

Google Impact Challenge: KENYA OFFICIAL RULES

THIS CHALLENGE IS OPEN ONLY TO ORGANIZATIONS THAT MEET THE ELIGIBILITY CRITERIA DESCRIBED BELOW ("**ORGANIZATION**"). ENTRY IN THIS CHALLENGE CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES ("**RULES**").

The **Google Impact Challenge Kenya** (the "**Challenge**") is a challenge where Organizations that meet the requirements set forth in these Rules submit Applications (as defined below) that are judged using the criteria listed in these Rules for an opportunity to receive an Award, as described below.

Applications will be evaluated by a team of Reviewers (as defined below) who will select 12 Finalists (as defined below). A team of Judges (as defined below) will then choose a total of three (3) winners ("**Judge's Choice Winners**") in accordance with these Rules. In addition, the Finalist who receives the most public votes based on a summary of their Application displayed on the Challenge Site (as defined below) will be chosen as the people's choice winner ("**People's Choice Winner**"). A total of four (4) Organizations will be selected as winners, including the three (3) Judge's Choice Winners and one (1) People's Choice Winner (combined "**GIC Winners**").

For the purpose of these Rules:

- "**Contest Area**" is defined as the country of Kenya
- "**Challenge Site**" is defined as g.co/kenyachallenge
- "**Application Period**" is defined as beginning at 12:01 a.m. EAT on May 23, 2018 and ending at 11:59 p.m. EAT on July 4, 2018
- "**Notification and Marketing Production Period**" is defined as the period on or about October 15 through October November 25, 2018
- "**Voting Period**" is defined as a three week period after Finalists have been announced in which public voting is conducted to select the People's Choice Winner

See below for the complete details.

1. BINDING AGREEMENT: In order to enter the Challenge, you must agree to these Rules on behalf of yourself and your Organization. Your submission of an Application (as defined below) in the Challenge constitutes you and your Organization's agreement to these Rules. These Rules form a binding legal agreement between you, your Organization, and Google (as defined below) with respect to the Challenge. The Challenge is void where prohibited by law. Google reserves the right to verify eligibility and to adjudicate on any dispute at any time. You represent and warrant that you are acting within the scope of your employment, as an employee, officer, or director of your Organization, and that your Organization has full knowledge of your actions and has consented thereto, including your Organization's potential receipt of an Award. You further represent and warrant that your actions on behalf of your Organization do not violate your Organization's policies and procedures.

2. ELIGIBILITY: To be eligible to enter the Challenge, your Organization must meet the criteria listed below ("**Eligibility Criteria**"):

- (a) be a legally registered Kenyan business or nonprofit;
- (b) suggest a project with a clear charitable purpose, as determined by Google and/or Google's donor advised fund, the Tides Foundation ("**Tides**"), in their sole discretion;

- (c) not discriminate against any person or group of people in either hiring/employment practices or in the administration of programs and services, including on the basis of sexual orientation, gender identity or ethnicity;
- (d) agree that if you receive an Award, it will not be used for religious instruction.

3. GOOGLE: The Challenge is sponsored by Google LLC ("**Google**"), a limited liability company with its principal place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA.

4. APPLICATION PERIOD: Applications will be accepted for the duration of the Application Period.

5. HOW TO ENTER: To enter the Challenge, visit the Challenge Site during the Application Period and provide the information requested following the instructions for submitting the online application ("**Application**"). The Application must meet the "**Application Requirements**" described below.

LIMIT OF ONE (1) APPLICATION PER ORGANIZATION, EXCEPT IF THE APPLICATION IS SUBMITTED BY A COLLEGE OR UNIVERSITY. If multiple Applications are received for a single organization, except for universities and colleges, only the last application submitted will be considered. Colleges or universities that are otherwise eligible may submit multiple applications provided that no more than one application is submitted per individual faculty or staff member authorized to represent the college or university. All Applications must be received during the Application Period. Applications are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All Applications will be deemed made by the Authorized Account Holder of the email address submitted at the time of entry, and the person submitting an Application may be required to show proof of being the Authorized Account Holder for that email address. The "**Authorized Account Holder**" is the natural person authorized by the Organization to submit an Application and assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email addresses for the domain.

