Carter & Benson, Foundation-C, SheTech, StartupItalia, NTT Data, SIT – Social Innovation Teams, Startup Geeks, Zest, Fondazione Giacomo Brodolini, INNOVIT, Chiomenti.

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GoBeyond is not a prize contest, nor an operation with commercial purposes for the promotion of specific services/products, but, since it falls within the activities permitted by Article 6 of Presidential Decree No. 430/2001, its sole objective is to reward and enhance participants by encouraging the development of their ideas, giving them visibility, and offering the winning ideas concrete opportunities for support.

ARTICLE 1 - RECIPIENTS

The following parties may participate in the call for ideas:

A. INDIVIDUAL CANDIDATES OR TEAMS: : regardless of their nationality, participants must be domiciled in Italy and must have reached the age of 18 at the time of submitting their application. They need not be the owners of a business at the time of registration.

An exception will be made for university students not domiciled in Italy, who may, however, only participate if regularly enrolled in a University recognised by *Ministero dell'Università e Ricerca* (MUR, Ministry of University and Research).

Participation in the Contest is allowed individually and in teams.

B. MICRO AND SMALL-SIZED ENTERPRISES¹, with a permanent establishment in Italy, regardless of their country of incorporation.

Registration for the Contest must be performed by the company's legal representative.

Participation in other business contests or obtaining other forms of financing to support the development of a business idea will not constitute an impediment to participation in this Contest.

Each candidate, individually or in a team, may participate with one project only. A candidate participating as a team member will not be permitted to participate in the Contest as a member of another team or individually. A candidate participating individually will not be permitted to participate as a member of a team.

¹ Pursuant to Articles 2.2 and 2.3 of the Ministerial Decree dated 18.4 2005, transposing Recommendation 2003/361/EC of the European Commission, we define: a) micro-enterprise as an enterprise whose workforce does not exceed 10 people and whose revenues or balance sheet total does not exceed €2 million on an annual basis; b) small-sized enterprise as an enterprise whose workforce does not exceed 50 people and whose revenues or balance sheet total does not exceed €10 million on an annual basis. Companies in a state of bankruptcy, liquidation or arrangement with creditors are excluded.

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Employees, collaborators, and consultants of the promoting company Sisal S.p.A. and other companies belonging to the same group, as well as those of the Partners, are excluded from participation in the Contest.

In any case, the Contest organisation reserves the right not to admit applications that are not consistent with the spirit and objectives of the initiative.

ARTICLE 2 – ELIGIBILITY OF PROJECTS

To participate in the Contest, the business idea must meet all the following requirements:

- It must have innovative features (including, but not limited to, the characteristics of the product/service/production and distribution process submitted), or it must be an original idea that constitutes a practical evolution of something known and used in contemporary society;
- It must meet clearly identifiable needs and problems;
- It must be financially sustainable over time;
- It must generate a positive impact for the Italian community/territory, while remaining replicable and scalable at an international level;
- It must be the result of the work and ingenuity of the individual candidate or team members in compliance with applicable legislation on copyright, trademarks, patents, or intellectual property in general.

The Contest regulation does not set limits on the product category to which the project idea refers, provided that it is not in conflict with the SISAL Code of Ethics ([click here](#)). Violation of the Code of Ethics will entail the immediate disqualification of the candidate held responsible for such violation by the Contest organisation.

ARTICLE 3 – PROCEDURE FOR PARTICIPATION

Applications to participate in the Contest may be submitted by interested parties for the purpose of their candidacy starting from 3.00 PM on 1 July 2025 until, and no later than, 11.59 PM on 30 September 2025, under penalty of exclusion, directly on the official GoBeyond platform. No other procedures for submitting applications will be permitted.

For the purpose of submitting their application on the official GoBeyond platform in compliance with the above mandatory terms, each interested party (individual candidate, or Team representative in case of Teams, or legal representative in case of Micro and Small-sized Enterprises) must:

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1. Register in the section called “Private Area²” by filling in the appropriate form and stating that they have read and accepted the terms of use of the site and the privacy policy;

2. Submit their idea by putting in place the following actions:

2.1. Filling in the application form, available in the “Private Area”, which provides a description the start-up.

2.2. Uploading a **video**, maximum duration 120”, which describes the reason that led to the birth of the idea, the benefits that the business idea being submitted may bring to the market and the team members. The application form contains guidelines on how to make the video.

