

SCALEUP INBRAZIL

BATCH VI GUIDELINES

(updated on August,2025)

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1. ABOUT THE PROGRAM:

ScaleUp inBrazil (SUIB) accelerates and bridges business between countries and innovation ecosystems ranked on the Global Innovation Index and Brazil. The program attracts disruptive and innovative companies to expand and scale in the Brazilian market.

SUIB provides companies the methodology and tools they need to properly access the Brazilian market by validating their products, securing customers, and starting operations in the country.

The program focuses on five main pillars:

1. **Customers:** access to potential customers, corporations, and strategic partners.
2. **Market Strategy:** strategic support to market access.

3. **Knowledge:** individual and group workshops with specialists addressing the essential information for a company to internationalize in Brazil.
4. **Cultural Environment:** support for easier navigation through the Brazilian business cultural environment.
5. **Local Funding:** access to potential investors to support the expansion of the Brazilian operation.

The program was designed by the Brazilian Private Equity and Venture Capital Association (ABVCAP), the Brazilian Trade and Investment Agency (ApexBrasil) and Israel Economic Mission to Brazil and launched in 2019. Since then, five editions of the program have been held, accelerating a total of 66 companies. The program is divided into five stages. More details on each stage are provided in item 3.

Some of the results that the program has achieved so far includes:

- A total of 66 companies accelerated.
- Out of which 13 already announced operations in Brazil.
- Signing of 33 formal contracts.
- Meeting with more than 1.200 qualified potential clients.
- Hiring of at least 73 local professionals.
- Raising more than USD 20MM from investors to expand local operations.

The program also counts on the support and partnerships of major market players in Brazil, Israel, Japan, and Finland.

From this point forwards ApexBrasil and ABVCAP will be referred to as “Designers” and Israel, Japan and Finland as “Country Partners”.

2. SERVICES PROVIDED IN THE PROGRAM:

2.1. What the program offers

- a. Consulting with experts in different segments in the Brazilian market.
- b. Consulting with business developers to facilitate potential business meetings during the immersions.
- c. Interaction with investors focused on technology and innovation.
- d. Interaction with Brazilian entrepreneurs and corporations.
- e. Immersion in the Brazilian innovation ecosystems through virtual and in-person sessions with experts.
- f. Office space for the immersion experience periods in São Paulo at Cubo Itaú, the open innovation arm of Itaú Bank.
- g. Individual mentorship with Brazilian experts in a variety of segments.

2.2. What does the program NOT offer:

- a) Transportation costs, including airfare and local transportation costs.
- b) Accommodations during the stay in Brazil.
- c) Expenses with food and beverage during the stay in Brazil.

- d) Hiring any additional consultancy, which is not specified in these guidelines.
- e) Additional agenda or meeting not included in the official program.

3. PROGRAM STAGES

3.1 Stage 1 - Setting the Stage

Selected companies will join stage 1 of the program in which they will be provided with at least five online sessions that will address the following topics:

- a) Welcome to Stage 1 and Doing Business in Brazil: Online session for welcome words and program review.
- b) Brazil: Macroeconomy and Politics – entrepreneurs will be able to understand the current political macroeconomic scenario in Brazil.
- c) Marketing, Branding and PR to access Brazilian Clients - entrepreneurs will be exposed to a talk with major players in marketing, branding and PR in Brazil who will explain why it is so much needed in Brazilian market and the right way to do it.
- d) Navigating the Legal and Fiscal Environment - An overview of the legal and tax systems in Brazil and how they should navigate it.
- e) Perspectives of International companies in Brazil.

During Stage I, participating companies will be evaluated by a judging committee that will be composed of the Designers and a group of invited external judges from the venture capital and innovation ecosystems of Brazil and the program's Country Partners. The evaluation will be primarily based on the information provided in the registration form and will consider key criteria such as level of innovation, readiness for international expansion, team strength, and market fit to Brazil.

In addition to these criteria, the program will also take into account each company's engagement, including participation in webinars and one-on-one meetings with program coordinators for clarifications or special cases.

The top 30 ranked companies will be invited to participate in the Online Pitch Sessions, where they will deliver 5-minute pitches followed by Q&A sessions with local investors, corporations, and key innovation stakeholders.