6. APPLICATION REQUIREMENTS: Your Organization's Application must meet the following Application Requirements:

- (a) It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, indecent, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Challenge.
- (b) It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to any applicable federal, state or local laws and regulations where the Application is created.
- (c) It must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the Challenge, as determined by Google, in its sole discretion.
- (d) It must be an original, unpublished work that does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity.
- (e) It cannot contain any content, element, or material that violates a third party's publicity, privacy or intellectual property rights.
- (f) It must be in English.
- (g) Your Organization must meet the Eligibility Criteria.

During the Application Period, Google, its agents and/or the Judges (as defined below) will be evaluating each Application to ensure that it meets the Application Requirements.

7. JUDGING: Applications will be evaluated by a team of Google employees and external experts (“**Reviewers**”); the Finalists’ Applications will be reviewed by a panel of internal and external experts (“**Judges**”), and by the public. Each Application will be evaluated based on the following criteria (“**Judging Criteria**”):

- **Community Impact:** Does the proposed project create economic opportunity in Nigeria? Does it improve the lives of people in our country?
- **Innovation:** Does the project present unexpected solutions to unmet needs?
- **Reach:** Does it have the potential to scale directly or to serve as a model for other communities? Will its scope grow over time?
- **Feasibility:** Is the project plan (or business plan) well thought-out, and the team well-equipped to execute on it? Is the organization’s leadership nimble and inspired?

There will be 2 rounds of judging. For the first round, Reviewers will evaluate each Application based on the Judging Criteria. The 12 Applications that receive the highest overall scores, and which pass the required due diligence, will be selected as the finalists (“**Finalist(s)**”). In the event of a tie, the Application that received the higher score from the Reviewers in the category of “Innovation” will be selected as one of the Finalists. In the event an Organization is disqualified for any reason, the Application that received the next highest total score will be chosen as the Finalist, provided it passes the required legal due diligence.

In order to select the GIC Winners, any applicant Organization may be required to submit additional information, including but not limited to the following:

- (a) Financial statements for each of the last 3 fiscal years, including income statement, balance sheet, and cash flow statement;
- (b) Full list of full legal names of senior leadership, trustees, and board members;
- (c) Relevant information on any government affiliation or public funding;
- (d) Further details or information on the Organization’s project idea and implementation plan.

If an Organization does not respond to the request for additional information within two (2) days from the first notification attempt, then such Organization may be disqualified.

The Finalists will be notified during Notification and Production Period. All Finalists will be required to agree to a grant agreement, as described below. If a Finalist does not respond to the notification attempt within **2** business days from the first notification attempt, or does not sign a grant agreement, then such Finalist will be disqualified and an alternate Finalist will be selected from among all eligible Applications received based on the judging criteria described herein. With respect to notification by telephone, such notification will be deemed given when the Finalist engages in a live conversation with Google or when a message is left on the Finalist’s voicemail service or answering machine by Google, whichever occurs first. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

For the second round, the Finalists will be required to pitch their idea to the Judges at a final event in person in Nairobi (the “**Final Event**”). If a Finalist does not participate in the Final Event in person, it will be disqualified from the Challenge. The Judges will evaluate and attribute a score to each of the Finalists’

Applications made up of scores based upon the Judging Criteria. The three (3) Finalists that receive the highest overall scores from the Judges will be selected as Judge's Choice Winners. In the event of a tie, the Application that received the higher score from the Judges in the category of "Innovation" will be selected as one of the Judge's Choice Winners. One additional Application will be chosen as a People's Choice Winner by the public based on the public's vote. The public voting will take place via the Challenge Site and, at Google's discretion, may also be carried out offline. Determinations of the Judges and the public are final and binding. All GIC Winners will be required to sign a grant agreement, as described below.

8. AWARDS: The Finalists will receive the following awards ("**Awards**"), subject to the additional requirements set forth in Section 9. Each of the four (4) GIC Winners will receive US\$250,000 grant funding and training from Google LLC or Google LLC employee volunteers. The eight (8) remaining Finalists who were not GIC Winners will each receive US\$125,000 grant funding. No transfer, substitution or cash equivalent for Awards is allowed, except at Google's sole discretion. Google reserves the right to substitute an Award, in whole or in part, of equal or greater monetary value if an Award cannot be awarded, in whole or in part, for any reason.

