

GoBeyond Call for startups 2026

Regulation

INTRODUCTION

GoBeyond Call for Startups 2026 (the "Program") is the Open Innovation initiative promoted by Sisal S.p.A., a company belonging to Flutter Southern Europe & Africa ("Flutter SEA"), the regional division of Flutter Entertainment plc responsible for the Program's management and executions.

Sisal S.p.A. (hereinafter referred to as Sisal) with registered office in Milan, Via Ugo Bassi 6, 20159, Tax Id. no., V.A.T. no. and registration no. in the Milan Register of Company – Ordinary section 05425630968 – an Italian company with over 80 years of success, bases its growth strategy on innovation and technological development for the purpose of simplifying the life of consumers.

GoBeyond has evolved from a startup competition into a startup growth platform focused on venture clienting, startup collaboration and innovation scouting. The Program aims to identify solutions capable of generating measurable business value while contributing to the growth and development of the broader startup ecosystem.

Participation in the Program is free of charge.

The Program is not a prize competition pursuant to Presidential Decree No. 430/2001, as its purpose is to identify and reward entrepreneurial excellence, support startup development and facilitate innovation partnerships.

The initiative is promoted and organised with the support of the following Italian and international organisations: Google, frog – Part of Capgemini Invent, Angels4Women, Mamacrowd, Alkemy, Carter & Benson, Foundation-C, SheTech, StartupItalia, NTT Data, SIT – Social Innovation Teams, Startup Geeks, Zest, Fondazione Giacomo Brodolini, INNOVIT, Chiomenti.

ARTICLE 1 – ELIGIBLE APPLICANTS

The Program is open exclusively to:

- Innovative Startups legally incorporated at the time of application;
- Innovative SMEs pursuant to applicable legislation.

Pursuant to Articles 2.2 and 2.3 of the Italian Ministerial Decree of 18 April 2005, implementing the European Commission Recommendation 2003/361/EC, eligible applicants may include:

- Micro-enterprises, defined as enterprises employing fewer than 10 persons and having an annual turnover or annual balance sheet total not exceeding EUR 2 million;
- Small enterprises, defined as enterprises employing fewer than 50 persons and having an annual turnover or annual balance sheet total not exceeding EUR 10 million.

Companies subject to bankruptcy, liquidation or composition with creditors (concordato preventivo), or equivalent insolvency proceedings, are not eligible to participate.

Applicants must:

- have a permanent establishment in Italy, regardless of their country of incorporation.
- submit the application through their legal representative or an authorized delegate;
- own or legitimately use the intellectual property associated with the proposed solution.

The following are excluded from participation:

- employees, consultants and collaborators of Flutter SEA and its affiliated companies;
- employees, consultants and collaborators of Program Partners;
- entities subject to insolvency proceedings, liquidation or equivalent situations.

In any event, the Program organizers reserve the right not to accept applications that are inconsistent with the spirit and objectives of the initiative.

ARTICLE 2 – ELIGIBLE SOLUTIONS

The proposed solution must:

- address a clearly identified market need;
- demonstrate innovation and differentiation from existing alternatives;
- show evidence of commercial potential;
- present a scalable business model;
- generate a positive impact for the Italian community/territory, while remaining replicable and scalable from an international perspective;
- be the result of the work and ingenuity of the team members, in compliance with current regulations on copyright, trademarks, patents, and intellectual property in general.

Solutions should fall within one or more of the following focus areas:

Enterprise Solutions (B2B)

- Enterprise AI & Automation
- Governance & Security
- Data & Predictive Intelligence

Retail Tech

- Omnichannel Customer Journeys
- Retail Analytics & Store Intelligence
- In-Store Engagement & Activation

Sustainability

- Responsible Gaming & Behavioral Sustainability
- Climate Tech & Sustainable Infrastructure
- Sustainable Materials & Circular Solutions
- Wellbeing & Social Impact

Sports & Entertainment

- Fan Experience & Engagement Platforms
- Media, Content & Personalization Technologies
- Sports Performance & Analytics
- Live Experiences & Venue Technologies

ARTICLE 3 – APPLICATION PROCESS

Applications must be submitted exclusively through the official GoBeyond platform (<https://gobeyond.info>).

Applications open on: **1 September 2026**

Applications close on: **25 October 2026 at 23:59 CET**

Applications submitted after the deadline will not be considered. Applicants shall complete the online application form including company profile, pitch deck (PDF format), and optional additional material.

Applicants may save their application as a draft prior to submission. However, only applications that have been formally submitted and include acceptance of the terms and conditions will be deemed valid for participation in the Program.

Once submitted, applications may not be modified. Applicants may, however, update their general company information in the dedicated company section of the platform, even after submitting the application.

All communications concerning the Call will be sent exclusively to the e-mail address info.gobeyond@fluttersea.com.