These pitch sessions mark the final phase of the selection process. Companies that perform best will be selected to move forward to the remainder stages of the program, where they will receive tailored acceleration and market immersion support. More details about the selection process are available in section 10 of this document.

3.2 Stage 2 – Immersion Experience

Up to twenty (20) companies out of Stage 1 of the program will be selected to continue in the following stages and be effectively accelerated by the program. They will receive full support to initiate their business agenda and understanding of expansion to the Brazilian market. Stage 2 is divided into two parts, an online and onsite immersions.

ONLINE:

Workshops, mentorship sessions, conversations with local entrepreneurs and interviews with business developer planners will be held online. The interviews with dedicated consultancies aim to understand more about the company's product and support the entrance to the Brazilian market. The objective is to identify potential customers, secure business meetings for the onsite part of the program.

ONSITE:

- a) The companies will spend two (2) weeks in Brazil participating in a tailor-made agenda prepared by this program.
- b) Part of the immersion experience in Brazil will be hosted in Cubo Itaú in São Paulo, and the program can also explore additional cities across Brazil.

The program will focus on meetings with potential customers and networking sessions with local experts, potential partners, and investors or other activities that might help the participating companies to connect with potential clients.

This period is meant to provide entrepreneurs with product and client validation and the path for potential proof of concepts (POCs). The in-person immersion will offer founders and C-levels an opportunity to hold several business meetings in São Paulo and other innovation hubs from north to south of Brazil, to be determined based on the comparative analysis between the business opportunities and the sectors of the participating companies. This may affect travel costs and offer different options to be explored by the selected companies.

3.3 Stage 3 – Product Pivoting

Upon completion of Stage 2, entrepreneurs must return to their home countries (company headquarters). This period must be dedicated to follow-up with clients, proceed with any product/service amendments, and align working teams for the next onsite immersion. Designers suggest that entrepreneurs should focus to:

- a) Implement the product “pivots” that have been identified during the immersion phase and deliver a “minimum viable product” to customers in Brazil, as quickly as possible.
- b) Continue with new customers’ identification and nurturing relationships with existing leads.
- c) Plan next steps for Brazil’s market penetration and business development.

3.4 Stage 4 – Immersion II: Proof of Concept

Stage 4 is **optional** and designed for companies that want to take their market validation a step further. It provides a unique opportunity to test and refine your go-to-market strategies by participating in a high-level industry gathering.

The main focus of this stage is participation in **Corporate Venture in Brasil** (www.cvinbrasil.com), the leading Corporate Venture Capital (CVC) event in Latin America. Held annually in São Paulo, it gathers over 500 professionals from top Brazilian and international corporations, offering an exceptional environment for networking, strategic insights, and business development.

As a Stage 4 participant, you will:

- Attend Corporate Venture in Brasil, connecting with Brazilian and international CVCs.
- Receive a complimentary event pass provided by the organizers.
- Gain high visibility, with the possibility of being selected to pitch on the event's main stage.
- Benefit from matchmaking efforts coordinated by the event's organizers, aiming to connect you with relevant CVCs, though matches are not guaranteed.

Please note: Aside from your attendance at Corporate Venture in Brasil, Stage 4 is largely self-directed. **You are expected to proactively build your own agenda** and leverage this period to reconnect with leads from Immersion I, arrange follow-up meetings, and pursue additional opportunities within the Brazilian ecosystem.

3.5 Stage 5 – Post Program Support

Understanding that international expansion is a long-term process, the ScaleUp inBrazil program will continue to provide value-added services and support the selected entrepreneurs for 6 months by:

- a) Providing access to all the recorded training sessions held in the program;
- b) Considering reported Proof of Concepts, Pilots and investment negotiations by providing follow up and feedback when necessary;
- c) Carry on all assignments related to the Business Developer Consultancy.

4. COUNTRY PARTNERS:

The program may allow one new country partner every two editions of ScaleUp in Brazil. The next opportunity to become an official country partner will be for the 8th Batch. Each interested country should ensure that it complies with the criteria to become a partner and that it is committed to the required obligations to the program.

The ScaleUp inBrazil team may invite eligible countries to participate as observers. This country will be required to attend the group sessions and the immersion experiences but will not be eligible for specific services provided by

the program. Only 1 (one) institution per country will be allowed, upon approval by the Designers respecting the qualifying criteria to become a country partner.

