

GoBeyond

Türkiye Call for startup regulation

1. INTRODUCTION

This regulation outlines the guidelines and phases of the GoBeyond call for startup, an open innovation programme dedicated to Turkish startups, organized by GoBeyond with the support of Viveka.

GoBeyond is the open innovation program launched by Sisal, an Italian company now part of Flutter Southern Europe and Africa (Flutter SEA). The initiative supports high-impact, responsible and sustainable entrepreneurial ideas by connecting startups with a powerful ecosystem of experts, investors and corporate partners. After years of success in Italy and then Morocco, GoBeyond is now expanding to Türkiye, bringing its mission and network to a new generation of innovators.

Viveka is a global strategic innovation consultancy and one of the pioneer startup accelerators in Türkiye. With extensive experience in entrepreneurship, corporate innovation, and intrapreneurship, it develops end-to-end programs that support the entire innovation lifecycle. Working across multiple regions and sectors, Viveka designs strategic consulting projects, corporate innovation frameworks, and capacity-building initiatives. Its modular methodologies integrate international best practices with local market insights to drive sustainable innovation for both startups and established organizations.

The main objective of the program is to support and promote the development of new entrepreneurial ideas and early-stage startups with a potential positive impact in Türkiye. The best-selected startups will receive support for skill growth (through a structured mentorship and training program), networking (leveraging GoBeyond's ecosystem), and financial support (through an equity-free grant provided only to the best startup identified).

To participate, candidates must register for the programme through the specific form available on GoBeyond's website.

The programme aims to value startups that address significant challenges for the growth of the Turkish territory in areas such as, but not limited to:

1. **Climate & Environment**

Solutions that help mitigate environmental impact, drive sustainability and promote climate-friendly practices.

2. **Health & Social Care**

Innovations improving access, quality, and efficiency in healthcare and social support systems.

3. **Social Inclusion and Equality**

Technologies or services that break down barriers and enable fair participation for underrepresented groups.

4. **Education**

Tools and platforms that transform learning experiences, making education more accessible, engaging, and effective.

5. **Happiness & Wellbeing**

Products or services that enhance mental, physical or emotional wellbeing in everyday life or the workplace.

6. **Tech for Good**

Purpose-driven technologies designed to generate positive social or environmental impact.

7. **Intelligent Workflows & Employee Empowerment**

Solutions that streamline processes, automate tasks, and empower people to work smarter and more creatively.

8. **Knowledge Orchestration**

Platforms or systems that organize, connect and leverage knowledge across teams, organizations, or communities.

9. **Responsible & Trusted Solutions**

Innovations ensuring transparency, ethics, security and trust in digital services and data use.

10. **Creative & Generative AI**

AI-driven tools that enable new forms of creativity, content generation and design while delivering tangible value.

11. **AI-Driven Customer Experience:**

Solutions that leverage artificial intelligence to personalize, automate and enhance customer interactions.

These focus areas reflect both global challenges and the specific needs of the Turkish innovation landscape.

2. **RECIPIENTS**

The program is open to established entities, legally registered businesses whose founding partners are over the age of 18. The startup must operate within the Turkish territory. Startups must promote social and sustainable innovation within their business projects. The presence of diversity within the team will be positively evaluated. The organizers reserve the right not to admit applications inconsistent with the initiative's spirit and objectives.

Employees, collaborators, and consultants of the promoting company Sisal S.p.A. and other companies belonging to the same group, as well as those of the Partners, are excluded from participation in the programme..

3. **HOW TO APPLY**

To participate in the GoBeyond Call for startups, interested startups must complete the application form available on the website.

The form must be completed by the application deadline of **30 November**.

TIMING

The program is divided into the following phases:

Phase	Description	Timing
Applications & Startup Scouting	Open call for ideas and active scouting through our network	15 Oct – 30 Nov 2025
Early Customer Pitch Day	Selected startups take the stage to pitch their solutions in front of the jury	12–15 Jan 2026
Mentorship & Challenge Sprint	Workshops, mentoring and co-design sessions to refine solutions	Feb 2026
Final Pitch Day & Award Ceremony	Finalist presentations, winner selection and celebration	25 March 2026
Grant delivery and post-program collaborations	Grant issued to the winner and exploration of potential follow-up pilots	Apr – Sep 2026

4. EVALUATION CRITERIA

Applications submitted by the deadline and according to the procedure described here will be evaluated by the Selection Committee. Participating startups will be assessed based on the following criteria, with scores assigned according to the grid below:

Criteria	Weight	Evaluation Focus
Innovation	15%	Originality and novelty of the solution
Desirability	20%	Relevance to user needs and problem fit
Feasibility	20%	Realistic use of resources and execution ability
Scalability	15%	Growth potential and market expansion
Impact	30%	Economic, environmental and social value

Assignable score for each criteria: 0-10 points

5. REWARDS

The GoBeyond Call for startups rewards the top-performing startup with a non-dilutive grant of €10,000 (to be converted in TL) to support the further development and implementation of their solution.

Moreover, selected startups will:

- Join the GoBeyond Community, a global network that has engaged over 2,000 startups, partnered with more than 28 ecosystem players, and awarded nearly half a million euros in equity-free grants
- Get tailored mentorship from Flutter SEA experts

- Validate their solution, kick off a PoC and potentially become a strategic partner of one of the industry's leading players
- Access dedicated visibility across GoBeyond's digital and social media channels
- Access potential introductions to investors, partners, or strategic growth enablers

6. INTELLECTUAL PROPERTY, INDEMNIFICATION, AND WARRANTIES

By agreeing to this regulation, each participant:

1. Expressly declares that the proposed project idea 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 Turkish legal system (patent registration, copyright) 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 participant 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 programme to increase visibility of the project.
7. All intellectual property rights related to the ideas, projects, 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/Flutter SEA, Viveka 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.

7. WITHDRAWAL AND EXCLUSION

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

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 ideas, sent by the deadline specified for each programme phase, in conflict with the rules laid down herein or infringing upon third-party intellectual or industrial property rights will also be excluded.

8. REGULATION CHANGES

This regulation, and related annexes, may undergo changes by 30 November 2025. 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.

9. CONFIDENTIAL INFORMATION

All information and documents uploaded by the participants to the website (with the exception of the detailed file and the elevator pitch referred to in Article 3, pts. 2.1 and 2.2 herein) 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.

10. USE OF IMAGES

Should the participant include images of themselves in the uploaded elevator 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 programme 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 participant being owed any amounts and without being permitted to make any claims. Participants' acknowledgement and approval for this purpose in detail will be obtained by Sisal S.p.A. through the "IP Rights Approval for the Collection and Use of Audio and Visual Records in the GoBeyond Initiative and Transfer Declaration".

11. PERSONAL DATA

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

12. INFORMATION AND CONTACTS

For any information regarding the regulations and the use of the application platform, please write to info.gobeyond@sisal.it

October 15, 2025