



REGULATION FIBRIA INSIGHT

REGISTRATION OF REVISIONS	
Nº	Reason for Revise
01	General Review.
00	1 st Edition.

CHAPTER I – ON THE PROGRAM

Article 1 – FIBRIA INSIGHT program is a **FIBRIA** accomplishment with support of the startup accelerator Techmall SA (“**TECHMALL**”), which seeks to have knowledge of new projects and ventures that contribute to solutions applicable to the pulp and paper industry, specifically in the application fronts for microfibrillated cellulose and packaging of pulp bales.

First Paragraph - The purpose of this Regulation is to set the rules and conditions for the participation in the **FIBRIA INSIGHT** program.

Article 2 – Aiming to seek innovative solutions in the pulp and paper industry, **FIBRIA INSIGHT**’s main purpose is to select and support new projects (“**projects**”) and ventures (“**startups**”), seeking innovative solutions in two aspects (“**A and B**”), directed to segments of applications for microfibrillated cellulose (“**A**”) and packaging of pulp bales (“**B**”). Those selected will be able to develop their business together with **FIBRIA**.

First Paragraph: Regarding the applications front for microfibrillated cellulose (“**A**”), the program seeks projects and startups to help Fibria discover new products, innovative solutions and new applications in microfibrillated cellulose, such as: polymers, plastics, textiles, graphene property equivalence, replacement of usual products or any type of product related to the area of microfibrillated cellulose applications.

Second Paragraph: Regarding the improvement front in the process of packing pulp bales (“**B**”), the purpose is to find projects and startups that are able to develop innovative solutions for cellulose packaging process. The idea is to replacement current cellulose baling wires by components with a composition compatible to the cellulose repulping or new packaging processes. This new solution will have to withstand moisture and mechanical impacts during the process of port logistics and transcontinental travel, improvement of properties of commercial material such as paper strap, shipping processes and all types



innovative solutions that guarantee safety, sustainability and efficiency at this stage of the production process.

Article 3 – The period for application of projects and startups as well as the schedule of **FIBRIA INSIGHT** program activities are available to refer to on the website (www.fibriainsight.com).

Sole Paragraph – Applications are free and will occur exclusively through **FIBRIA INSIGHT**'s (www.fibriainsight.com) website.

CHAPTER II – ON THE SELECTION

Article 4 – Innovative projects and startups that solve the challenges of “A” and “B” fronts, with great potential for growth and, preferably, with global and high technology will be selected.

Sole Paragraph - Selected participants will have support of business intelligence, infrastructure, and may have access to investments during their projects' development process, with a view to their implementation at **FIBRIA**.

CHAPTER III – ON THE APPLICATION

Article 5 - The application process of a project begins by completing and submitting the form on the program's website. (www.fibriainsight.com)

First Paragraph - The form aims to collect as much information about the project or startup as possible, so as to guarantee sufficient information for the analysis of the proposals.

Second Paragraph - If there is confidential information to be sent in the form, **FIBRIA** undertakes to sign a confidentiality agreement with the proponent.

Article 6 - The result of projects and startups selection will be announced within a maximum of 14 (fourteen) days after closing the application period on **FIBRIA INSIGHT**'s website, and this period may be extended by **FIBRIA** decision and requirement.

Article 7 - The process of projects and startups application analysis has the following steps:

(i) Project analysis and pre-selection, considering the “Elimination Criteria, as described in Article 9 - Chapter IV, below; and



(ii) Application of the “Classification Criteria” and ranking preparation of the selected projects and selected startups, as described in table 1 of Article 8 - Chapter IV, below.

Sole Paragraph - The number of projects and startups selected for **FIBRIA INSIGHT** program will be decided exclusively by the organizers, where at most the 20 (twenty) best projects will be selected for immersion (“IMMERSION”).

CHAPTER IV – ON THE SELECTION CRITERIA

Article 8 - The projects and startups will be selected by a score criterion shown below: Table I - “Ranking Criteria”

Table 1- Ranking Criteria.

Macro Criterion	Criterion	Weight (%)	Purpose
Team	Team Quality and dedication (Multidisciplinary)	15.79	Evaluate the team’s ability to develop the solution and turn it into a business.
	Business and technology knowledge		Evaluate the vision of future for the business and the proposed strategies
Technology	Technological Potential	15.79	Evaluate the effectiveness of the solution operation, its degree of maturity and the feasibility of its scale production.
	Intellectual protection		Evaluate whether it is possible to protect the developed or in-development technologies.
	Technology Platform		Evaluate the possibility of generating new solutions from the base technology (s) used
Solution	Degree of product innovation and competition	26.32	Evaluate the degree of product innovation and the strength of competition in the market.
	Market requirement satisfaction		Evaluate how the solution (product/service) meets FIBRIA’s demand (s).
	Business model		Evaluate whether the business model is interesting and if it allows the construction of a scalable and competitive



