

# SIERRA INNOVATION POWERUP

## F.A.Q.'s (frequently asked questions)

### 1. Who can apply?

Since this is an internal program it's exclusive for Sonae Sierra employees, so anyone coming from a Sonae Sierra company, both individual or in teams, can apply to Sierra Innovation PowerUP.

### 2. What is the scope of the program?

The scope is completely open to all geographies, all business units, all markets and all departments, and it can be both for transversal / global projects but also local ones, as long as they add value to Sonae Sierra.

### 3. What types of projects can apply?

Innovation PowerUP aims to support and accelerate the implementation of innovative projects coming from the Sonae Sierra teams. Only projects under the one of the following circumstances can apply:

- Projects currently being discussed and in the need of strategic unlocking;
- Projects in stand-by, waiting for the right moment to be implemented due to lack of capacity, strategic fit or resources;
- or Projects that are currently being implemented but need more speed, fuel and resources to accelerate.

### 4. What is the purpose of this program?

The mission of Innovation PowerUP is accelerating and empowering the implementation of innovative projects and the main objectives are:

- To restore innovative projects that were already discussed in the past, but didn't go ahead for whichever reason like for instance low strategic fit, sudden de-prioritization and/or lack of resources, among other;
- To further amplify current under-going projects still in its development and/or implementation phase, targeting to go ahead into a "Go Live" milestone.

### 5. What is the outline and calendar of the program?

The program consists in several steps towards a final presentation to the executive committee, namely:

- APPLICATION PERIOD / From May 31 until June 30
- ASK-ME-ANYTHING WEBCAST / June 19 @ 15:00 GMT
- SELECTION PHASE / From June 30 until July 11
- FINALISTS ANNOUNCEMENT / July 12

For up to 10 finalists the journey continues:

- WORKSHOP WEBINAR / September 4
- VIRTUAL MENTORING / From September 5 until October 14
- PITCH BOOTCAMP / October 15 @ OPORTO, Portugal

And finally, up to 5 lucky projects will get a chance to:

- FINAL PITCH / October 16 @ OPORTO, Portugal
- WINNERS ANNOUNCEMENT / October 31

#### **6. What do we get from participating in the program?**

This program is a very well-balanced trade-off between following your passion, getting-things-done and not investing so much of your time, in order to allow you to:

- Have an opportunity to discuss your innovation project with the top-level senior executives;
- Get a training on how to structure and present business innovative projects;
- And last but not least, have a chance to get that additional support and resources to accelerate implementation.

#### **7. What types of support will we get?**

Just for participating, you'll get support during the entire program, both through webinars and virtual mentoring, but specially in an All-Hands Pitch Bootcamp where we will be preparing the final presentations.

After the Final Pitch, the lucky winners will get support from the innovation office in making the business innovative project happen, accelerating the implementation with the speed and fuel you were waiting for.

#### **8. How many projects will be selected?**

Sonae Sierra Innovation PowerUP will accept up to 10 finalists that will participate in the program until the Bootcamp of 15<sup>th</sup> October, and afterwards a selection of up to 5 projects will present their final pitch. Finally, the winners and support will depend on the quality and feedback from the Senior Executives.

#### **9. What happens if there are similar projects applying?**

In the application phase, if by any chance we will have similar projects (and that happens very often), the innovation office can take the initiative of merging and integrating projects, according to the regulation. Anyway, you'll have a saying and can decide afterwards if you want to participate or not.

#### **10. What are the selection criteria?**

As the regulation states and as many of our innovation initiatives, the criteria for selection are:

- Usefulness of the Project (value added; impact on Sonae Sierra Core Business);
- Quality of the Project (creativity/originality, degree of innovation);
- Feasibility of the Project (technical, operational and commercial).
- Team (diversity, commitment and involvement with the project).

**11. When and Where will it be?**

The program will be totally remote, except the Pitch Bootcamp of 15<sup>th</sup> of October that will happen in Oporto, Portugal, and the following Final Pitch that will be in Maia, Portugal.

**12. If we are a team, who should be involved?**

If the innovation project you're submitting happens to be from a big team, there is no problem for us. In the remote phase of the program (virtual training webinar and support) everybody can participate. However, for the bootcamp, there is a limit of 3 people participating and in the Final Pitch day, only 1 of you can present, to avoid chaos in the executive room ;-)

**13. What about the traveling and accommodation?**

if you're selected, travel and accommodation for up to 3 members per project are including to Oporto, Portugal, but only for the Bootcamp and Final Pitch in October.

**14. What do we win?**

Besides all the benefits stated above related to training, personal growth, etc..., you'll get a chance to shape-up your innovation project and to get additional resources to make innovation happen and accelerate growth.

**15. What if we loose?**

You never loose, when you try. You never loose, when you learn. And quite sure you'll be more ready than anyone else to apply next year ;-)

**16. Where can I know more about this?**

Read the regulation in the website [www.sierrainnovationpowerup.com](http://www.sierrainnovationpowerup.com)

**17. Who will be doing the selection?**

The selection will be done by the Innovation Committee and the Innovation Office.

**18. Who are the people deciding in the Executive Forum?**

Besides our CEO Fernando Oliveira, we will have up to 6 Sonae Sierra board members.