

EmprendeXXI Awards

Rules 2025

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1. Introduction

Young, innovative companies with ambition and growth potential play a key role in driving the economic and social development of their regions. Their contribution extends beyond fostering wealth and employment: they also generate knowledge, develop technology and offer solutions to society's emerging needs and challenges.

In their early stages, these companies face major hurdles in product development, business growth and market access. To overcome them, they need not only specialised financing but also expert guidance to help develop their potential and strengthen their ability to attract investors and customers.

CaixaBank, S.A., together with its subsidiary Caixa Emprendedor XXI S.A.U., supports the development of high-potential, innovative companies by providing financing and expert guidance during their early and growth stages through DayOne, CaixaBank's specialised service for technology companies and investors.

ENISA promotes the growth of innovative companies with strong potential, combining financing through participative loans with certification as a start-up under Law 28/2022 (the Startups Law) – two key tools that strengthen the entrepreneurial ecosystem and accelerate its development.

Through the EmpreneXXI Awards, we, as co-sponsors, aim to identify, recognise and support the most promising start-ups with the greatest growth potential. The EmpreneXXI Awards are designed to support companies that have already taken their first steps, helping them accelerate their growth and expand internationally.

This year marks the 19th edition, continuing our mission to promote entrepreneurship in Spain and Portugal. Since the programme began in 2007, we have supported 560 winning companies across different editions and awarded more than €9.9 million in prizes. The EmpreneXXI Awards have also been backed by more than 135 organisations that have joined as co-sponsors, co-organisers or collaborators, along with over 300 entrepreneurs, investors and representatives from institutions linked to entrepreneurship who take part each year in the 50 committees and juries held across Spain and Portugal.

In this 19th edition, the Tomorrow's Challenges Awards aim to provide solutions to the major challenges facing society and today's economy, with a forward-looking focus on how technology companies are working to solve them. This initiative seeks projects that generate value through innovation, improve people's lives and help protect the planet.

2. EmprendeXXI Awards Call for Entries 2025

CaixaBank, through its subsidiary Caixa EmprendedorXXI SAU, launches the nineteenth edition of the EmprendeXXI Awards, which identify, recognise and support innovative start-ups with the greatest growth potential in Spain and Portugal.

The EmprendeXXI Awards are co-sponsored by the Ministry of Industry and Tourism through Empresa Nacional de Innovación S.M.E., S.A. (ENISA) in Spain and Banco BPI in Portugal, with the support of leading organisations committed to fostering innovative companies.

The EmprendeXXI Awards aim to identify young, innovative companies with promising results, ambitious future growth plans and a need for resources to bring them to fruition.

Participating companies are eligible for the following prizes:

- **Regional Awards for companies with the greatest impact in their region.** All companies entering one of the challenges, regardless of region, are eligible for this award. This award is co-sponsored by the Ministry of Industry and Tourism through ENISA in Spain and with Banco BPI in Portugal.
- **National Awards "Tomorrow's Challenges" aimed exclusively at companies offering solutions to the challenges set out in each category.** When registering, participants choose which challenge they wish to enter and all companies applying for a challenge are eligible for this award, regardless of their region. There are three main categories: Business Transformation, Human & Wellbeing, and Living Planet, each comprising a total of eight challenges.
- **Special Awards: Social Impact and Disruptive Innovation.** All companies entering one of the challenges, regardless of region, are eligible for these awards.
- **Special AlumniXXI Award**, recognising a company from the AlumniXXI Community with an outstanding track record in scaling its business.

International Support Programme

In addition to a cash prize, the 19 regional winners, along with the eight winners and eight finalists of the Tomorrow's Challenges phase and the two Special Award winners, will take part in a support and mentoring programme within one of the world's leading innovation ecosystems, in collaboration with prestigious international business schools.

The EmprendeXXI Awards are supported by different organisations in the field of innovation. Any additional prizes not included in these Rules will be announced on the awards website (www.emprendedorxxi.es/en/) and its social media channels (X, Instagram and LinkedIn).