Qualifying Criteria to Become a Country Partner

SUIB is open to support additional countries to its strategy. In order to apply and be accepted the partner country must attend the following:

- a) Rank in the top 20 countries listed by the Global Innovation Index annually published by WIPO in the previous year to its application to the program.
- b) Present a list of at least 20 prescreened tech companies, generating revenues, willing to expand to Brazil.
- c) Conduct an interview with your country-based companies with operations in Brazil to identify the major challenges these companies had to penetrate the Brazilian market. The findings must be shared with the ScaleUp inBrazil team for evaluation.
- d) Dedicate an in-house or external officer to support the program's activities online and physically in Brazil during the local immersions.
- e) Be open to share the costs of the program's expenses such as venue for events, co-working space rental, catering, consultancies, marketing and communications services among others.
- f) Previous experiences with soft-landing programs organized in Brazil by the applicant country and/or available grants for its entrepreneurs is a plus.

ScaleUp inBrazil will only admit new countries once considered budgetary restrictions. Under this condition, a maximum of one applicant in every two year's cycle will be considered. Previous applications to the program must be prioritized over new applicants. New country propositions should be submitted to the email contato@scaleupinbrazil.com with reference to SUIB Country Application in the subject line of the message.

Required Activities for a Country Partner

When applying to become a country partner, keep in mind that the following activities will be required:

- a) Organize an agenda for a prospective mission to the country.
- b) Marketing promotion material through digital media, by publishing or securing at least 3-5 local media hits or other program's promotional activities in the country.
- c) Securing from 3 to 5 local investors (VCs and CVCs) as collaborators to the program.
- d) Securing from 3 to 5 local innovation and entrepreneurial hubs as collaborators to the program.

- e) Securing a minimum of 15 registrations per country.
- f) Mapping at least five companies operating in Brazil from its own country.
- g) Presenting a 2-5-page overview of the local innovation ecosystem.

If the Country Partner continuously fails to deliver on these requirements, ABVCAP and ApexBrasil may find it necessary to reevaluate the country's participation.

Key Activities Required by a Country Partner

Every designated organization and participating countries must observe and deliver key activities to the program such as:

- a) Providing detailed information about the main challenges of your home country companies on penetrating the Brazilian market.
- b) Facilitating a prospection agenda in the country including access to local entrepreneurs, investors, potential partners, and innovation hubs.
- c) Mapping and supporting the program's content, agenda and registration marketing promotion in English and local language including designing digital media if needed and securing media hits in the local media.
- d) Prospecting additional potential customers on behalf of the selected companies in Brazil.
- e) Supporting your country-based entrepreneurs to manage, schedule and follow up on business meetings during the immersions.
- f) Identifying successful cases of corporations or entrepreneurs from the same nationality in Brazil for content and mentorship purposes.
- g) Supporting companies from the same nationality with translation needs, cultural challenges and behavioral matters by providing and facilitating frequently feedbacks – especially if requested from SUIB Designers.
- h) Committing time and team to support your country-based entrepreneurs to attend and commit themselves to participate in the whole extension of the program agenda.
- i) Collecting companies' data and intelligence regarding business performance and results related to the program before and after each batch.
- j) Co-organizing, promoting, curating online, and onsite events of the program.
- k) Covering its own traveling and operational expenses.

5. TIMELINE:

Registrations open	August 11 th , 2025
Registrations close	October 31 st , 2025
Announcement of selected companies for Stage 1	December 8 th , 2025

(Communication will be done via email and on the website)

STAGE 1 - Setting the Stage: An Overview of the Brazilian Market

Begins	January 20 th , 2026
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Ends	April 7 th , 2026
Announcement of selected companies for Stage 2	April 13 th , 2026

(communication will be done via email and on the website)

STAGE 2 - Immersion I: Identifying customers and understanding how to operate in Brazil

Begins	April 14 th , 2026
Immersion experience begins	August 3 rd , 2026
Immersion experience ends	August 14 th , 2026
Ends	August 14 th , 2026

STAGE 3 – Product Pivoting

Begins	August 17 th , 2026
Ends	October 23 rd , 2026

STAGE 4 - Immersion II: Proof of Concept

II Immersion experience begins	October 26 th , 2026 (TBC)
II Immersion experience ends	October 30 th , 2026(TBC)

STAGE 5 – Post-Program Support

Begins	November 2 nd , 2026
Ends	April 30 th , 2027

The dates are subject to change. Updates will be posted on the site <https://www.scaleupinbrazil.com/>.

