



## “EO ALCHEMY UNICORN HUNT” CONTEST RULES

### NO PURCHASE NECESSARY:

No purchase is necessary to enter.

### ELIGIBILITY REQUIREMENTS:

The EO Alchemy Unicorn Hunt Contest is open only to those who sign up at <https://forms.gle/XeYgRwhz9V5Cgp2PA> and who are EO Members as of the date of entry. The EO Alchemy Unicorn Hunt Contest is only open to registered attendees of the EO Alchemy Conference being held in Seattle, Washington, on 20-23 September 2023. All information required on the online form must, subject to disqualification, be completed and truthful and an Executive Summary must be provided.

### CONTEST PERIOD:

Entries will be accepted using the online form starting on 15 March 2023, 8:00 A.M. PDT and ending 30 May 2023, 11:59 P.M. PDT. All entries must be received by 30 May 2023, 11:59 P.M. PDT.

### HOW TO ENTER:

The EO Alchemy Unicorn Hunt Contest must be entered by submitting an entry using the online form provided at <https://forms.gle/XeYgRwhz9V5Cgp2PA>. The entry must fulfill all Contest requirements, as specified, to be eligible. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the EO Alchemy Unicorn Hunt Team.

### SELECTION CRITERIA:

Up to 12 Contestants will be selected to participate in the EO Alchemy Unicorn Hunt Contest and have the opportunity to provide their pitch before the panel of investors. Contestants will be selected by the EO Alchemy Unicorn Hunt Team and presented to the panel of investors. The panel of investors will review the contestants and make a selection of finalists. The final Contestants will be notified by email within 2 days following the investors final selections. The final Contestants will be determined by the following criteria:

- Business viability
- Team
- Pitch Quality



#### THE PITCH:

Final Contestants will provide their pitches in front of the EO Alchemy Unicorn Hunt panel of investors on 13 July 2023 (subject to change). Contestants will deliver their pitch which must include their name, location, background, business mission, product or services, target market, and progress status. See our Pitch Guidelines on [www.eoalchemy.com](http://www.eoalchemy.com) for full pitch guidelines.

#### THE DEAL:

The panel of investors will have the opportunity to invest in up to 3 contestants, so long as the investors determine the deals are viable options for their priorities (subject to the discretion of each investor). No funds will be distributed at this event. All offers made are subject to the individual closing requirements of each investor.

#### GRANT OF RIGHTS:

By entering this contest, you represent and warrant that your entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, you will be disqualified at the sole discretion of the EO Alchemy Unicorn Hunt Team. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, you shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless EO Alchemy from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which EO Alchemy may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

#### INDEMNIFICATION:

The Contestant will hold harmless and indemnify Entrepreneurs' Organization against any and all claims and actions arising out of the participation of the Contestant in the EO Alchemy Unicorn Hunt Contest, including, without limitation, expenses, judgments, fines, settlements and other amounts actually and reasonably incurred in connection with any liability, suit, action, loss, or damage arising or resulting from the Contestant's participation in the EO Alchemy Unicorn Hunt Contest. Where prohibited by law, the above indemnification does not include indemnification of the EO Alchemy Unicorn Hunt Team against a claim caused by the negligence or fault of the Contestant, its agent or employee, or any third party under the control or supervision of the Contestant.



#### SECURITIES DISCLAIMER:

For Accredited Investors Only. This communication is exclusively for your confidential use, and reproduction or divulgence of its contents to persons other than you and your professional advisors is prohibited. This communication is not an offer to sell or a solicitation of offers to purchase any securities. Offers and sales of interests shall only be made only to persons who qualify as accredited investors under applicable federal law and only by means of a confidential private placement memorandum (the “PPM”) that fully discloses the potential benefits and risks of the investment, and subscription documents setting forth the definitive terms of the offering and the investment opportunity. Investment involves a high degree of risk and is speculative as will be described in detail in a PPM and subscription documents. This communication also contains forward-looking statements that discuss matters related to future results, including without limitation estimates of purchase prices and rates of return. Forward-looking statements in general, and financial projections in particular, are inherently subject to risks and uncertainties, many of which we cannot predict with accuracy and some of which we might not even anticipate. Future events and actual results, financial and otherwise, may differ materially from the results discussed in the forward-looking statements and shall be discussed in greater detail in the PPM. Prospective investors are cautioned not to place undue reliance on these forward-looking statements. This communicated has not been approved or disapproved by the U.S. Securities and Exchange Commission (the “SEC”) or the securities regulatory authority of any state, nor has the SEC or any security regulatory authority of any statement passed upon the accuracy or adequacy of statements in this communication. Any representation to the contrary is a criminal offense. This communication does not constitute tax advice to any prospective investor. Prospective investors must consult with their own financial and tax advisors regarding the consequences to them of acquiring an owning an investment.

#### AGREEMENT TO RULES:

By participating, the Contestant (“You”) agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of EO Alchemy as final and binding as it relates to the EO Alchemy Unicorn Hunt Contest.