ARTICLE 4 – SELECTION PROCESS

Applications will be assessed through the following stages:

1. **Eligibility and Screening:** the Flutter SEA Open Innovation Team will verify eligibility requirements and conduct an initial assessment of all applications.
2. **GoBeyond Committee:** composed of representatives of Flutter SEA, the Committee will assess shortlisted startups and identify those admitted to the next stage.
3. **Partners Committee:** composed of representatives appointed by Program Partners. The Committee participates in an in-person evaluation session and provides an ecosystem, innovation and market perspective on shortlisted startups. The Committee will identify finalist startups admitted to the next stage.
4. **Final Jury:** composed of experts from the startup ecosystem, entrepreneurship, venture capital, academia and innovation sectors. The Final Jury participates in the final Demo Day and selects the winning startup.

The precise number of startups admitted to each phase is determined at the sole discretion of Flutter SEA.

The complete and updated list of Program Partners, Evaluation Bodies and their respective members will be published on the official GoBeyond platform.

Flutter SEA reserves the right to modify the composition of the Evaluation Bodies for organizational reasons.

ARTICLE 5 – EVALUATION CRITERIA

Applications will be assessed against the following evaluation criteria:

Criterion	Description	GoBeyond Committee	Partner Committee & Final Jury
Differentiation & innovation	Uniqueness of the solution and competitive advantage over existing alternatives.	20%	25%
Problem & market potential	Relevance of the problem, target market definition and growth potential.	15%	15%
Traction & Business model	Evidence of market validation, commercial traction and sustainability of the business model.	20%	25%
Scalability	Ability of the solution to scale across new markets, customer segments or use cases.	15%	20%
Strategic fit	Alignment of the solution with Flutter SEA's strategic priorities and business needs.	30%	-
Founder & Team Potential	Leadership, execution capability, clarity, and coachability of the founding team.	-	15%

Each criterion will be scored on a scale from **1 to 10**. For each stage of the selection process, startups will be evaluated by the relevant Evaluation Body based on the applicable evaluation criteria and corresponding weighs. At the end of each stage, a ranking will be established, and only the startups selected will be admitted to the subsequent stage. Scores assigned during each stage shall be valid solely for the purposes of that stage and shall not be carried forward or aggregated with the scores assigned in subsequent stages.

Flutter SEA reserves the right to request additional information, supporting documentation or meetings as part of the evaluation process.

Members of the Evaluation Bodies shall declare any actual or potential conflict of interest in relation to the applications under review. In such cases, Flutter SEA may require the evaluator concerned to abstain from evaluating the relevant application.

The Final Jury shall be chaired by a Chairperson, who shall join the previously appointed members of the Jury. In the event of a tie, the winning startup shall be selected at the sole discretion of the Chairperson of the Jury.

ARTICLE 6 – TIMELINE

PHASE	TIMING
Applications open	1 September 2026
Applications close	25 October 2026 at 23.59 CET
GoBeyond committee	November 2026
Partners committee	19 November 2026
Final demo day	3 December 2026
Awards and program benefits delivery	January – June 2027

ARTICLE 7 – AWARDS & BENEFITS

The winner of the Call for startups will receive a financial grant of **€50.000³** (fifty thousand euros/00). This cash prize will be paid by bank transfer, in a single instalment, by 30 June 2027.

Additional benefits may be provided directly by Program Partners.

Selected startups may be granted access to **mentorship** activities provided by members of the GoBeyond Mentor Network. Mentors may include representatives of Program Partners, Flutter employees, entrepreneurs, investors, industry experts and innovation professionals.

Mentorship activities are intended to support participating startups in:

- strengthening their business model;
- refining their go-to-market strategy;
- validating growth assumptions;

- expanding their network;
- increasing their readiness for commercial collaborations and scaling opportunities.

Such activities are voluntary, non-binding and advisory in nature. Participation in mentorship activities does not create any employment, consultancy, partnership, fiduciary, agency or other contractual relationship between the startup and the mentor, Flutter SEA, the Program Partners or any affiliated entity.

As part of its Open Innovation strategy, Flutter SEA may identify startups whose solutions demonstrate a strong strategic fit with business priorities across Flutter brands. Through GoBeyond, participating startups may gain visibility across the broader Flutter innovation ecosystem and be considered for collaboration opportunities with different Flutter businesses and markets.

To support the validation and adoption of innovative solutions, Flutter SEA may allocate **up to €25,000 in total for pilot projects, proofs of concept, commercial collaborations** or other innovation initiatives involving selected startups.