Sending the video is necessary and mandatory for the purpose of participating in the Contest. Failure to upload the elevator pitch will result in the candidate being excluded from the Contest.

The video formats allowed are .avi, .3gp, .mov, Mp4, and .mpeg. Maximum weight 100MB.

2.3. Uploading a **pitch deck**, in .ppt or PDF format, maximum 20 slides, maximum weight 100MB. Candidates are free to use their own preferred format, layout and graphics.

These actions must be completed no later than 30 September 2025, under penalty of exclusion from the Contest.

If the idea submitted competes in other contests or already benefits from funding, it is advisable to include information to that effect in order to ensure a correct assessment of the potential of the idea being submitted.

If deemed necessary for a more in-depth evaluation of the idea by the Evaluation Bodies, candidates may upload further in-depth materials in the area “Documents” (including, but not limited to: images, prototypes, renderings, etc.).

These documents, the submission of which is optional, will not be made public in order to ensure effective protection of intellectual property.

Once the required materials have been uploaded, the system will record the information entered. The application can be modified at any time until the call deadline

² Only one registration per email address will be accepted. Once registered, each candidate will receive an email confirming registration for the Contest at the email address specified in the registration form.

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on 30 September. If the uploaded materials are complete, you may submit the application before the deadline to notify the evaluation team that it is ready for review.

Each candidate may only submit one application for participation in the project, submitting only one idea.

All communications concerning the Contest will be sent exclusively to the e-mail address info.gobeyond@sisal.it

ARTICLE 4 – TIMING

Participants will be regularly kept informed about any intervening events that will be organised by the partners through the official GoBeyond platform.

PHASE	TIMING	ACTIVITY
1	1 July 2025	Opening of Applications; sending of: <ul style="list-style-type: none">• application form• video pitch• pitch deck• in-depth materials (optional)
2	30 September 2025	Deadline for sending materials and filing applications
3	By the end of November	Evaluation and identification of the finalists
4	December	Announcement of winner and finalists
5	January – June 2026	Delivery of prizes offered by the Contest organisation

ARTICLE 5 – EVALUATION

Applications submitted by the required deadline according to the procedure set out herein will be evaluated by the following Evaluation Bodies for the purpose of selecting the finalist ideas and winners: GoBeyond Committee, which includes the main representatives of Flutter SEA's innovation governance, Committee of Partners comprising an expert from each Contest Partner, and the final Jury comprising experts

from the ecosystem of startups and from the world of innovation. The list of members of the Evaluation Bodies will be available for consultation on the official GoBeyond platform, in the section “Network”. The Evaluation Bodies will assign a score for each of the parameters specified in the grid below.

	Application evaluation criteria	Weight	Attributable score
A.	Innovation/Originality of the business idea	15%	From 0 to 10
B.	Usefulness of the proposal in terms of needs satisfied	20%	
C.	Practicality in terms of pitch deck competitiveness and amounts	20%	
D.	Scalability, i.e. replicability of the project in terms of internationalisation and search for new markets	15%	
E.	Impact, i.e. ability to generate shared value for all stakeholders by improving the economic, social and environmental conditions of the area in which the enterprise would operate	30%	
	Total		100%

To ensure a correct evaluation of the projects submitted, each member of the Evaluation Bodies will examine and evaluate each aspect of the projects submitted according to their position and skills, assigning a score for each of the parameters specified in the grid above, giving consideration to each idea absolutely in the same manner as the others.

The final score assigned to each idea will therefore be the sum of scores assigned by each member for each weighted criterion. For the selection of the winning projects, the Jury will be chaired by an Honorary President, who will join the members previously designated.

In the event of a tie, the winning idea will be chosen at the sole discretion of the Honorary President of the Jury.

ARTICLE 6 – AWARD OF PRIZES

The winner of the Contest will receive a financial grant of **€50.000³** (fifty thousand euros/00). This cash prize will be paid by bank transfer, in a single instalment, by 30 June 2026. To collect the grant, the winning project must be an incorporated company.