			business.
Economic Feasibility (Qualitative)	Project cost	15.79	Check the investment required to develop the solution
	Cost impact on Business		Evaluate the impact of the solution on cash cost
Strategic Alignment (Qualitative)	Strengthening of the institutional image	26.31	Project ability to strengthen FIBRIA's image
	Alignment with FIBRIA's strategy		<p>Increase business profitability to consolidate the company's position among the 10% of market participants with the lowest cost - use of operating excellence, modernization and biotechnologies.</p> <p>Keep up with promoting the organic and sustainable growth through expansions and partnerships and keeping the active forest formation.</p> <p>Promote diversification of cash flow through investments focused on other businesses other than cellulose, leveraging the company's competence.</p>

Article 9 – Projects and startups will also be evaluated according to the following eliminatory criteria (“Eliminatory Criteria”):

- (i) Regarding Innovation - If the proposed solution is taken by the evaluation board without technological innovation, the project or startup can be eliminated from the selection process;
- (ii) Regarding the proposed challenges - If the proposed solution does not meet the challenges proposed by **FIBRIA**, mentioned in the paragraphs of Article 2, Chapter I, it can be eliminated from the selection process. Depending on the applicability of the solution to FIBRIA, the project or startup will be forwarded to a bank projects for future programs, even if it does not fit the challenges of this call.
- (iii) Regarding the delivery of documents by the startups - Failure to submit the documents required for startups, mentioned in Annex I of this Regulation to



participate in **FIBRIA INSIGHT** program within a maximum of five (5) days after the disclosure of results will be considered cause for immediate elimination. The period of 5 days may be extended by means of a valid justification.

(iv) Regarding the availability and attendance - If the project or startup team does not have time availability or does not respect the attendance during IMMERSION, which will be held in person at the headquarters of **FIBRIA** and **TECHMALL**, the project or startup can be eliminated from the program at any time by **FIBRIA**, where the eliminated is the sole and exclusive responsible for any cost spent in this period.

CHAPTER V – ON THE FIBRIA INSIGHT PROGRAM DURATION

Article 10 - The schedule with the main milestones of **FIBRIA INSIGHT** program is detailed in “Table 2”.

Table 2 - FIBRIA INSIGHT’s Main milestones.

Activities	Date
Start and Submission	August 16 th , 2017
End of applications	October 27 th , 2017
Announcement of the selected projects (up to 20 startups)	November 03 th , 2017
“IMMERSION” - Technical visit at Fibria headquarters	November 20 th and 21 st
“IMMERSION – Bootcamp at Techmall	November 22 nd to December 14 th
Evaluation board of the projects	December 14 th , 2017
Announcement of the finalist projects	December 14 th , 2017

Article 11 – The projects and startups selected by the organizers in accordance with the terms and conditions of Chapter III of this regulation will participate in the **FIBRIA INSIGHT IMMERSION** stage.

First Paragraph – The **IMMERSION** main objective is the project and startups teams to have access to the trainings and mentoring carried out by **TECHMALL** and by **FIBRIA**, to build a work proposal together with the company.

Second Paragraph - Due to the nature of the information shared between the parties during **IMMERSION**, it will be mandatory to sign a confidentiality agreement between the selected projects or startups and **FIBRIA**.

Third Paragraph – At the end of the **IMMERSION**, an event called “Demo Day” will be held, which will have an evaluation board to evaluate the presentations



of the proposals of the projects and the startups. The “Demo Day” will announce the best projects and startups developed during the **IMMERSION**.

CHAPTER VI – ON THE OBLIGATIONS AND RESPONSIBILITIES

Article 12 – Obligations of the projects teams and startups:

- (i) To comply with all provisions of this Regulation.
- (ii) To participate in the actions foreseen in each **FIBRIA INSIGHT** phase, as well as provide all necessary information and documents required in Annex I.
- (iii) To participate mandatorily in the events and initiatives organized by **FIBRIA INSIGHT** with at least 01 (one) legal representative of the project or startup.
- (iv) The startups selected for **IMMERSION** will be required to submit the documents described in Annex I to this Regulation, for registration purposes.
- (v) In case of project selection, the contracts will be signed between the parties after the **IMMERSION** period, according to the partnership model to be implemented.
- (vi) When applying to this program, the startup states not to use and has no direct or indirect slave labor in degrading conditions in its productive chain, workers submitted or forced to illegal conditions of the employer’s domain, people under 16 (sixteen) years old working, except as an apprentice from the age of 14 (fourteen) years, as established in article 7, item XXXIII of the Federal Constitution, as well as does not allow any type of discrimination, and respects the freedom of association, under penalty of being immediately eliminated by **FIBRIA**, without the need for prior notification, and in case of breach of this clause, the startup will be subject to compensation for the losses caused and to the penalties provided by law.
- (vii) When applying to this program, the startup states to fully comply with Law 12.846/2013 (“Brazilian Anti-Corruption Law”) and declares to have knowledge of all terms and definitions set forth in the Brazilian Anti-Corruption Law, which define as injurious act to promise, offer or give, directly or indirectly, an undue advantage to a public agent or third person related to him/her, among others. In case of violation of said Law, it will be responsible for any losses, damages or liabilities caused, in addition to the penalties provided by law.