Investors Day EmprendeXXI

The winning companies from the regional phase, the national phase (Tomorrow's Challenges) and the Special Awards will participate in Investors Day EmprendeXXI. The aim of this event is to bring together more than 30 winning start-ups from the EmprendeXXI Awards with key investors and innovation-focused corporations. Several events are planned to take place throughout 2025–2026.

Collaboration with Grupo CaixaBank

Through the EmprendeXXI Awards, candidate companies, Alumni winners of past editions and DayOne clients will have the opportunity to present their solutions for collaboration with Grupo CaixaBank in some of the entity's specific business and innovation challenges. Details of the initiative will be published on the website www.emprendedorxxi.es/en/ and where appropriate, through the EmprendeXXI Awards' social media channels.

3. Participation Requirements

To apply for the EmprendeXXI Awards, candidate companies must meet the following requirements:

- Be a **legally incorporated for-profit company** (S.A., S.L., Labour Companies, Cooperatives or Civil Companies) and have their registered office in Spain or Portugal.
- **Have been founded or started their activity on or after 1 January 2022, as evidenced by the company's articles of incorporation or registration with the Spanish tax authorities (form 036).**
- The founding partners must lead the company, hold a majority ownership stake, and be actively involved in its day-to-day operations. *Participation of less than 50% of the founders will be accepted only for technology transfer initiatives derived from universities or research centres, provided that the entrepreneurial team includes both technical and business profiles.*
- The Regional Award is open to **innovative, technology-based companies** from all sectors, segmented by region.
- The Tomorrow's Challenges Awards are aimed at **companies offering the best solutions to the challenges set out in this year's edition. Business Transformation, Human & Wellbeing and Living Planet.**

The competition targets **digital and technology-driven companies with high growth potential and scalable, innovative business models**, understood in the broad sense (related to product, process, or business model, etc.)

The following are not eligible to participate:

- **Self-employed** individuals
- **Companies considered 'large enterprises' under the European Commission definition**, that is, those with more than 250 employees and an annual turnover exceeding €50 million, or an annual balance sheet total of more than €43 million, as well as companies in which more than 25% of the capital is held by one or more 'large enterprises'.

Companies that have won prizes in previous editions are not eligible for the same award, but may participate and compete in other categories.

4. Submission of Applications

Applications must be submitted exclusively online via the EmpreneXXI Awards website, where a link will be provided to access the registration platform. The Awards website is: <http://www.emprendedorxxi.es/en/>.

Applicants must:

- Complete the application form
- Attach documentation confirming compliance with the rules, together with any required and optional supporting materials.

The application period will open on Wednesday, **22 October 2025 at 9:00 a.m. and close on Thursday, 4 December 2025 at 6:00 p.m. (GMT+1)**

The organisers reserve the right to modify these dates if necessary. Any changes will be communicated through the official website and social media channels of the EmpreneXXI Awards.