6. WHO SHOULD APPLY:

The program is oriented to tech companies, from the accepted partner countries, who comply with the criteria below:

- a) Preferably, but not restricted to, high-tech B2B companies.
- b) Companies with validated products and revenues in their country of origin or other country.
- c) Interest in expanding abroad or already operational in other markets.
- d) Solutions that present a high market fit with Brazil.

- e) Clear intention of opening a local office, hiring local team, setting up R&D facilities or investing in the country.
- f) Companies with a proven ESG value proposition will receive one (1) extra point;
- g) A founder or C-Level representative must be the person attending in-person immersions in Brazil. The program is oriented not only to secure costumers, but also provides the possibility to engage with strategic partners and investors. Sales representatives or new hired team members very often cannot answer or follow these kinds of opportunities properly. ScaleUp in Brazil team frequently observe potential opportunities being lost due to lack of decision making or strategic knowledge about the company.

7. CONDITIONS FOR PARTICIPATION:

- 7.1. The program does not require that participants must establish operations in Brazil. However, attending companies should have this goal in mind before applying to the program and use the provided tools and agenda to boost the decision of expanding business to Brazil.
- 7.2. All selected companies must be committed to participate in **all activities of the official program's** agenda including the online sessions and onsite events.
- 7.3. It must be clear that the business development and related services provided through the program are funded with public resources. Therefore, startups are expected to actively cooperate with the consultants delivering these services. Failure to respond to requests or comply with deliverables set by the assigned consultant may result in penalties.
- 7.4. The business development service represents the main source of clients deal flow for companies provided by the program. Thus, all entrepreneurs must commit to attend the business meetings scheduled by the business developer and ScaleUp Team on time. The ScaleUp in Brazil organizers expect that all attending companies experience a minimum of 20 commercial meetings during the whole program. It is strongly recommended that the company's representative engages proactively with the market whenever it is possible.
- 7.5. The no-show of 30% of the content of each stage may cause the disqualification of the company from the program. In case the participant is not able to attend the activity, please appoint another high-ranked executive to take part in it in advance.
- 7.6. **All selected companies for Stages 2 onwards must be committed to attending the two weeks immersion experience in Sao Paulo and other innovation ecosystems selected by the ScaleUp Team. This item is mandatory to guarantee the whole experience out of the program and opportunities.**

7.7. The ScaleUp inBrazil may request anytime proof of commitment from selected entrepreneurs with the program's proposed benefits and agenda like issued flight tickets, hotel bookings or similar evidence.

8. REGISTRATION:

8.1. Only registrations made via the platform available on <https://www.scaleupinbrazil.com/> will be accepted;

8.2. The registration form should be completed in English. Registration forms in another language will be dismissed;

8.3. Registrations will open on August 11th, 2025 (Brasilia time) and will end at 23h59 (Brasilia time) on October 31st, 2025;

8.4. In case of change in dates, they will be communicated via the website <https://www.scaleupinbrazil.com/>;

8.5. The ScaleUp inBrazil Team is not responsible for eventual delays in the registration system.

9. CLASSIFICATION AND ATTENDANCE:

9.1. To classify all participants must fully complete the registration form by the deadline. The registration form will request details about the company, the team, the product or service, revenues as well as the plan for internationalization and why Brazil should be a target market for the company.

9.2. All information shared is treated as confidential by the ScaleUp inBrazil Team, the business development consultant and invited judges, only used to evaluate companies' maturity and dedication to expand to Brazil.

9.3. The judging committee will be composed of the Designers and a group of invited external judges from the venture capital and innovation ecosystems of Brazil and the program's Country Partners.

9.4. For Stage II and subsequent stages, a maximum of 20 companies will be selected. The judging committee will evaluate and decide which companies meet the necessary criteria to move forward.

