StarWatts 2027: Corporate Challenger Agreement

This Agreement is made as of [Date], by and between the StarWatts Organisers and the Challenger, to formalise the collaboration for the StarWatts 2027 innovation track and event.

1. Parties to the Agreement

Representative of the StarWatts Organisers: [Cluster name], located at [Address], [VAT/Company Number] (referred to as "Organisers")

AND

The Challenger: [Company name], located at [Address], [VAT/Company Number] (referred to as "Challenger")

2. Executive Summary & Objectives

StarWatts is an international innovation track culminating in a flagship event on 3 June 2027. Supported by a comprehensive network of European start-up stakeholders and investors, it fosters collaboration between solution providers (start-ups and scale-ups), corporates, and financial stakeholders. The primary objectives are to:

- Support the innovation trajectories of energy players: energy producers, industrial & corporate end users, Transmission System Operators, Distribution System Operators, Ports, ….
- Enhance the international recognition of European innovation pioneers.
- Connect start-ups and scale-ups with venture capitalists and financing stakeholders.

3. Value Proposition: What's in it for Challengers?

By participating as a Challenger, your organisation will directly benefit from a tailored,

end-to-end innovation scouting process. StarWatts organisers undertake the task of sourcing solutions so you can focus on strategic integration of these. Key benefits include:

- **Challenge crystallisation & scoping:** Engage in a streamlined and efficient workshop to map your precise operational needs and isolate core bottlenecks regarding energy and climate. This is followed by a strategic summary report detailing the most viable, high-impact challenges to take forward.
- **Targeted European market launch:** The Organisers will actively position and market your finalised challenges across premium pan-European innovation networks, leveraging tailored media campaigns to secure applications from top-tier start-ups and scale-ups.
- **Curated lead flow:** Access a high-quality portfolio of European start-ups and scale-ups actively working to solve your specific energy challenges.
- **Resource efficiency:** The Organisers manage the entire pan-European marketing campaign, initial application screening, and meeting logistics on your behalf.
- **Strategic matchmaking:** Engage in guaranteed, focused 30-minute face-to-face meetings with shortlisted applicants. Additionally, utilise an online networking platform to arrange extra B2B meetings with non-shortlisted participants.
- **Actionable follow-up:** After StarWatts, the Organisers will hold a post-event debrief between 1st of October and 31st of December 2027 with each Challenger to help translate promising pitches and solutions into concrete follow-up projects; where relevant, exploring regional or EU funding to support them. This is offered on a best-efforts basis and does not constitute a binding commitment; any actual support remains subject to the Organisers' assessment.
- **Brand visibility:** Position your organisation as a leader in energy innovation in front of more than 300 key sector protagonists, venture capitalists, and top-tier start-ups, scale-ups and other solution providers.

4. Scope of engagement & deliverables

To ensure a successful partnership, both parties agree to the following collaborative process:

4.1. Challenge Identification Process

The Challenger will provide a minimum of 1 and a maximum of 3 specific energy/climate challenges. The Organisers will facilitate:

- A preparatory meeting to define the scope and select the team.

- A half-day Challenge Generation Lab workshop featuring interactive brainstorming to engage participants, encourage diverse viewpoints, and capture insights in real time to avoid information loss.
- Optional breakout sessions for smaller, focused discussions if the group size is large.
- A concrete report and follow-up meeting to finalise the challenges.

4.2. European Marketing Campaign

The Organisers will launch a comprehensive promotional campaign (via mailing, video, and social media) across their ecosystems, EU innovation hubs, and international networks to source solutions through an online application portal.

4.3. Solution Scouting & Connection

The Organisers will provide a curated long list of qualitative solutions for the Challenger's feedback. Following the selection process, virtual briefings will be arranged between the Challenger and the shortlisted applicants prior to the event.

4.4. Event Day Networking & Visibility

During the event, the Organisers will provide a dedicated area for private, pre-scheduled meetings with selected solution providers. Furthermore, the Challenger will receive the following visibility and perks:

- **Prominent logo placement during the promotion campaign** (invitations, website).
- Visibility at the event (logo on welcome/break-slides, name badges, and roll-up banners).
- **Dedicated social media posts and visibility** in the matchmaking application.
- **6 free event tickets** (valued at circa €350 per ticket).
- An **optional interview** feature in the official event **after-movie.**

5. Event Details

Date: 3 June 2027
Location: Asiat Park, Vilvoorde - Brussels
Format: The event will host up to around 10 challengers/corporates and 40 start-ups/scale-ups, featuring pitching sessions, one-on-one matchmaking, an acceleration market during networking breaks, concluding with a keynote and walking dinner.