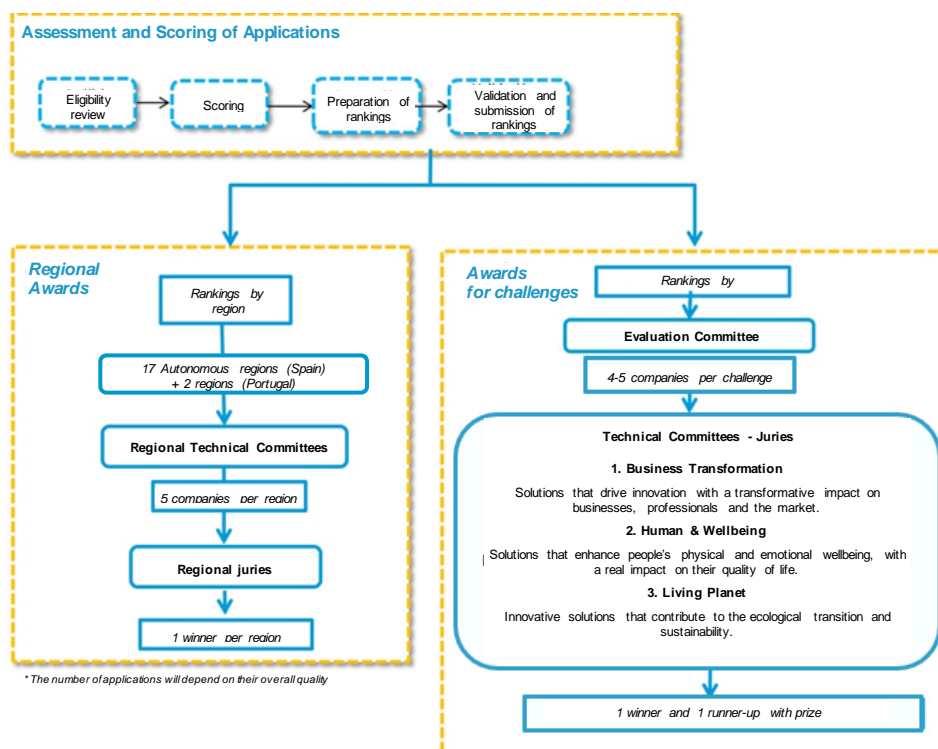
5. Assessment Criteria

The following criteria will be considered when evaluating applications:

- **Team:** commitment, dedication and level of risk undertaken by the founding team; suitability of their experience and training for the company's needs; team composition and ability to attract talent; motivation; existence and profile of advisory boards or experts; and the percentage of company ownership held by the founders.
- **Business model:** clarity and viability of the value chain and monetisation strategy; competitive landscape and analysis; customer acquisition capacity; sales and marketing strategy; international expansion potential; ability to secure the necessary resources to implement the business plan; and consistency of financial projections.
- **Ambition:** size and projected growth of the target market; scalability; current and anticipated competition; customer concentration; ambition and robustness of sales forecasts; expected gross margins; and potential for job creation.
- **Innovation:** level of innovation in the product or service; understanding of customer needs; competitive advantages and market entry barriers; positioning within the sector; and alignment of the value proposition with industry transformation and impact.
- **Track record:** turnover and/or funding obtained to date, and results achieved in relation to the resources invested.

In addition to the above, for the Best Company in its Region Award, the company's **connection to and impact within its region** will also be assessed. For the Tomorrow's Challenges Awards and Special Awards, evaluation will focus on the **relevance of the proposal to the award categories**, the project's stage of development, and its potential for innovation and impact.

6. Selection Process



Graph. PEXXI selection process

Assessment and Scoring of Applications

1. **Eligibility analysis.** Following the closing date for applications, all submissions will be reviewed to confirm that they meet the participation requirements and align with the target company profile of the Awards, particularly in terms of innovation. Applications that do not comply with the participation requirements will be excluded from the process.
2. **Scoring.** Applications are reviewed and scored based on the information provided in the application form and supporting documentation. They are evaluated remotely by independent experts who assess them using standardised scoring grids that include more than twenty criteria.
3. **Preparation of rankings.** Once the initial assessment process has been completed, the applications are ordered by score, and rankings are generated by region or by challenge and sent to the corresponding selection bodies.

