

ALTERNATIVA PITCHING LAB creative laboratory
Rules & Regulations

Date of Approval: 25.08.2023
Term: 25.08.2024



1. GENERAL TERMS

1.1. This Regulation outlines the procedures for the ALTERNATIVA PITCHING LAB creative laboratory (hereinafter referred to as the PITCHING LAB), including the organization and holding of the laboratory, project selection criteria, participant composition, awards, and partners.

1.2. The PITCHING LAB creative laboratory is a social initiative by the inDrive group of companies (as per clause 2.1 of the Regulations), funded by the company, belonging to the inDrive group of companies.

1.3. The aim of the PITCHING LAB creative laboratory is to explore the potential influence of cinema on society, provide participants with strategies for their projects' development, and create tools for effective cinema-society interaction. This is to ensure that significant social issues, problems, and tasks become more visible understood, and have more potential solutions.

1.4 The PITCHING LAB creative laboratory is a 5-day online intensive course running from October 26 to 30, 2023 (inclusive). Participants will learn how to present their projects to any audience, gain information about structures and programs for continued funding and partnership search, identify their project's strengths and weaknesses, prepare to pitch materials for festivals, markets, foundations, training programs, and establish new connections with both experts and fellow participants.

1.5. This Regulation and all its updates can be found on the official project page at www.alternativa.film.

2. TERMS AND DEFINITIONS

2.1. The term "Company" refers to all legal entities that form part of the inDrive group of companies. The inDrive Commercial Company is the organizer and sponsor of the PITCHING LAB creative laboratory

2.2. A participant in the creative laboratory is a filmmaker, producer, or director whose application has been successfully selected. The 2023 creative laboratory will accommodate a maximum of 15 participants, chosen by the project's curator from the pool of applicants.

2.3. An applicant is any legally competent individual who wishes to participate in the creative laboratory and submits an application for the program.

2.4. The program's coach is an international or local expert in the film industry, specializing in the proposed topic and having significant influence and recognition in that field. The program's coach guides a group of up to 5 participants throughout the program, providing feedback and assisting in project development.

2.5. The program's curator is the visionary and leader of the program, defining its main direction, and selecting the specified number of participants from the applicants within the deadlines set out in this Regulation. In the selection process, the program's curator relies on the criteria outlined in this Regulation.

2.6. The winner of the program is a participant chosen by the program's curator and faculty based on demonstrated skills and project pitching results.

2.7. The parties refer to an individual with whom the inDrive group of companies has made, is making, or plans to make an agreement, as well as the inDrive group itself.

2.8. A beneficiary refers to an individual or legal entity in whose interests charitable or other non-profit activities are conducted.

3. EVENT TERMS AND CONDITIONS

3.1. The program is open to able-bodied citizens **aged between 25 and 45** who meet all the criteria listed below:

- Citizens or individuals residing in one of the following countries: **Republic of Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan.**
- Individuals proficient in Russian and/or English, enough to understand oral and written speech.
- active filmmakers, specifically producers or directors making their second or subsequent films, interested in community engagement and learning new communication technologies and strategies.
- individuals who currently have a fiction or documentary project in the late development stage (with a scenario, problem, characters, and understanding of what's needed for filming and the target audience), which could significantly impact society and the environment and potentially attract international experts.

3.2. Laboratory participation is **free**.

3.3. Applications can be submitted in either Russian or English via the project's official website, www.alternativa.film.

3.4. The application package consists of

- Project presentation
- Biographies and filmographies of the authors
- Project scenario
- References to previous works
- Scenes from the upcoming film
- A letter of motivation detailing the participant's expected outcomes from the program
- A concise project synopsis

3.5. A single candidate can submit multiple applications. There are no limits on the number of projects or applications.

3.6. All required attachments should be provided as separate documents or as links to publicly accessible file-sharing platforms that allow downloads.

3.7. Once submitted, no changes can be made to the application. The application is considered received at the moment of sending, which is confirmed by an e-mail notification stating that the application has been received.

3.8. A candidate who decides not to pursue participation in the program can communicate this decision via the project's e-mail in any way they prefer. In such cases, the candidate's application will be withdrawn and they will no longer be considered for participation by the Organizing Committee.

3.9. A candidate who submits a project application guarantees that they have independently resolved all intellectual property rights related to the project and will assume responsibility for any third-party claims that may arise.

3.10 The Participant guarantees that it bears full responsibility for all information provided within the application.

3.11. The program participant grants the Program Organizers the right to use the project for promotional and informational purposes of the program and commits to acknowledging the program in the project's credits.

3.12. The program participant should be ready to take part in the alumni meeting in a year and tell about his / her path with the project, as well as, if necessary, act as a consultant for the Program Participants for the next years.

3.13. It is mandatory for the program participant to personally attend all the sessions within the program. If a participant fails to attend 2 or more sessions, they are required to compensate the program for expenses related to travel, accommodation, and meals. They also acknowledge that their name will be removed from the project website's participant list.