6. Timeline

Phase	Timeframe
Corporate Challenge Identification Process	October 2026 - December 2026
Market the challenges in the EU & beyond	January - February 2027
Offer a long list of solutions & start-ups	By 15th of March 2027
Selection process	Until 31 March 2027
Direct connection to the selections (followed by virtual Briefings)	First week of April 2027
Pitch & F2F meeting with selected solutions	3 June 2027 (Event Day)
Enhancing the follow-up with selected solutions	1 October 2027- 31 December 2027

7. Pricing & Payment Terms

The Challenger agrees to pay the organisers a participation fee based on their membership status. The invoice will be sent in the month following the signing of this agreement.

Membership Category	Fee (excl. VAT)
Members of one of the StarWatts partners	€7.900
Non-members / Non-partners	€13.000

8. Terms, Confidentiality & Termination

- **Single Point of Contact (SPOC):** The Challenger designates [Name/Role/email/TEL] and the Organisers designate [Name/Role/email/TEL] as their primary contacts to streamline communications and coordinate deliverables throughout the StarWatts Track.
- **Confidentiality:** Both parties agree to keep all proprietary information confidential and will not disclose any trade secrets or private business information shared during this collaboration.
- **Term:** This agreement is valid until the completion of the event on 3 June 2027 and the conclusion of the follow-up meetings post-event. These meetings will be organised in December 2027 at the latest.
- **Termination:** Either party may terminate this agreement with written notice within 15 days after the signing of the agreement. In the event of early termination after this period, the Challenger will remain liable for any payments due up until that point.

9. Signatures

The parties have executed this Agreement as of the date written above.

For the StarWatts Organisers:

Name & surname:

_____

Organisation Name:

_____

Title: _____

Signature: _____

Place & Date: _____

For the Challenger (Corporate):

Name & surname:

_____

Organisation Name:

_____

Title: _____

Signature: _____

Place & Date: _____

Appendix A: StarWatts Challengers | Info on the process

The following outlines the operational next steps and communication guidelines for the challenge execution, aligned with the 2027 programme timeline.

General Overview & Key Dates

- **Application Deadline:**
  Start-ups and solutions providers can apply until the end of March 2027.
- **Overview of Applicants to be shared:**
  - First batch: 1st half of February 2027
  - Second batch: 1st of March 2027
  - Final full list: 15 March 2027
- **Your Feedback deadline on the applicants: 31st March 2027.**
  We expect your thorough feedback on all applicants by this date.
- **Communication to Applicants:** The StarWatts team will communicate decisions to the applicants in the first week of April 2027.

Dissemination of Your Challenges

All challenges will be put into the market. On the StarWatts LinkedIn account, you will find your challenge published as a standalone post. **Please repost your challenge** to help extend its reach. You are welcome to reuse any materials or visuals that have been published on our channels.

Selection Process & Feedback

You are in charge of selecting which applicants best fit your challenge criteria. When reviewing the applications, please ensure the following:

- **Select for event day:** Make a clear distinction between the applicants you want to meet at the StarWatts event on 3 June 2027, and those who do not meet your selection criteria.
- **Provide feedback:** We need to provide feedback to every applicant. This can be very brief (e.g., "does not meet the criteria of X" or "too early stage").
- **Highlight top 3:** Clearly indicate the top 3 of your selected applicants. At least two of these selected solution providers will be invited to pitch on stage at the event.

Clarity on contact with applicants

- **Additional Questions:** You can definitely get in touch yourself with the applicants prior to the selection date. Please keep your StarWatts Team contact (cluster representative/ SPOC from the organisers) in the loop on all your direct communications with the applicant.

- **Finalising selections:** The final selection should only be made after a comprehensive revision of all applicants. You will receive the final applications on 15 March 2027.

- **Communication Channel:** The final selection must be communicated directly to the StarWatts Team - not directly to the applicants.

Registration to the StarWatts Event

Please ensure your team registers for the StarWatts event timely. This guarantees you are on the starting blocks for the matchmaking sessions to meet your shortlisted applicants as well as other potential partners.