CHAPTER VII – ON THE TERMINATION OF FIBRIA INSIGHT PROGRAM



Article 13 - The relationship of **FIBRIA INSIGHT** with the projects and startups will be considered terminated with previous notification, in the following possible events:

- Elimination at the selection evaluation boards;
- End of the program duration;
- If there is any violation of any clause of this Regulation;
- If FIBRIA INSIGHT's main features are significantly changed by the organizers and the project or startup do not agree with these changes;
- If insolvency, bankruptcy or judicial reorganization of the startup and its members is found;
- If a temporary activity assignment of the startup is found;
- On the project or startup initiative duly justified;
- On FIBRIA initiative duly justified.

CHAPTER VIII – ON THE POSSIBLE BENEFITS TO THE SELECTED PROJECTS AND STARTUPS

Article 14 - The following benefits may be made available to the projects and the startups selected for **IMMERSION**:

- Possibility of investment to develop the projects together with **FIBRIA**;
- Work in conjunction with the startup accelerator **TECHMALL**;
- Development methodology: training, technical visits, professionalization of management and growth;
- Cost support for hosting, transportation and food, during the **IMMERSION** period, for one member of the team;
- Coaching and mentoring with recognized professionals in the pulp and paper industry, industrial engineering and in startups;
- Exclusive access to **FIBRIA**'s structure, clients and suppliers base;
- At the end of the program, and at its sole discretion, if **FIBRIA** deems feasible for its business, it may invest in the development of solutions, as well as establish partnerships to seek funding, purchase or distribution of products and services.



Article 15 – A physical environment will be made available for **IMMERSION**, which shall be exclusively for the accomplishment of the activities foreseen in this regulation.

First Paragraph – The physical environment available shall be used by the project teams and startups selected, and the right for use shall not be transferred.

Second Paragraph – The representatives are responsible for keeping the physical environment available in good conditions, as well as the equipment and furniture of all common areas.

CHAPTER IX – GENERAL PROVISIONS

Article 16 – As of now, it is clear and established that the participation and/or selection in **FIBRIA INSIGHT's** does not constitute any kind of operating agreement, joint venture or association between the participating project or startup (selected or not). **FIBRIA** and the others engaged in the program, are independent entities with each other, that no provision of this Regulation or the program shall be construed to create any corporate, labor or tax relationship between the Parties, and that joint and several liability or subsidiarity of any nature does not exist or will not exist between the Parties.

Article 17 - As of now, it is clear and established that the participation in the program and eventual contract execution with **FIBRIA** does not generate any kind of employment relationship. The startup undertakes to exempt **FIBRIA** from any liability in labor/social security claims that may be proposed by any of its employees against **FIBRIA**, as well as to bear all costs incurred by **FIBRIA** in the referred claims, including but not limited to attorneys' fees.

Article 18 - As of now, it is clear and established that **FIBRIA** can change, at any time, these Regulations, if required to, for the good and regular progress of the Program established here.

Article 19 - As of now, it is clear and established that, if there is any question regarding this Regulation, **FIBRIA** makes itself available to clarify them.



A. Documents for Brazilian startups registration in the IMMERSION phase:

- Debt Clearance Certificates (check the links below):
 - CND of Federal Taxes
(<http://www.receita.fazenda.gov.br/Aplicacoes/ATSPPO/Certidao/CndConjuntaInter/InformaNICertidao.asp?Tipo=1>)
 - CND INSS (<http://www010.dataprev.gov.br/cws/contexto/cnd/cnd.html>)
 - CND FGTS
(<https://webp.caixa.gov.br/cidadao/Crf/FgeCfSCriteriosPesquisa.asp>)
- Sintegra (<http://www.sintegra.gov.br/>)
- Serasa (those who have no access to Serasa, please report it in the email)
- CNPJ Card
(http://www.receita.fazenda.gov.br/PessoaJuridica/CNPJ/cnpjreva/Cnpjreva_Solicitacao.asp)
- Banking data details for any payments on behalf of the startup;
- Articles of Incorporation/Organization updated;
- Power of attorney with indication of the legal representative that will represent the startup in the program, from application to the development;
- Term of Confidentiality;
- Term of Authorization of Image Use.

B. Documents for foreign startups registration in the IMMERSION phase:

- Valid passport;
- Federal Police Entry Visa;
- Color photo 3x4 (jpg);
- Attestation of criminal record;
- Certificate of professional registration in the country of origin.