GENERAL TERMS AND CONDITIONS
for Participation in the "Creative Pitch Day 2026" Investment Pitch Session

1. General Provisions

1.1. These General Terms and Conditions for Participation in the "Creative Pitch Day 2026" Investment Pitch Session (hereinafter referred to as the "**Terms and Conditions**") set out the rules, requirements, procedure, timelines, and criteria for the submission, review, selection, and participation of creative industry projects in the "Creative Pitch Day 2026" investment pitch session (hereinafter referred to as the "**Event**").
1.2. The organizer of the Event and the related selection process is the Astana International Financial Centre Authority JSC (hereinafter referred to as the "**AIFCA**" or the "**Organizer**").
1.3. Creative Pitch Day 2026 is an independent investment event hosted by the AIFCA and aimed at presenting promising creative industry projects to the professional investment community.
1.4. The purpose of the Event is to create a transparent and legally protected platform for attracting venture capital, funding from business angels, institutional investors, and other potential partners into scalable creative projects, including film, music, game development, and digital content.
1.5. By submitting an application for participation in the Event, the applicant confirms that it has read, understood, and agreed to comply with these Terms and Conditions.
1.6. Participation in the Event does not guarantee the applicant any investment, funding, partnership, commercial agreement, or other form of support from the Organizer, investors, partners, or any other third parties.

2. Eligibility Requirements

2.1. In order to be considered for participation in the Event, the Applicant must demonstrate that the exclusive economic rights to the key intangible assets of the project are held by the Applicant or by the company on whose behalf the application is submitted.
2.2. For the purposes of these Terms and Conditions, protected assets may include, among others, scripts, music, cinema and game assets, software code, digital content, or other intellectual property relevant to the project.
2.3. Intellectual property rights may be confirmed by documents demonstrating that the exclusive economic rights to the project's key intangible assets are held by the Applicant. Intellectual property rights that are registered in the Republic of Kazakhstan under applicable national laws (including patents, trademarks, and industrial designs) are recognized as valid and enforceable within the Acting Law of the AIFC jurisdiction. This includes rights granted by Qazpatent as well as international registrations (e.g., via Madrid System or Eurasian Patent Organization) that designate and have legal effect in the Republic of Kazakhstan.

3. Application Submission

3.1. Applications must be submitted electronically through the relevant web portal at aifc.kz and/or to creative@aifc.kz, unless otherwise specified in the public announcement.
3.2. The application period shall commence from the date of publication or announcement of these Terms and Conditions and shall continue until the established deadline, unless otherwise amended by the Organizer.
3.3. The application package must include the following documents in PDF format:

a) Notarized copies (or electronically certified copies via reliable digital signature services) of title documents for intellectual property objects (Certificates, Patents) or notarized copies of assignment agreements for the transfer of exclusive rights from individual authors to the applicant company;
b) Pitch Deck prepared in accordance with the requirements set out in Appendix 1 to these Terms and Conditions;
c) Signed Applicant Consent and Declaration Form.

3.4. The applicant is responsible for the accuracy, completeness, and legality of all information and documents submitted as part of the application.
3.5. The Organizer reserves the right to reject any application that is incomplete, inaccurate, misleading, submitted after the deadline, or otherwise not compliant with these Terms and Conditions.

4. Selection Procedure

4.1. The selection process shall consist of the following stages:
Stage I. Public Announcement and Submission of Applications.
The collection of applications shall commence from the date of publication of the public announcement made th rough the official AIFC corporate communication channels and continue until the deadline specified in the respective announcement.
Stage II. Formal Legal Compliance Review
At this stage, authorized AIFCA employees review applications for compliance with the mandatory eligibility and qualification requirements set out in these Terms and Conditions.
Stage III. Investor Evaluation
Applications that successfully pass the formal legal compliance review will be forwarded to the Investor Working Group ("the IWG") - venture capital funds and venture studios invited by the AIFCA.
Stage IV Creative Pitch Day 2026 Pitch Session
Projects shortlisted following the IWG evaluation in the form of the IWG Meeting Minutes may be invited to present their projects in person or in a hybrid format as part of the Event.
4.2. The AIFCA's role at the formal legal compliance stage is limited to verifying the completeness of the application package and the availability of documents confirming intellectual property rights.
4.3. The AIFCA does not assess, guarantee, or certify the commercial attractiveness, artistic value, investment profitability, financial viability, or market success of any project.
4.4. Investor evaluation is carried out independently by the IWG and is based on project ideas, creative value, audience potential, market relevance, project readiness, intellectual property and product differentiation, funding needs, commercial and investment readiness.
4.5. The Organizer may determine the final list of projects invited to the in-person or hybrid pitch session based on the results of the formal legal compliance review and investor evaluation.