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The Contest wishes to encourage entrepreneurial ideas that address relevant social and environmental challenges, including, but not limited to:

- **Climate and Environment:** The project develops climate resilience and adaptation solutions, including green infrastructure and renewable energy solutions to reduce carbon emissions. The project focuses on the circular economy, biodiversity preservation and managing the impact of climate change on vulnerable communities.
- **Health and Social Care:** The project aims to improve access to health care by leveraging digital and technological platforms, uses technology for the purpose of prevention, diagnosis and treatment of diseases, to provide health care in underserved rural areas or for the development of wearable health monitoring devices.
- **Social Inclusion and Equality:** The project focuses on promoting diversity and inclusion, supporting local communities and providing access to technology for underserved communities.
- **Education:** The project focuses on improving access to education, promoting lifelong learning, digital literacy programmes or providing access to technology for underserved communities to bridge the digital divide.
- **Happiness and wellbeing:** The project focuses on improving individual happiness and well-being through innovative solutions that promote emotional resilience, sense of belonging and life satisfaction. It includes the development of tools and platforms that support wellbeing and personal and relational growth.
- **Technology for good:** The project focuses on leveraging emerging and cutting-edge technologies to address pressing social and environmental challenges.

The winner and the finalists will have the opportunity, in the 6-month period following the award of the prize money, to take advantage of an **advisory** path provided by the Partners, who with their managerial skills and know-how will facilitate networking, setup, and development of the project. Candidates will receive support and feedback with the aim of improving their business ideas and facilitating project development and fund-raising activities.

The GoBeyond Partners reserve the right to assign additional prize money or special mentions to the startup that is the most in line with the company's values, which could translate into activities or services arising from their core competencies that enhance and generate further value for the chosen startup(s). This benefit will materialise in case of mutual interest and at the discretion of the assignee enterprise. The **Partner** companies that will make **additional rewards** available are the following: Zest, Mamacrowd, Google, SheTech, Alkemy, Carter & Benson. For more information, please visit the official GoBeyond website at www.gobeyond.info/call-for-ideas.

Moreover, also for this year's edition, in collaboration with **Startup Geeks**, the largest online incubator in Italy, GoBeyond will make an online incubation path available on the Startup Geeks proprietary platform to 3 best startups, which will be identified in the "Idea Stage" or "In Development" phases during the application procedure. The costs for such **incubation path** will be borne entirely by Sisal and will be completely free of charge for the startups. The incubation programme will be available for 5 people per each startup.

Emilio Petrone Internationalisation Award powered by INNOVIT

Established in 2024 in memory of Emilio Petrone, former CEO of Sisal who promoted the creation of GoBeyond, starting this year the recurring prize of the call for ideas is awarded to the startup that best expresses the values of innovation, impact and international openness that distinguished Petrone's entrepreneurial vision.

The prize consists of free participation in an acceleration program at **INNOVIT** – Italian Innovation and Culture Hub in San Francisco, promoted by the Italian Trade Agency and managed by Fondazione Giacomo Brodolini – Entopan Innovation. The course offers strategic advice, meetings with investors and partners, mentorship activities and the development of an operational plan for internationalisation. The initiative aims to support the global expansion of the winning startup, with a particular focus on the US market and ESG issues. Sisal will cover all participation and travel costs of the winning startup.

Learn more about Innovit: <https://www.call4innovitsf.com/>

The award is designated for startups that are already active on the market, with demonstrable traction and Total Addressable Market (TAM) exceeding USD 1 billion. Particular attention will be given to projects with inclusive leadership, and to those which operate in high-potential markets. The winner is selected by the Open Innovation team, in collaboration with the INNOVIT team.

GOBEYOND CHALLENGE

Finally, for the second year running GoBeyond has decided to provide an additional financial grant of **€10,000** (ten thousand euros/00)³, to support the development and scalability of the solution. The prize will be awarded by the juries to a startup that, through

³ It is understood that the above amount will be paid out after deducting any required withholding taxes and duties.



its product or service, best meets one of the challenges outlined by Flutter Southern Europe and Africa.

In addition to the grant winner, Flutter SEA reserves the right to select a limited number of startups who may be contacted by the Open Innovation Team to evaluate the possibility of **testing the solution in a real context**. Any meetings with startups will be concluded in the first quarter of 2026.

The challenge for the 2025 edition is described below:

Process transformation

We are looking for innovative solutions that can transform internal business processes by making them more efficient, sustainable and digital. The challenge is aimed at **established startups** with validated and potentially integrable solutions (already on the market or product ready to be tested).

We are looking for solutions in the following areas:

1. Intelligent Workflows & Employee Empowerment

Solutions that simplify the daily activities of corporate departments (e.g. Finance, HR, Legal), making work more efficient and intuitive. These include automation platforms, AI assistants, low-code tools, and human-centric interfaces to optimise operational flows and support data-driven decisions.