Regional Awards Selection Process

1. **Technical Committees:** The Technical Committees are made up of representatives from the EmpreneXXI Awards co-organisers, the organising entities in each region, and experts from the entrepreneurial ecosystem, including successful entrepreneurs, business angels and venture capital professionals. The Technical Committee analyses the top-ranked applications, reviews the scores awarded and selects the most innovative companies with the greatest growth potential in its region to be presented to the Regional Jury. Depending on the number of applications submitted, companies are selected from among the top 10, 15, 20 or 25, as specified in the Operating Guidelines. Whenever possible, the Technical Committee will invite companies to present and pitch their proposals in an online session. In some cases, pitch-preparation sessions may also be organised for finalists. Attendance at these sessions, if organised, is mandatory to continue in the selection process.
2. **Juries and award ceremonies:** The Juries designate one winning company from each region. The Regional Juries are made up of representatives from the co-sponsoring entities, institutional representatives, investors, recognised business leaders, successful entrepreneurs and former EmpreneXXI Award winners. The Regional Jury is chaired by CaixaBank and the co-sponsoring organisation. Finalists must present and pitch their project before the Jury, and may also be invited to participate in preparatory pitch sessions. Attendance at these sessions, if organised, is mandatory to continue in the selection process. The Jury's decision is final and will be announced publicly at the EmpreneXXI Awards Ceremony, which may take place on the same day or at a later date. The Award Ceremony will be held during the DayOne Innovation Summit assigned to each region (CAAC). All participants named as finalists undertake to attend. Award ceremonies will be held in person during the first half of 2026, and the exact dates will be published on the Awards website: <https://www.emprendedorxxi.es/en/>.

Selection Process for the National “Tomorrow’s Challenges” Awards

1. **Evaluation Committee:** The Evaluation Committee is made up of representatives of the co-sponsoring entities, business valuation specialists and CaixaBank's ambassador areas for the EmpreneXXI Awards. It selects, within each 'Tomorrow's Challenges' category, the companies to be presented to the corresponding Technical Committees – Final Phase Juries. The Committee may request that competing companies present and pitch their projects in an online session.
2. **Technical Committees - Juries Tomorrow's Challenges Awards:** The Technical Committees – Juries for the eight national challenges are composed of leading industry and sector professionals, specialised investors and institutional representatives. They will meet in May 2026 to select one winning company and one finalist per challenge, both of whom will receive an award. Companies will present their projects to the Jury in pitch format, followed by a question-and-answer session. The decision of the Committee – Jury is final and will be made public during the Awards Ceremony. Before the Jury sessions, training and networking activities will be organised for finalists with members of the entrepreneurial ecosystem. Failure to attend the Jury sessions, preparatory meetings or other official activities organised during the Selection Phase will result in exclusion from the process.

3. **Award Ceremony:** The “Tomorrow’s Challenges” Awards Ceremony is scheduled for May 2026, within the framework of the Final Phase of the EmprendeXXI Awards. During the event, the winners of the “Tomorrow’s Challenges” Awards will be announced and presented by CaixaBank executives and representatives of the co-sponsoring entities.

General Aspects of the Selection Process

The organisers reserve the right to modify any dates relating to Committees, Juries or Award Ceremonies referred to in these rules, as well as to adjust the procedures of the selection process if deemed necessary. In such cases, the organising and collaborating entities will be notified via the website (<http://www.emprendedorxxi.es/en/>) and by email.

If the quality of the applications is not considered sufficient, the organisers may modify the number of applications progressing to the next phase or submitted to the corresponding Committees and Juries and may also declare a prize void.

The travel and/or accommodation costs of companies invited to the National Phase Committees and Juries for the ‘Tomorrow’s Challenges’ Awards may be covered by the organisers (limited to one representative per company). In any case, successful candidates will be informed of the detailed conditions by email.

7. Awards

Through the EmpreneXXI Awards, the organisers and co-sponsors aim to make a significant contribution to promoting and supporting innovative companies. In addition to the cash prize, the Awards also include support programmes and initiatives designed to increase visibility among key partners for the company's future growth.

Winning companies, upon accepting the award, undertake to attend and participate in the associated support programmes. The prize amount awarded may be deferred or reduced depending on attendance and the costs associated with these programmes.