5. Pitch Deck Requirements

5.1. The Pitch Deck is the primary presentation document of the project and must be clear, structured, concise, and suitable for review by potential investors.
5.2. The Pitch Deck should generally consist of no more than 10–12 slides and should follow the structure set out in Appendix 1 to these Terms and Conditions.
5.3. The Pitch Deck must include sufficient information on the project concept, target audience, market potential, revenue model, intellectual property, team, budget, funding needs, and the specific request to investors or partners.
5.4. Applicants may include supporting materials such as trailers, teasers, demos, portfolios, mood boards, concept art, music samples, gameplay videos, or other relevant materials, provided that such materials are directly related to the project and comply with applicable intellectual property requirements.
5.5. The standard time allocated for each project to pitch during the in-person or hybrid session shall be 5–7 minutes, unless otherwise determined by the Organizer.
5.6. The Pitch Deck may be submitted in English or Russian.

6. Investor Assessment

6.1. Projects that successfully pass the formal legal compliance review may be assessed by the IWG in accordance with the investment assessment criteria set out in Appendix 2 to these Terms and Conditions.
6.2. Each criteria may be assessed on a scale from 1 to 5, where 1 represents the lowest score and 5 represents the highest score.
6.3. The maximum total score is 40 points.
6.4. Projects receiving a total score of more than 20 points may be considered eligible for admission to the official Creative Pitch Day 2026 pitch session, which will be held within the framework of Astana Finance Days (AFD) on 9–10 September 2026.

6.5. The results of investor assessment shall be used solely for the purposes of project evaluation, prioritization, shortlisting, and facilitating informed engagement between project owners and prospective investors within the framework of the Event.
6.6. Investor scores, comments, opinions, recommendations, or decisions are independent and do not represent the official position, guarantee, or commitment of the AIFCA.

7. Confidentiality and Data Protection

7.1. The Applicant shall provide its consent in accordance with the Appendix 3.
7.2. The processing of personal and corporate data shall be carried out in accordance with applicable AIFC Data Protection Regulations and other applicable requirements.
7.3. Information contained in the application package, including the Pitch Deck and supporting materials, shall be treated as commercial information and shall be disclosed only to authorized AIFCA employees and IWG members.
7.4. The transfer of application materials to IWG shall be carried out based on confidentiality and solely for the purposes of project evaluation and potential investment or partnership discussions.
7.5. The applicant acknowledges that the Organizer may not be responsible for independent investment decisions, opinions, actions, or omissions of third-party investors, unless otherwise provided by applicable law or binding written agreements.
7.6. IWG must sign a Non-Disclosure Agreement with AIFCA before receiving access to project presentations and related materials.
7.7. The application materials, including the Pitch Deck, supporting materials, and documents confirming title to intellectual property objects, shall be stored by the AIFCA only for the period necessary to achieve the purposes for which they were collected, including project review, investor evaluation, organization of the Event, potential investment or partnership discussions, internal reporting, audit, and compliance purposes. Unless a longer retention period is required by applicable law, regulatory requirements, audit procedures, or for the establishment, exercise, or defense of legal claims, such materials shall be retained for a period of up to three (3) years following the completion of the Event. Upon expiry of this period, the materials shall be securely deleted, destroyed, or anonymized, as applicable.

8. Intellectual Property

8.1. The applicant retains all rights, title, and interest in and to its intellectual property, project materials, creative works, technologies, content, and other intangible assets submitted in connection with the Event.
8.2. The AIFC does not acquire any ownership rights to the applicant's intellectual property by virtue of receiving, reviewing, processing, or forwarding the application materials.
8.3. The AIFC shall not use the applicant's submitted materials for any purpose outside the scope of organizing, administering, promoting, evaluating, or conducting the Event without the applicant's consent, unless otherwise required by law.
8.4. The applicant confirms that the submitted materials do not infringe the rights of any third party and that the applicant has obtained all necessary rights, permissions, licenses, assignments, and consents required for the submission and presentation of the project.
8.5. The applicant shall be solely responsible for any claims, disputes, losses, or liabilities arising from alleged or actual infringement of third-party intellectual property rights in connection with the submitted project.