9.5. If the judging committee identifies more than 20 qualified companies for Stage II, a waitlist of up to 10 additional companies may be created, based on their ranking during the selection process. Companies on the waitlist may be invited to join the program up until the beginning of Stage II, under the following circumstances:

9.5.1. A company decides it cannot continue on the program or;

9.5.2. Is kindly asked to leave should it not comply with these guidelines.

9.6. The ScaleUp inBrazil team assumes no commitment to select any companies to the program. The selection is made by the judging committee depending on the companies' qualification and market fit to the Brazilian market.

9.7. The Designers reserve the right to make the final decision regarding the selection of participating companies.

9.8. The program will aim to ensure a balanced representation of companies from all Country Partners, with a flexible target of having at least five (5) companies per country. However, final selection will primarily be based on the overall ranking and evaluation scores of the participating companies.

10. SELECTION CRITERIA:

The selection process follows strict guidelines and is made by a judging committee comprised of industry experts such as corporations, venture capitalists, local and regional development agencies, and institutional partners from Brazil, Israel, Japan and Finland. The evaluation and selection process are divided into two phases and follow the criteria below:

10.1. Pre-Selection (Stage I)

10.1.1. The pre-selection is made by at least one evaluator from ApexBrasil, ABVCAP, Israel Economic Mission to Brazil, JETRO and Business Finland to validate the integrity of registrants.

10.1.2. This pre-selection will define the registered companies that will be invited to participate on Stage I of the program.

10.1.3. The following conditions will result in automatic disqualification from the program:

- A) Companies that do not generate revenue or haven't received any investment from the private sector.
- B) Companies that do not present a Minimum Viable Product (MVP), or whose product is not ready for market entry.
- C) Companies already operating in Brazil, with a legally constituted Brazilian entity prior to the opening date of the Batch VI registration period.
- D) Registration submissions made after the official deadline.
- E) Companies that are deemed ineligible by the respective Country Partner.

10.2. Evaluation and Selection (Stage II)

10.2.1. During Stage I, participating companies will be evaluated by a judging committee that will be composed of the Designers and a group of invited external judges from the venture capital and innovation ecosystems of Brazil and the program's Country Partners. The evaluation will be primarily based on the information provided in the registration form and will consider key criteria such as level of innovation, readiness for international expansion, team strength, and market fit to the Brazilian market.

10.2.2. The selection process assesses four different dimensions:

- A) Innovation
- B) Market fit
- C) Company Maturity
- D) Team

Each dimension has a grading that ranges from 1 (one) to 5 (five) points, considering 1 (one) for the lowest rate and 5 (five) for the highest rate.

Each dimension has a different weight: Innovation (1,5), Market Fit (2), Company Maturity (1), the Team (1).

- 10.2.3. In case the applicant already has operations overseas an **extra half point** will be granted to the final evaluation score.
- 10.2.4. Companies with proven ESG solutions will receive an **extra point** (Proven ESG solution/technology according to the SDG UN).
- 10.2.5. Companies offering cross-industry solutions that can drive innovation across multiple sectors will receive an additional point in the evaluation process.

Selection Criteria			
	Grades	Weight	Maximum Grade
Innovation	1 to 5	1,5	7,5
Team	1 to 5	1	5
Maturity	1 to 5	1	5
Market Fit	1 to 5	2	10
	Total		27,5
Extra Points	Operating Overseas		0,5
	ESG		1
	Cross-industry solutions		1
	Total		30

- 10.2.6. In case of a tie among the participants in the result, companies with a higher grade, according to the external judge's evaluation, will be prioritized. Should the tie remain, there will be a re-evaluation of the grades and those grades given to the innovation and maturity dimensions will be doubled.
- 10.2.7. The Designers may schedule one-on-one meetings with applicants to further assess their proposed solutions and commitment to the program.
- 10.2.8. Based on the average evaluation scores, a maximum of 30 top-ranked companies will be invited to participate in the Pitching Sessions, which represent the final stage of the selection process for admission to Stage II of the program.

10.3. Pitching Sessions (Stage II)

- 10.3.1. The Pitching session will happen at the end of Stage 1. Up to 30 of best ranked companies will present their pitches to external judges on an online platform and will be evaluated following the same criteria of Innovation, Team, Maturity and Market Fit.
- 10.3.2. All presentations must be delivered in English. The fluency and clarity of presenters might affect the understanding of the judges and affect the final grade. The Designers highly recommend appointing a fluent speaker to this stage.
- 10.3.3. Based on the average evaluation scores, a maximum of 20 top-ranked companies will be selected as finalists of the program and invited to participate on Stage II and onwards.