All participating companies are eligible for the following prizes:

Regional Award for companies with the greatest impact in their region

The 17 winning companies in Spain (one per Autonomous Community) and the two winning companies in Portugal (one per region) will be recognised as those with the highest growth potential in their region. Each will receive:

- A cash prize of **€6,000** ¹
- Access to an international support and mentoring programme
- Participation in Investors Day EmpreneXXI and collaboration opportunities with Grupo CaixaBank
- Access to the DayOne AlumniXXI Community, joining winners from previous editions
- Visibility and communication opportunities in collaboration with the co-sponsoring entities

¹ All prizes are subject to any applicable withholding tax and advance payment obligations. It is the winner's responsibility to declare the prize in accordance with the applicable tax regulations. Cash prizes will be paid by bank transfer to a CaixaBank or BPI current account held by the winning company.

Tomorrow's Challenges Award for companies with the greatest potential in the proposed areas

The eight winning companies in the "Tomorrow's Challenges" category will be recognised as those that have presented the best proposals within their respective fields and will receive a cash prize.²:

- Each winner will receive a cash prize of **€15,000**.

² All prizes are subject to any applicable withholding tax and advance payment obligations. It is the winner's responsibility to declare the prize in accordance with the applicable tax regulations. Cash prizes will be paid by bank transfer to a CaixaBank or BPI current account held by the winning company.

BUSINESS TRANSFORMATION

We are looking for solutions that drive innovation with a transformative impact on businesses, professionals and the market. There are three challenges in this category:

Challenge: Agriculture, Livestock, Fisheries, Forestry and Related Industries

Potential sectors: IoT sensors and crop optimisation, food traceability, animal welfare, forest risk management, etc.

Challenge: Industry 4.0, Manufacturing, Construction and Transport

Potential sectors: robotics, digital twins, new materials, proptech, automation, etc.

Challenge: Financial, Trade and Business Support Services

Potential sectors: fintech, e-commerce, regtech, legaltech, SaaS, cybersecurity, platforms and other tools that support digital transformation.

HUMAN & WELLBEING

We are looking for solutions that enhance people's physical and emotional wellbeing, with a real impact on their quality of life. There are four challenges in this category:

Challenge: Health (Healthtech & Bio)

Potential sectors: digital health and telemedicine, insurance, diagnostics and monitoring, personalised medicine, mental wellbeing and stress management, fitness and physical activity, prevention, etc.

Challenge: Silver Generation Wellbeing

Potential sectors: silver economy, active ageing, etc.

Challenge: Education, Culture and Leisure

Potential sectors: digital education and e-learning, personalised learning, digital entertainment and cultural experiences, socialisation and connection, etc.

Challenge: Tourism and Travel

Potential sectors: responsible tourism and mobility, traveltech.

LIVING PLANET

We are looking for innovative solutions that contribute to the ecological transition and sustainability. There is one challenge in this category:

Challenge: Environment and Decarbonisation

Potential sectors: renewable energies, energy efficiency, waste management, carbon footprint, climate monitoring, water management, etc.

The eight winning companies and eight runners-up (one per challenge) will have access to:

- Participation in Investors Day EmpreneXXI and collaboration with Grupo CaixaBank.
- Access to the international training programme 'Moonshot Thinking for Entrepreneurs', organised in collaboration with ESADE and ICEX in Berlin.
- The DayOne AlumniXXI Community with the founders of the winning companies from previous editions.
- Visibility and communication opportunities in collaboration with the co-sponsoring entities

The EmpreneXXI Awards organisation reserves the right to defer part of the prize payment until the end of the edition, once the established requirements have been met.

International Support and Mentoring Programme

In addition to the cash prizes, the 19 winners of the Regional Awards and the eight winners and eight finalists of the Tomorrow's Challenges Awards will have access to an international support and mentoring programme.

The programme will include training at one of the world's leading innovation hubs. It is scheduled to take place in June or July 2026.

Other Awards

In this edition of the EmpreneXXI Awards, there will also be two cross-cutting Special Awards: The **Social Impact Award** and the **Disruptive Innovation Award**. All registered companies are eligible for these awards, which recognise projects that stand out for their innovation in the proposed fields.

Social Impact Award: Awarded to the company with the most positive impact on society. This prize will go to a company whose value proposition focuses on generating social benefit through its business model.