9. No Investment Guarantee

9.1. Participation in the Event 6 is intended to provide applicants with an opportunity to present their projects to potential investors and partners.
9.2. The Organizer does not guarantee that any applicant will receive investment, funding, sponsorship, production support, distribution opportunities, commercial contracts, or any other form of financial or non-financial support.

9.3. Any potential investment, partnership, or commercial arrangement shall be subject to separate negotiations, due diligence, legal review, and execution of relevant agreements between the applicant and the respective investor or partner.
9.4. AIFC shall not be a party to any investment, financing, partnership, or commercial agreement between applicants and investors unless expressly agreed otherwise in writing.

10. Organizer's Rights

10.1. The Organizer reserves the right to amend, suspend, postpone, cancel, or modify the Event, application timeline, selection process, pitch format, assessment procedure, or these Terms and Conditions where necessary for organizational, legal, technical, regulatory, or other reasonable grounds.
10.2. The Organizer reserves the right to request additional information, clarification, documents, or confirmations from applicants at any stage of the selection process.
10.3. The Organizer reserves the right to refuse or disqualify an applicant if the applicant:

a) fails to meet the eligibility requirements;
b) submits incomplete, false, inaccurate, misleading, or unlawful information;
c) fails to provide required documents;
d) infringes or is alleged to infringe third-party rights;
e) violates these Terms and Conditions;
f) acts in a manner that may harm the reputation, integrity, or lawful interests of the Event, the Organizer, investors, partners, or other participants.

10.4. The Organizer may publish general information about selected projects for communication, promotional, reporting, or event-related purposes, provided that confidential commercial information is not disclosed without the applicant's consent.

11. Applicant's Representations and Warranties

11.1. By submitting an application, the applicant represents and warrants that:

a) it has full legal capacity and authority to submit the project for participation in the Event;
b) all information submitted to the Organizer is true, complete, and accurate;
c) it owns or lawfully controls the intellectual property rights necessary for the project;
d) the project and submitted materials do not infringe the rights of any third party;
e) it has obtained all necessary internal approvals, consents, assignments, licenses, and permissions required for submission and presentation of the project;
f) it will comply with these Terms and Conditions and all applicable legal and regulatory requirements.

12. Limitation of Liability

12.1. To the extent permitted by applicable law, the Organizer shall not be liable for any loss, damage, cost, expense, claim, or liability arising from:

a) rejection or non-selection of an application;
b) investor decisions or lack of investor interest;
c) failure to obtain investment, funding, or partnership;
d) technical issues affecting submission or communication, unless caused by the Organizer's willful misconduct;
e) actions, omissions, opinions, or decisions of third-party investors, partners, or experts;
f) disputes between applicants and investors or other third parties.

13. Governing Law and Dispute Resolution

13.1. These Terms and Conditions, and any dispute, claim or matter arising out of or in connection with them, including any non-contractual obligations, shall be governed by and construed in accordance with the Acting Law of the Astana International Financial Centre.

13.2. If any dispute arises in the course of fulfilment of obligations under these General Terms and Conditions, the Parties shall use reasonable efforts to settle such dispute through good faith negotiations before referring the matter to litigation or any other dispute resolution procedure.

13.3. If such dispute, controversy or claim cannot be resolved through negotiations, it shall be submitted to the exclusive jurisdiction of the AIFC Court.

13.4. Nothing in these Terms and Conditions shall exclude or limit any liability to the extent that such exclusion or limitation is not permitted under the Acting Law of the AIFC or other applicable law.

14. Final Provisions

14.1. These Terms and Conditions shall apply to all applicants submitting projects for participation in the Event.
14.2. The Organizer may issue additional instructions, clarifications, forms, templates, or guidelines in connection with the Event.
14.3. In the event of any inconsistency between these Terms and Conditions and any marketing materials, announcements, newsletters, presentations, or informal communications, these Terms and Conditions shall prevail.
14.4. Any matters not expressly covered by these Terms and Conditions shall be resolved by the Organizer in accordance with the objectives of the Event, principles of transparency, equal treatment, protection of intellectual property, and applicable AIFC rules and regulations.