9. ADDITIONAL REQUIREMENTS: Organizations are subject to a due diligence review (including compliance with Section 10), and Finalists must agree to the terms of a grant agreement with Google and/or Tides. If a Finalist does not pass the due diligence review as determined by Google and/or Tides, at their sole discretion, or if a Finalist does not agree to the terms of a grant agreement, the Finalist may be disqualified and the next highest scoring Application will be designated as an alternative Finalist. Once a Finalist agrees to the terms of a grant agreement, the terms of that agreement control the conditions of the Award. If a Finalist is unable to fulfill the grant agreement terms and conditions for any reason, Google and/or Tides, at their sole discretion, may require the monetary portion of the Award be returned. It is at Google's discretion whether these grant funds are awarded to an alternate Organization. If Google does select an alternative Finalist, the next highest scoring Application will be designated as the alternative Finalist. Google reserves the right, at its sole discretion, to fund a project based in whole or in part on a Finalist's Application, and to modify the project scope at any point in time. Google may also, at its sole discretion, make Award payments to the Finalists over a period of time based on project performance milestones. Finalists may be required to submit marketing materials to Google, including video, photos, and/or additional Application information ("**Marketing Materials**"), which Google may use subject to licensing terms in Section 12. In the event Google determines additional Marketing Materials are required, Google will pay for the creation of any such new Marketing Materials ("**New Marketing Materials**") and will own any original content. Any New Marketing Materials that consist of video or photos will be shot at Google's office(s), at Finalist's office(s), or other locations to be mutually determined by Google and the Finalist, during the Notification and Production Period. Any Finalist that does not submit Marketing Materials or does not work with Google to create New Marketing Materials will be disqualified, and the next highest scoring Application will be designated as an alternative Finalist. Marketing Materials and New Marketing Materials may be used on the Challenge Site to allow the public to select the People's Choice Winner.

10. TAXES: AWARDS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT FINALISTS SUBMIT ALL DOCUMENTATION REQUESTED BY GOOGLE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL, AND LOCAL TAX REPORTING AND WITHHOLDING REQUIREMENTS. ALL AWARDS WILL BE NET OF ANY TAXES GOOGLE IS REQUIRED BY LAW TO WITHHOLD. ALL TAXES IMPOSED ON AWARDS ARE THE SOLE RESPONSIBILITY OF THE FINALISTS. In order to receive an Award, Finalists must submit the tax documentation requested by

Google or otherwise required by applicable law, to Google or the relevant tax authority, all as determined by applicable law. Finalists are responsible for ensuring that they comply with all the applicable tax laws and filing requirements. If a Finalist fails to provide such documentation or comply with such laws, the award may be forfeited and Google may select an alternative Organization as a Finalist from among all eligible Applications received based on the judging criteria described above. If a Finalist fails to provide such documentation or comply with such laws, the Award may be forfeited and the next highest scoring Application will be designated as an alternative Finalist.

11. GENERAL CONDITIONS: All federal, state and local laws and regulations apply.

12. INTELLECTUAL PROPERTY RIGHTS: Your Organization hereby grants to Google and its affiliates, partners, and representatives a nonexclusive, royalty-free, perpetual, irrevocable, and fully sublicensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, copy, and display all materials submitted to the Challenge Site or to Google or its representatives as part of its Application, including, without limitation, Marketing Materials, photographs, comments, information, text, video, feedback, creative ideas, suggestions, or other materials (“**Submission**”), in whole or in part, throughout the world in any form, media, or technology, including all promotion, marketing, publicity, and any other uses thereof related to the Challenge, without notice or attribution to you, your Organization, or any other entity or person and without obtaining any further permission or license or making any payment whatsoever, to the maximum extent permitted by law, and your Organization acknowledges that Google has no obligation to use your Submission.

To help Google with its review of your Application, Google may disclose your Submission to its employees, consultants, agents, and other third parties. Your Organization’s Submission may become public, and others exposed to your Submission, including but not limited to Google, Google LLC, Judges, employees, consultants, agents, and affiliates, may be working on similar ideas or technology now or in the future. You and your Organization waive any claim that anything included in your Organization’s Submission is proprietary or confidential.

All Finalists will be required to agree to the terms of a grant agreement, which will include a provision requiring that any intellectual property created with Award funds must be made available under a permissive open source license and/or placed in the public domain, and widely disseminated for use by anyone for free.