4. CARRYING OUT PROCEDURE

4.1. The creative lab runs from September 1 to October 30, 2023.

4.2. The creative lab is conducted in three stages:

- Application collection (September 7 - October 5, 2023): Applications are accepted on the project website, a list of candidates is formed, and all potential program participants are checked for compliance.
- Participant selection (October 5, 2023 - October 15, 2023): The list of creative lab participants is determined, the final list is published on the project website, and agreements are signed with the participants.
- The creative lab is conducted online in the PITCHING LAB format (October 26, 2023 - October 30, 2023)

4.3. Upon completion of each stage, the organizers shall inform candidates and participants on the results of the stage.

Upon submitting an application to participate in the program, the applicant will receive an official e-mail, sent to the address provided in the application, within 3 days. This e-mail will either confirm that the application is under consideration or notify of its rejection. This implies that the application has either been accepted for evaluation or has been declined.

Once included in the final list of program participants, the applicant will receive an email, sent to the address provided in the application, requesting confirmation of their participation in the program during the specified dates.

4.4. The acceptance of applications begins at 00:01 on September 7, 2023 and ends at 23:59 on October 5, 2023 (GMT + 3).

4.5. An application will not be moderated if the applicants:

- have inadequately or incompletely filled out the application form
- have submitted multiple applications with identical content
- have submitted an application that contains false information

4.5.1. After the creative competition, the program curator has the right to reject a participant who has failed the internal compliance verification process.

4.6. The program's website must publish the final list of participants by October 15, 2023.

4.7. Program duration: October 26 to 20, 2023

- The creative lab sessions take place from October 26 to 30, from 11:00 to 19:00 GMT+3, via Zoom meetings.
- The lab sessions are conducted in both Russian and English. Translation services are provided by the Organizer.
- Lab sessions are compulsory for attendance.
- The lab will culminate in an internal project pitch.

5. REPRESENTATIONS AND WARRANTIES

5.1. The Parties confirm that at the time of the provision of these representations and warranties and during the term of any business relations between them, they fulfill and undertake to comply with the requirements of all applicable laws related to anti-money laundering, anti-corruption and anti-bribery and countering illegal trade and terrorist financing, prohibiting the use of child or forced labor, proper and lawful use of confidential (including inside) information and not to take any action that may lead to a violation of such laws, not to facilitate, encourage or induce anyone to participate in such activities.

5.2. The Parties confirm and represent that none of the Parties, nor any person owning or controlling a Party, is a person included in any sanctions list approved by international organizations, unions of States, separate countries (including but not limited to the list of citizens of special US categories and blocked persons) that prohibit or otherwise restricts a Party from properly performing its obligations under this Agreement.

The Parties also confirm and represent that the activities of each of the Parties in the performance of this Agreement are not aimed at violating international sanctions regimes, trade embargoes, and other restrictions imposed by international organizations, unions of States, and separate countries.

5.3. The Parties represent that in the performance of their obligations to each other, the Parties themselves, their employees, agents, and affiliates (taking into account the reasonable ability of each respective Party to control the distribution of these obligations to these persons) do not participate in bribery, commercial bribery, do not pay, do not offer to pay and do not authorize the payment of any monetary funds or values, directly or indirectly, to any person, to influence the actions or decisions of these persons in order to obtain any unlawful advantages or to achieve other unlawful goals.

5.4. The Parties shall not cooperate and shall not enter into new contracts /extend existing contracts with counterparties who do not comply with ethical principles and values of common business conduct; discriminate on the basis of, including, but not limited: origin, religion, color, creed, gender or age.

5.5. The Parties represent that they use all reasonable efforts to comply with applicable environmental, social, and governance ("ESG") laws and shall foresee any known or expected future changes in the applicable law requirements and take all reasonable actions to ensure compliance with them.

5.6. By accepting the present document, the Parties confirm their compliance with the basic principles of the Company's [anti-corruption](#) and [ethical business conduct](#) policies and undertake to follow them.

5.7. All documents and information provided prior to the conclusion of any of agreement with the Counterparty and/or during the preliminary verification of the Counterparty according to the internal procedures of the inDrive, including the due diligence, anti-money laundering and sanctions compliance procedures (where applicable), were reliable and valid, accurate and not misleading.

5.8. If any of the Parties become aware of potential or existing violations in the field of preventing and combating corruption, money laundering, violations of sanctions, any export restrictions (including EAR) and illegal trade, violations of the requirements for the protection of confidential (including insider) information. The Counterparty immediately notifies the Company of this by contacting the Compliance "Integrity Line" to by email compliance@indrive.com.

5.9. In the event of violation by one of the Parties of the representations specified in this section, the other Party has the right to unilaterally terminate all valid agreements as well as demand compensation from the other Party for losses incurred. The Party requiring termination of the agreement on the grounds of this section does not compensate the losses to the other Party.

6. DATA PROTECTION CLAUSE

6.1. If the Company receives any personal data, the Company shall use such personal data solely for the purposes of performing its obligations under this Agreement. The Company shall process such personal data in full compliance with all applicable data protection laws, shall keep such data confidential, and shall return/destroy any copies of such data upon the termination of this Document.

7. CONTACT INFORMATION

Name Alternativa Film Labs | Pitching Training
Email pitching.info@alternativa.film