- 10.3.4. The companies selected to be accelerated in the same batch or join stages 2 onwards should not present similar solutions or services that might compete for the same clients. Should there be a tie among the participants with similar solutions in the result, there will be a re-evaluation of those grades considering higher scores of the maturity criteria. The company with the lower maturity criteria will be moved to the waiting list.
- 10.3.5. In the event that two or more applicants offer solutions that are substantially similar to each other, to those of higher-ranked applicants, or to solutions previously accelerated in past editions of the program, the Designers reserve the right to advance a maximum of two such companies to Stage II. The decision will be based on a comparative analysis of market fit, maturity, and level of innovation.

11. FINALISTS

- 11.1.** Finalist companies will have their names and logos published on the website <https://www.scaleupinbrazil.com/>, additional communication will be received from contato@scaleupinbrazil.com;
- 11.2.** It is the responsibility of the participants to monitor the information published on <https://www.scaleupinbrazil.com/>;
- 11.3.** Selected participants will confirm their commitment to the program by signing an agreement and adherence form providing all necessary information and documents. Refusal to sign the document or skipping more than 30% of the program content will result in elimination from it;
- 11.4.** It is the responsibility of all companies to be up to date with their documentation including a valid passport.

12. COMMUNICATION:

- 12.1.** All information regarding the program will be published on the program's website <https://www.scaleupinbrazil.com/>. General inquiries must be sent to the ScaleUp inBrazil team by mail at contato@scaleupinbrazil.com.
- 12.2.** All official communication will be sent to the email of the main contact(s) email address provided during the application submission.
- 12.3.** It is of the participants' responsibility to ensure proper conditions to access all communication sent by the ScaleUp inBrazil team. It is important that all participants verify if any of the ScaleUp inBrazil e-mails may be going to spam or being blocked by any digital technology.
- 12.4.** Other forms of communication such as phone calls, online calls, webinars, WhatsApp and others may be used by the ScaleUp inBrazil Team.

13. PENALTIES:

13.1. Candidates and Participating Entrepreneurs

- 13.1.1. Any infractions to the conditions of participation presented on the item 7 may incur into immediate exclusion in the program.

13.1.2. The inclusion of wrong data in the registration form may cause penalties in the classification or exclusion in the program and will be upon the ScaleUp inBrazil team discretion.

13.1.3. The ScaleUp inBrazil team retain the right to exclude from the classification or the program any entrepreneur who might have a civil or criminal infraction as well as those who do not respect the time and dates of the scheduled meetings, sessions or any other activity (online or in person) included in the official program.

13.2. Partner Countries

13.2.1. An assessment to confirm if a country partner is complying with the guidelines will be made by the Designers at three times, 1. Two months prior to registration, 2. One week after registrations close and 3. During the program itself to check if the country partner is supporting the ScaleUp inBrazil program's activities.

13.2.2. Should a country partner not comply with the items listed on 4.2 and 4.3 that may incur into immediate exclusion of the country partner from the program and, as so, candidate companies who may be in the evaluation and both selection process will be automatically eliminated of the process.

14. CONFIDENTIALITY:

14.1. The organizers of the ScaleUp inBrazil program consider confidential every and all information received from entrepreneurs during the entire program. Its use is exclusive only for the purpose of developing and managing the program as proposed.

14.2. It is the responsibility of the entrepreneur to determine which information may be shared within the ScaleUp inBrazil program. No participant will be obliged to provide information they judge confidential and not pertinent to the program, however not sharing mandatory information may affect companies' scoring during the assessment stage.

14.3. The organizers of the Scaleup inBrazil program shall hold in absolute confidence confidential information on the other Party, which includes entrepreneurs, partners, sponsors and country partners, that they may become aware of as a result of this Guidelines and undertake to deliver to the other Party or destroy all confidential documents and materials in their power or in the power of any of their subcontracted parties and/other third parties that Party may have had access to in the period of this Guidelines. Referred to obligation shall be effective for a period of 05 (five) years as from term or termination of this Guidelines, for any reason whatsoever, whichever occurs first.