13. PRIVACY: You and Organization agree that your personal data entered during registration or included in your Application or Submission, including your name, mailing address, phone number, and email address (or such information about other people affiliated with your Organization) may be processed, stored, shared and otherwise used for the purposes of administering the Challenge and within the context of the Challenge. You and your Organization also understand this data may be used by Google in order to verify your Organization’s identity, postal address and telephone number in the event an Application qualifies for an award. You, your Organization, and any person whose information you may have provided have the right to access, review, rectify, or cancel any personal data held by Google in connection with the Challenge by writing to Google at the address listed above. If your Organization does not provide the data required at registration, your Organization’s Application will be ineligible. All personal information that is collected from you in connection with the Challenge is subject to Google’s Privacy Policy located at: <http://www.google.com/intl/en/policies/privacy/>.

14. PUBLICITY: By accepting an Award, your Organization agrees and consents to Google, Google LLC

and its affiliates and agencies use of such Organization's name, likeness, logo(s), and/or Marketing Materials in conjunction with publicizing or announcing the Challenge or Award without any additional release or compensation, unless prohibited by law.

15. REPRESENTATION, WARRANTY AND INDEMNITY: You and your Organization represent and warrant that your Organization's Submission is your Organization's original work and, as such, your Organization is the sole and exclusive owner and rights holder of its Submission and all intellectual property contained in it, and that it has the right to submit the Submission to the Challenge and grant all required licenses. You and your Organization agree not to submit anything that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; (2) is confidential or proprietary information; or (3) otherwise violates applicable state, federal or local law. To the maximum extent permitted by law, you and your Organization will defend and indemnify Judges, employees, interns, contractors, and official office-holders of Google, Google LLC and their parent companies, subsidiaries, and affiliates ("**Challenge Entities**") from and against any and all liability, claims, demands, losses, damages, costs and expenses (including attorney's fees) resulting from, arising out of or accruing from (a) any Submission that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by you or your Organization in connection with the Challenge; (c) any non-compliance by you or your Organization with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to you or your Organization's involvement with the Challenge; (e) acceptance, possession, misuse or use of any award or participation in any Challenge-related activity or participation in this Challenge; (f) any malfunction or other problem with the Challenge Site; (g) any error in the collection, processing, or retention of entry information; (h) any typographical or other error in the printing, offering or announcement of any Award or Finalist; (i) any act, default or omission by you or your Organization; or (j) breach of a representation or warranty by you or your Organization.

16. ELIMINATION: Any false information provided within the context of the Challenge by you or your Organization concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of your Organization from the Challenge.

17. INTERNET: Challenge Entities are not responsible for any malfunction of the entire Challenge Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Applications due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Challenge Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an Organization's ability to participate.

18. RIGHT TO CANCEL, MODIFY OR DISQUALIFY: Google reserves the right in its sole discretion to cancel, terminate, modify, or suspend the Challenge at any time. Google further reserves the right to disqualify any Organization which Google reasonably believes has: (1) tampered with the submission process or any other part of the Challenge or Challenge Site, (2) attempted to undermine the legitimate operation of the Challenge by cheating, deception, (3) been involved in other unfair practices, (4)

annoyed, abused, threatened or harassed any other Organizations, Google, or the Judges, or (5) submitted an Application that does not meet the Application Requirements or does not otherwise comply with the Rules. Any attempt by an Organization to deliberately damage any web site, including the Challenge Site, or undermine the legitimate operation of the Challenge is a violation of criminal and civil laws and should such an attempt be made, Google reserves the right to seek damages from any such Organization to the fullest extent of the applicable law.

19. NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of an Application into the Challenge, the awarding of an Award, or anything in these Rules be construed as an offer or contract of employment with Google or the Challenge Entities. Your Organization acknowledges that it has submitted its Application voluntarily. You and your Organization acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract for employment now exists between you or your Organization and Google or the Challenge Entities and that no such relationship is established by your Organization's submission of an Application under these Rules.

20. FORUM AND RECOURSE TO JUDICIAL PROCEDURES: These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Challenge are hereby excluded, and you and your Organization expressly waive any and all such rights.

21. ARBITRATION: By entering the Challenge, you and your Organization agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Challenge will be decided by binding arbitration. All disputes between you, your Organization and Google of whatsoever kind or nature arising out of these Rules, shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("**JAMS**") for binding arbitration under its rules then in effect in the San Jose, California, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred.

22. FINALISTS AND WINNERS: The Finalists will be announced on the Challenge Site during the Notification and Production Period and before the Voting Period starts. The GIC Winners will be announced at the Final Event and on the Challenge Site on or about November 26, 2018, signifying the end of the Challenge.