2. Knowledge Orchestration & Mapping

Tools that organise, connect and activate the company's internal knowledge. These include intelligent repositories, automated systems for documenting and generating knowledge, skills mapping, capacity building and collaborative research.

3. Responsible & Trusted Solutions

Technologies that ensure safe, compliant and ethical internal processes. We seek solutions that promote responsible gaming, enhance regulatory agility, and support real-time monitoring, continuous compliance, fraud prevention and operational integrity.

ARTICLE 7 – INTELLECTUAL PROPERTY, INDEMNIFICATION, AND WARRANTIES

By agreeing to this regulation, each participant:

1. Expressly declares that the proposed project idea is original and does not infringe upon the intellectual or industrial property rights of third parties in any way, thereby holding Sisal S.p.A., its Group Companies and/or its partners harmless from any

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responsibilities, liabilities, claims for damages and/or compensation claimed by third parties;

2. Assumes the burden of and responsibility for protecting their design idea and invention and/or original aspects through means provided for such purpose by the Italian legal system (patent registration, protection or the like) before the disclosure of the idea on the official GoBeyond platform;

3. Acknowledges that the publication of their candidacy on the official GoBeyond platform will entail its visibility for all users of the evaluation body and that Sisal, the Companies within its Group and/or any of its partners will not be liable for the use and/or misuse of their idea and/or possible development thereof by anyone who may have become aware of it through such platform, hereby waiving their right to claim any compensation for damages and/or indemnification against Sisal for any reason and/or on any grounds.

4. Any conception or creative development, including, but not limited to, slogans, texts, artistic or photographic works, original music, ideas or scripts of advertising films, brands, packs and packaging, campaign or action plans, etc., created by the candidate and uploaded by them to the official GoBeyond platform for the purpose of submitting their application will remain their exclusive property.

5. Participants will, however, assume exclusive responsibility for the protection of the rights of third parties involved and/or employed in any capacity in the context of the aforementioned creations, within the limits of negotiated rights.

6. In particular, participants agree that Sisal S.p.A. and/or other Companies within the Sisal Group, may use, or cause advertising agencies or their partners to use, the above ideas or creative developments after the end of the Contest to increase visibility of the project.

ARTICLE 8 – WITHDRAWAL AND EXCLUSION

If a candidate wishes to withdraw their participation in the initiative, they must immediately notify withdrawal by sending an email message to info.gobeyond@sisal.it.

Furthermore, participation may be revoked at any time by the Partner in the event of failure to comply with the obligations and restrictions contained herein or commitments assumed during the application submission stage.

Parties submitting declarations and/or documentation providing false and/or incorrect information will be excluded from the selection.

All incomplete or inconsistent ideas, sent by the deadline specified for each Contest phase, in conflict with the rules laid down herein or infringing upon third-party intellectual or industrial property rights will also be excluded.

ARTICLE 9 – REGULATION CHANGES

This regulation, and related annexes, may undergo changes by 30 September 2025. The amended texts will be published on the official GoBeyond platform and information email messages will be sent to all users registered on the website as at the date of the regulation change.

ARTICLE 10 – CONFIDENTIAL INFORMATION

All information and documents uploaded by the participants to the website (with the exception of the detailed file and the elevator pitch referred to in Article 3, pts. 2.1 and 2.2 herein) should be considered confidential information. The parties undertake not to use any confidential information provided by the other party for any purpose other than the purposes of this regulation.

ARTICLE 11 – USE OF IMAGES

Should the participant include images of themselves in the uploaded **elevator pitch**, they declare that they grant the following rights to Sisal S.p.A. with offices at Via Ugo Bassi 6 – 20159 Milan, pursuant to Article 96 et seq. of Royal Decree No. 633 of 22 April 1941 and Article 10 of the Italian Civil Code without payment of any compensation, namely the right to:

- reproduce the images submitted as part of the Contest by any means (video, photography, television, print, etc.);
- make any use of such content (images), including separately, in full, partial or condensed or altered form, including advertising form, without time limits, including publication on digital media belonging to Sisal S.p.A.

In this regard, the participant acknowledges that Sisal S.p.A. may use their image, in whole or in part, also for operations relating to social networks or corporate advertisements, without the need for Sisal to request an additional consent and without the participant being owed any amounts and without being permitted to make any claims.

ARTICLE 12 – INFORMATION AND CONTACT DETAILS

For any information relating to this regulation and to the use of the portal, write to info.gobeyond@sisal.it.

Milan, 1 July 2025