ARTICLE 8 – INTELLECTUAL PROPERTY, INDEMNIFICATION, AND WARRANTIES

By agreeing to this regulation, each participant:

1. Expressly declares that the proposed startup solution is original and does not infringe upon the intellectual or industrial property rights of third parties in any way, thereby holding Sisal S.p.A., its Group Companies and/or its partners harmless from any responsibilities, liabilities, claims for damages and/or compensation claimed by third parties;
2. Assumes the burden of and responsibility for protecting their design idea and invention and/or original aspects through means provided for such purpose by the Italian legal system (patent registration, protection or the like) before the disclosure of the idea on the official GoBeyond platform;
3. Acknowledges that the publication of their candidacy on the official GoBeyond platform will entail its visibility for all users of the evaluation body and that Sisal, the Companies within its Group and/or any of its partners will not be liable for the use and/or misuse of their idea and/or possible development thereof by anyone who may have become aware of it through such platform, hereby waiving their right to claim any compensation for damages and/or indemnification against Sisal for any reason and/or on any grounds.

4. Any conception or creative development, including, but not limited to, slogans, texts, artistic or photographic works, original music, ideas or scripts of advertising films, brands, packs and packaging, campaign or action plans, etc., created by the candidate and uploaded by them to the official GoBeyond platform for the purpose of submitting their application will remain their exclusive property.
5. Participants will, however, assume exclusive responsibility for the protection of the rights of third parties involved and/or employed in any capacity in the context of the aforementioned creations, within the limits of negotiated rights.
6. In particular, participants agree that Sisal S.p.A. and/or other Companies within the Sisal Group, may use, or cause advertising agencies or their partners to use, the above ideas or creative developments after the end of the Call for startups to increase visibility of the startup.
7. All intellectual property rights related to the startups solutions, technologies and materials submitted during the programme shall remain the exclusive property of the participating startup or applicant team. Participation in the program does not imply any transfer, license, or restriction of intellectual property rights to Sisal S.p.A. or any partner involved. If collaboration opportunities arise during or after the program, any potential use or development of submitted solutions by third parties will be subject to a separate mutual agreement, fully respecting the startup's ownership and control over its intellectual assets.
8. The participant acknowledges that the startups selected to participate in the Final Demo Day will present their solutions during a public event, which may be attended by representatives of companies, investors, Program Partners, members of the media and other external stakeholders. Accordingly, each participant shall be responsible for determining, prior to the presentation, which information may be publicly disclosed and for adopting any intellectual and industrial property protection measures deemed appropriate under the applicable laws. Sisal S.p.A., the companies belonging to the Flutter Group and the Program Partners shall not be held liable for any consequences arising from the disclosure of information voluntarily made public by the Participant during the Final Demo Day.

ARTICLE 9 – WITHDRAWAL AND EXCLUSION

If a candidate wishes to withdraw their participation in the initiative, they must immediately notify withdrawal by sending an email message to info.gobeyond@fluttersea.com.

Furthermore, participation may be revoked at any time by the Partner in the event of failure to comply with the obligations and restrictions contained herein or commitments assumed during the application submission stage.

Parties submitting declarations and/or documentation providing false and/or incorrect information will be excluded from the selection.

All incomplete or inconsistent applications in conflict with the rules laid down herein or infringing upon third-party intellectual or industrial property rights will also be excluded.

ARTICLE 10 – REGULATION CHANGES

This regulation may undergo changes by October 25th 2026. The amended texts will be published on the official GoBeyond platform and information email messages will be sent to all users registered on the website as at the date of the regulation change.

ARTICLE 11 – CONFIDENTIAL INFORMATION

All information and documents uploaded by the participants to the website (with the exception of the company profile and video pitch) should be considered confidential information. The parties undertake not to use any confidential information provided by the other party for any purpose other than the purposes of this regulation.

ARTICLE 12 – USE OF IMAGES

Should the participant include images of themselves in the uploaded **video pitch**, they declare that they grant the following rights to Sisal S.p.A. with offices at Via Ugo Bassi 6 – 20159 Milan, pursuant to Article 96 et seq. of Royal Decree No. 633 of 22 April 1941 and Article 10 of the Italian Civil Code without payment of any compensation, namely the right to:

- reproduce the images submitted as part of the Call for startups by any means (video, photography, television, print, etc.);
- make any use of such content (images), including separately, in full, partial or condensed or altered form, including advertising form, without time limits, including publication on digital media belonging to Sisal S.p.A.

In this regard, the participant acknowledges that Sisal S.p.A. may use their image, in whole or in part, also for operations relating to social networks or corporate advertisements, without the need for Sisal S.p.A. to request an additional consent and



without the participant being owed any amounts and without being permitted to make any claims.

ARTICLE 13 – PERSONAL DATA

Participants' personal data are processed by Sisal S.p.A. in light of the privacy notices published on GoBeyond's website.

ARTICLE 14 – INFORMATION AND CONTACT DETAILS

For any information relating to this regulation and to the use of the website, write to info.gobeyond@fluttersea.com

Milan, September 1st 2026