14.4. Unless otherwise provided for in this Guidelines, the Parties may not disclose to third parties the content of this Guidelines or any other information received or accessed in the normal course of the services provided, which

shall, reasonably, be treated as confidential and/or proprietary. Nevertheless, both Parties may disclose information:

- a) that is or becomes public, however not due to any noncompliance with this Guidelines;
- b) that is subsequently obtained from third parties that, to the best of the knowledge of the Party that receives the information, are not subject to the obligation of holding this information in confidence in relation to the Party that supplied the information;
- c) that is already known by the receiving Party upon disclosure, or that is generated independently;
- d) that is disclosed as necessary for compliance with the rights of the receiving Party under the terms of this Guidelines; or
- e) whose disclosure or communication is required by law, legal process or applicable professional regulations, hypotheses in which the disclosing Party shall provide this information, not being required to inform the other Party of such acts.

14.5. The Parties may communicate or transmit information by electronic media. Use of electronic media shall not constitute a breach of any confidentiality obligations established in this Guidelines.

15. IMAGE RIGHTS:

15.1. All participants in the ScaleUp inBrazil program agree to be available for any engagement with the media or communication channel, including providing interviews or participating in reporting, as requested, based on the participation in the program.

15.2. All participants should make available their company's logo within the deadline set with the goal of promoting the program and must agree with its usage and sharing with third parties for the program's activities development and maintenance.

15.3. The ScaleUp inBrazil team reserve the right of image from all participants in the program. Licensed images in this contract may be related and divulged in the following media channels: television, video, virtual and telephonic including images related to the name of the company, logo, the entrepreneur's' names, company description, videos, photos, website, social media channels such as Facebook, Instagram, Twitter, LinkedIn, YouTube among others, media material from interview and articles provided by the participants.

15.4. The ScaleUp approved or selected partners and companies have the right to use and publish ScaleUp inBrazil logo.

16. ABOUT THE PROGRAM'S DESIGNERS:

ABVCAP:

ABVCAP, the Brazilian Private Equity and Venture Capital Association, is a non-profit organization founded in 2000 with the mission of fostering the development of private equity and venture capital activities in Brazil. ABVCAP plays a pivotal role

in promoting investments in the Brazilian private market, supporting the growth of companies, and contributing to the country's economic development. With a diverse membership base including alternative investment fund managers, corporate venturers, angel investors, institutional investors, and service providers, ABVCAP serves as a platform for networking, knowledge-sharing, and advocacy within the industry.

ApexBrasil:

ApexBrasil's mission is to boost the exports of Brazilian products and services in the international market, as well as to attract foreign investments to strategic sectors of the country's economy. To achieve these goals, the Agency implements various commercial promotion initiatives such as prospective and commercial missions, business matchmaking events, support for the participation of Brazilian companies in major international fairs, and visits from foreign buyers and opinion leaders. These actions aim to highlight Brazilian exports, promote the value of domestic products and services abroad, and strengthen the image of the Brazil brand.

Currently, the Agency supports more than 17,000 companies, 43% of which are small and micro-sized enterprises. More information can be found at www.apexbrasil.com.br.

17. PARTNERS AND SUPPORTERS

The program is actively looking for partners and sponsors from Brazil and from partner countries in different areas that contribute with the program, these include:

- A) Mentors;
- B) Open innovation experienced Corporates;
- C) Investors;
- D) Service providers (legal, marketing, accounting, human resources etc);
- E) Innovation and Entrepreneurial Hubs.

Interested partners may contact the program designers at contato@scaleupinbrazil.com.

18. GENERAL DISPOSITIONS:

18.1. The Guideline is always available in its most updated version on the website <https://www.scaleupinbrazil.com/>.

18.2. Upon registering to the program, the company's attest that they have read and understood the regulation, accepting it in full.

18.3. The organization of the ScaleUp inBrazil does not participate nor is responsible for investment, proof of concept or contract negotiations that may take place due to the entrepreneurs' participation in the program. The program is only responsible to promote tools, services and networking activities that may lead to these negotiations.

18.4. The ScaleUp inBrazil is a cross-border multi-cultural inclusive program, which values equality. We welcome and encourage applications from people of all backgrounds. We do not discriminate based on disability, race, color, ethnicity, gender, religion, sexual orientation, age, veteran status or other categories protected by law. We promote equal opportunities for all participants and partners, where operational and security needs allow.