

Manorama Online Elevate – Season 2

Terms & Conditions

Organized by: ManoramaOnline.com

Managed by: Bramma Consulting

By accepting the terms and conditions I agree that I have given my voluntary consent to provide my personal details to Malayala Manorama Co Private Limited to store, process and use my personal information as well and I understand and agree that the authorized personnel of The Malayala Manorama Co Private Limited is permitted to contact me for providing service for promotional or informational purpose and store my details till the end of the program.

1. Eligibility

- a. Applicants must represent an active business with an existing product or service.
- b. Startups must be in early or mid-stage (pre-revenue or revenue-generating).
- c. Applicants must have valid statutory registration (Company, LLP, etc.).
- d. Only Founders, Co-Founders, owners or duly authorized key decision-makers shall apply.
- e. Applicants must be proficient in English or Malayalam.
- f. Startups must be open to investor interaction and public exposure.
- g. Startups operating in restricted, or illegal, inappropriate sectors (including tobacco, alcohol, gambling, or any category deemed unsuitable by the organizers) shall not be eligible to participate.
- h. Subject to the provisions of d above, individuals or teams (maximum 4 members) may apply.
- i. The organizers reserve the unrestricted right to determine eligibility at any time and further be entitled to eliminate any participant or team that deems to be violations of the program or acts detrimental to the interests

of the organizers and/or also in accordance with the criterion of the program.

2. Application Process

- a. All applicants must submit complete and accurate information through the official application form.
- b. Applications submitted after the deadline will not be considered under any circumstances.
- c. Brama Consulting will evaluate applications based on predefined criteria including
- d. A maximum of 20 startups will be selected as finalists; an additional waiting list of 10 startups may be maintained.
- e. Notifications will be sent only through official email communication.
- f. The organizers' evaluation and selection decisions are final and binding. In any way the decision so made cannot be contested or challenged.

3. Grooming Programme

- a. All selected finalists must attend a mandatory Grooming Programme conducted by Brama Consulting.
- b. The programme may be conducted physically or online, at the organizers' discretion.
- c. Failure to attend the complete programme may result in immediate disqualification.
- d. Content will cover narrative building, pitch structure, presentation techniques, financial articulation, and investor Q&A handling.
- e. The organizers may modify programme content, trainers, and schedule as required.

4. Pitching Event

- a. The final pitching session will be conducted in Kochi on the designated event date.
- b. Each team will receive up to 8 minutes for presentation and 5 minutes for investor Q&A.

- c. Presentations must not contain misleading, defamatory, unlawful, or confidential third-party information.
- d. The organizers may record, broadcast, or photograph the event without additional consent and the content so created shall be published, telecast or hosted in the digital platforms of the organizers at their choice, whether in part or in full.
- e. Technical issues or connectivity problems experienced by teams are their sole responsibility.

5. Evaluation Criteria

Startups will be evaluated based on:

- a. Innovation and uniqueness
- b. Market size and scalability
- c. Revenue model and business sustainability
- d. Founding team capability
- e. Social/economic/environmental impact
- f. Investment readiness

The evaluators' decisions are final, binding, and not subject to challenge.

6. Investor Engagement

- a. The investor panel may choose to express interest in any startup.
- b. Any follow-up discussions, negotiations, or agreements between investors and startups occur independently and do not involve the organizers.
- c. The organizers assume no responsibility for investment outcomes or investor-startup interactions.
- d. No investor is obligated to invest in any startup.

7. Confidentiality & Intellectual Property

- a. Participants must avoid disclosing sensitive or proprietary information unless protected by their own legal safeguards (e.g., NDAs).
- b. The organizers will take reasonable care but cannot guarantee

confidentiality of any information shared during or after the event.

- c. Participants confirm they own or have lawful rights to all intellectual property used or presented.
- d. The organizers and investors claim no ownership over participant IP.

8. Fees & Expenses

- a. There is no application or participation fee.
- b. Participants are responsible for individual travel, accommodation, and related expenses.
- c. No cash prize is offered; benefits include investor access, learning, and visibility.

9. Liability & Disclaimers

- a. Participation does not guarantee investment, partnership, or commercial benefits.
- b. By participating, applicants agree to release and indemnify the organizers, partners, and investors from any claims, damages, losses, or liabilities arising from participation.
- c. The organizers may postpone or cancel the event due to unforeseen circumstances, without liability.
- d. Participants are responsible for ensuring their compliance with all applicable laws.

10. Code of Conduct

- a. All participants must maintain professionalism, respect, and ethical behavior.
- b. Harassment, discrimination, or misconduct will result in disqualification.
- c. Unauthorized direct communication with investors outside officially permitted channels is discouraged and may result in action.
- d. The organizers reserve the right to remove any participant who violates the code.

11. Disqualification Grounds for immediate disqualification includes:

- a. Submission of false or misleading information
- b. Failure to meet eligibility requirements
- c. Violation of confidentiality or IP rights
- d. Misconduct or unethical behavior
- e. Non-compliance with programme requirements
- f. All disqualification decisions are final.

12. Rights of the Organizers

- a. The organizers may modify these Terms & Conditions at any time.
- b. The event may be recorded, photographed, or live-streamed. Participants grant unrestricted rights for promotional usage.
- c. The organizers may use the name, logo, and profile details of selected startups for publicity in any media.
- d. Any logistical, operational, or scheduling changes may be implemented without prior notice.

13. Governing Law & Dispute Resolution

- a. These Terms & Conditions are governed by the laws applicable in Ernakulam, Kerala.
- b. Courts in Ernakulam shall have exclusive jurisdiction over any disputes.
- c. Participants agree to attempt amicable resolution prior to initiating legal action.

14. Acceptance of the Program

By submitting the application or participating in any part of Manorama Online Elevate (Season 2), the applicant acknowledges, agrees, and consents to:

- a. Being bound by all Terms & Conditions
- b. The organizers' final authority in all matters related to the event
- c. The use of their data, recordings, and participation materials for event management and publicity.