Disruptive Innovation Award: Awarded for the most groundbreaking technological innovation (deeptech, frontier tech).

Disruptive innovations create new markets and replace existing technologies, offering unique and revolutionary solutions.

The two winning companies in the Special Awards category will be recognised for presenting the best proposals within their respective fields and will receive a cash prize³:

- A cash prize of **€9,000**

- Access to an international support and mentoring programme
- Participation in Investors Day EmpreneXXI and collaboration opportunities with Grupo CaixaBank
- Access to the DayOne AlumniXXI Community joining winners from previous editions
- Visibility and communication opportunities in collaboration with the co-sponsoring entities

³ All prizes are subject to any applicable withholding tax and advance payment obligations. It is the winner's responsibility to declare the prize in accordance with the applicable tax regulations. Cash prizes will be paid by bank transfer to a CaixaBank or BPI current account held by the winning company.

There will also be a special **AlumniXXI Award**, recognising a company from the AlumniXXI Community with an outstanding track record in scaling their business.

In addition to the monetary prize and support actions, the 17 winning companies of the Regional Award in Spain and the 8 winners and 8 finalists of the "Challenges of Tomorrow" Awards will obtain the direct approval of the Innovation Degree of the startup certification from the Government of Spain, granted by Enisa, through the award accreditation. <https://www.enisa.es/es/certifica-tu-startup/info/proceso-de-certificacion>

The EmpreneXXI Awards initiative may receive support from various international organisations to present a Special Prize for Innovation. Information on these awards will be published on the EmpreneXXI Awards website (www.emprendedorxxi.es/en/) and on its official social media channels (X and LinkedIn).

For the Special Award for Innovation, evaluation will focus on the value contribution and disruptive potential of the proposed innovation, with innovation understood broadly (technology, business model, processes, sales channels, etc.).

Investors Day EmpreneXXI

All winners of the 19th edition of the EmpreneXXI Awards will be invited to take part in the Investors Day EmpreneXXI sessions, designed to connect them with leading investors and innovation-focused corporations. The specific dates and formats will be communicated to the winning companies ahead of the event.

Collaboration with Grupo CaixaBank

Through the EmpreneXXI Awards, candidate companies, Alumni winners of past editions and DayOne clients will have the opportunity to present their solutions for collaboration with Grupo CaixaBank in some of the entity's specific business and innovation challenges. Details of this initiative will be published on the website www.emprendedorxxi.es and where appropriate, on the EmpreneXXI Awards' social media channels.

Online training sessions for all candidates

In addition, all applicant companies to the EmpreneXXI Awards will gain access to online training sessions covering some of the most relevant topics for entrepreneurs. These sessions will take place between December 2025 and February 2026 (dates to be confirmed) and may be delivered as webinars, online courses or other formats determined by the organisers, with support from the co-sponsoring entities.

DayOne AlumniXXI Community

The DayOne AlumniXXI Community was created as a meeting point for sharing knowledge, ideas and experiences among the founders of the start-ups recognised throughout the history of the EmpreneXXI Awards.

It combines a virtual community with in-person events that foster stronger connections and new synergies between award winners and the wider entrepreneurial and innovation ecosystem.

8. Confidentiality, Publicity and Newsletters

The Awards are organised by CaixaBank through its subsidiary Caixa Emprendedor XXI S.A.U. and co-sponsored by Empresa Nacional de Innovación S.M.E., S.A. (ENISA) of the Ministry of Industry and Tourism in Spain, and Banco BPI in Portugal. They are managed by CaixaBank S.A. through DayOne, its division for technology companies and investors.

Confidentiality

The confidentiality of all applications submitted will be guaranteed throughout the process. However, participating companies accept that certain general information, including the name of the winning projects, their logo, activity and key achievements, and the members of the founding team, may be made public at a later stage.

