

the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

4. Judging and Judging Criteria:

All eligible entries received during the Contest Entry Period, will be judged, by category on the following criteria by a panel of qualified judges selected by Sponsor:

45% Quality of content and adherence to theme/questions

45% Inclusion of specific points and/or examples illustrating the answer

10% Writing style

Subject to verification of eligibility and compliance with these Official Rules, up to five (5) entries with the highest judging scores will be deemed potential Finalists and will advance to Phase Two. In the event of a tie, an additional "tiebreaking" judge will determine the entrants who will proceed to Phase Two based on the above stated criteria.

5. Finalist Notification:

Each potential Finalist will be notified via email on or about Thursday, November 7, 2013., November 5 2013.

6. Final Phase

Finalists will be invited to a skills workshop on Tuesday, November 12, 9-11:00 a.m. at University of Helsinki, Kaisa House, Fabianinkatu 30, 7th floor for a hands-on workshop on entrepreneurship and presentation skills. Finalist groups will then have one week to prepare final presentations for the contest judging.

The Final Judging will take place at the U.S. Embassy Monday, November 18 at 9-11:00 a.m. Final presentations will only be accepted in English. Presentations may not last longer than 10 minutes.

Presentations must be entrant's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other, program or contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Contest Entities unfavorably, as determined by Sponsor or the Administrator in their sole discretion. Entries must be consistent with the images of the Contest Entities and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

7. Final judging

One contest winner will be a team chosen from the Finalists solely at the discretion of Ambassador Bruce J. Oreck. The contest winning team will receive the following final prizes:

- Private meeting with the Ambassador at his residence, immediately following judging.
- Meeting with Sitra representative to provide guidance about developing a business to take place on 10:00-11:00 a.m. on Friday, November 22
- 999€ to be divided equally between team members.

Runner-up Finalists will receive Honorable Mention certificates.

8. General Rule

No costs incurred by contest entrants shall be reimbursable by the Contest Sponsor, including but not limited to travel expenses.