Caixa Emprendedor XXI S.A.U. informs participants that:

- a) No personal data will be collected or processed for the management of the Awards, other than the contact details of the companies applying, as defined below.
- b) Details of company representatives

The personal data of representatives, employees, or other individuals acting on behalf of the applicant companies, comprising professional contact details, job title, and, where applicable, powers of representation (collectively, the “Contact Details”), will be processed on the basis of Caixa Emprendedor XXI S.A.U.’s legitimate interest in maintaining relations with the legal entity to which those individuals provide services, in accordance with Article 19 of Spain’s Organic Law 3/2018 on Data Protection (LOPDGDD). This data will be used exclusively for the management of these Rules, which may include sharing the information with the Technical Committees and Jury, as defined herein, as well as with the organising and co-sponsoring entities of the Awards, for the purpose of analysing and evaluating the submitted applications. It may also be processed, where required, to comply with any regulatory obligations applicable to Caixa Emprendedor XXI S.A.U. during the period of validity of these Rules. Once the Awards have concluded, the data will be retained only for as long as necessary to comply with legal obligations or for the establishment, exercise, or defence of legal claims, in accordance with the applicable limitation periods.

- c) As a subsidiary of Grupo CaixaBank, Caixa Emprendedor XXI may share information obtained from participating companies with CaixaBank S.A. in order to analyse the data provided as part of the EmprandeXXI Awards and to adapt its commercial offer of products and services to the entrepreneurial ecosystem.
- d) Caixa Emprendedor XXI also collaborates with business schools and universities to

generate relevant insights into the state and development of high-growth entrepreneurial initiatives in Spain, using aggregated, anonymised data collected through the EmprendeXXI Awards. No personal data is shared for these research or publication purposes. To this end, Caixa Emprendedor XXI S.A. only provides data for research purposes, publication of aggregated and anonymous results, and excludes information of a personal nature prior to providing this information.

Data subjects may exercise their rights under applicable regulations by contacting: premio@emprededorxxi.es. The contact details of the Data Protection Officer are available at www.caixabank.com/delegadoprotecciondedatos. You may also submit any complaints regarding the processing of your data to the Spanish Data Protection Agency (AEPD) at (www.aepd.es).

Publicity of Award Nominations

Award-winning and nominated companies may publicise their status on their letter heads, advertisements and reports, specifying the year in which they were awarded and whether they are winners or nominees. They may also publish or promote their recognition in any media outlet.

The organising and awarding bodies will give due visibility to the winning and nominated companies in national and/or regional media deemed appropriate, as well as on platforms that highlight excellence and best practices in the field of innovation.

“EmprendeXXI” and Enisa Newsletters.

Caixa Emprendedor XXI produces a newsletter featuring relevant content for the entrepreneurial ecosystem, such as events, opinion articles and interviews with industry experts.

If you wish to receive the newsletter at the email address provided during registration, you can request this on the application form.

The data processed includes identification and contact details (name, surname, and email address). The legal basis for processing this data is the contractual relationship established by your request.

This data may be shared with public authorities or bodies to comply with legal obligations, as well as with service providers or third parties necessary for managing and delivering communications.

Your data will be processed until you withdraw your request and will be retained thereafter only for the applicable limitation period, for the sole purpose of meeting any legal obligations or for the establishment, exercise, or defence of legal claims.

Data subjects may exercise their rights under applicable regulations by contacting: premio@emprededorxxi.es. The contact details of CaixaBank’s Data Protection Officer are

available at: www.caixabank.com/delegadoprotecciondedatos You may also submit any complaints regarding the processing of your data to the Spanish Data Protection Agency (AEPD) at (www.aepd.es).

In the case of ENISA, applicants who wish to receive commercial communications from ENISA regarding financing or certification opportunities may indicate their consent in the registration form, where information will also be provided on how to exercise their rights.

Acceptance of the Rules

Participation in the competition implies full acceptance of these Rules, the interpretation of which corresponds to the Jury for each phase.

Failure to comply with the deadlines or procedures set out in these Rules will result in the loss of entitlement to any of the Prizes.