Appendix 1
Pitch Deck Requirements for Creative Pitch Day 2026

The pitch deck must be structured, concise, and investor oriented. It should generally consist of no more than 10–12 slides and include the following sections:

Slide No	Slide Title	Content Requirements
1	Introduction	Project name, logo, format, genre and a short description of the project.
2	Problem / Opportunity	A brief explanation of the story, creative idea, audience need or market opportunities behind the project.
3	Creative Concept and Current Stage	Description of the creative product, its format, creative value, and current stage of development.
4	Target Audience and Market Potential	Please describe the target audience or customer segment, their key needs or interests, and the potential market opportunity. Where applicable, applicants may support their answer with TAM, SAM and SOM metrics or other relevant market data. TAM refers to the total potential market demand, SAM refers to the part of that market the project can realistically serve, and SOM refers to the share of the market the project can realistically capture within a specific period of time.
5	Business Model and Revenue Potential	How will the project generate revenue, and what is its potential for financial growth? Please outline the key revenue streams, monetization approach, and any available projections or market benchmarks.
6	IP Rights and Product Differentiation	Information on ownership or valid use of key creative assets, as well as product uniqueness, protected IP or competitive advantages.
7	Go-to-Market and Distribution Strategy	Please outline how the project will enter the market and reach its target audience, including key promotion, distribution, and partnership channels.
8	Team	Information about the founders, key team members and people responsible for the development and implementation of the project, including their roles, relevant creative, technical or business experience and, where applicable, their ownership, management or decision-making role in the applicant company.
9	Budget and Funding Plan	Estimated budget, funding needed and planned use of funds.
10	Investment / Partnership Ask	Specific request to investors or partners: investment, production support, distribution, publishing, mentorship, partnership or other cooperation.
11	Supporting Materials (if needed)	Optional links or visual materials may be included, such as trailer, teaser, demo, portfolio, mood board, concept art, music sample, gameplay video or other relevant materials. These materials should be used only to support the presentation and must fit within the overall time limit allocated for each project pitch, which is 5–7 minutes.

Appendix 2
Investment Assessment Criteria for Creative Projects

This Appendix sets out the criteria that may be applied by investors for the purposes of assessing projects participating in Creative Pitch Day 2026.
Each criteria may be assessed on a scale from 1 to 5.

№	Criteria	Evaluation Guideline	Score
1	Project idea	Is the idea clear, interesting, and understandable?	1-5
2	Creative value	Does the project have originality, artistic or cultural value?	1-5
3	Audience potential	Is it clear who the project is for? Who may watch, listen, play or use it?	1-5
4	Market relevance	The project addresses a clear market need, audience deman d, or emerging industry	1-5
5	Project Readiness	Is the project only an idea, or does it already have a script, demo, prototype, music sample, visual materials, etc.?	1-5
6	Intellectual Property a nd Product Differenti ation	The project demonstrates uniqueness, protected IP, or sustainable competitive advantages.	1-5
7	Funding need	Is it clear how much support or investment is needed and w hat it will be used for?	1-5
8	Commercial and Investment Readiness	The project presents a clear business model, monetization s trategy, and realistic development plans.	1-5

Scoring Methodology
1 – Poor: Significant weaknesses identified; the criteria is not adequately addressed.
2 – Fair: Limited evidence provided; substantial improvement is required.
3 – Satisfactory: The criteria is adequately addressed and demonstrates an acceptable level of readiness.
4 – Good: Strong evidence provided; the criteria is well addressed with only minor weaknesses.
5 – Excellent: Outstanding demonstration of the criteria with strong potential and minimal or no identifiable weaknesses.
Maximum score: 40 points.
Projects receiving a total score of more than 20 points may be considered eligible for admission to the official Creative Pitch Day 2026 pitch session.

Appendix 3
Applicant consent and declaration form

APPLICANT CONSENT AND DECLARATION FORM

Event: Creative Pitch Day 2026
Organizer: Astana International Financial Centre Authority JSC
Applicant / Company Name: ____________________________
Project Name: ____________________________

I, the undersigned, acting as the duly authorized representative of the Applicant, hereby confirm the Applicant's consent to submit the project for consideration and potential participation in Creative Pitch Day 2026 ("the Event"), an investment pitch session organized by the Astana International Financial Centre Authority JSC.

By signing this Form, the Applicant confirms that it has read, understood and agrees to comply with the General Terms and Conditions of Creative Pitch Day 2026, including the eligibility requirements, application requirements, selection process, confidentiality provisions, intellectual property provisions.

The Applicant gives its consent to the processing of personal, corporate and project-related data by the Organizer for the purposes of receiving, reviewing, evaluating, shortlisting, organizing and conducting Creative Pitch Day 2026.

The Applicant also consents to the sharing of submitted application materials, such as Pitch Deck, supporting materials, and documents confirming title to intellectual property objects, with authorized employees of the Organizer and the members of the Investor Working Group, involved in the evaluation or organization of the Event, solely for the purposes of project review, investor evaluation and potential investment or partnership discussions.

The Applicant confirms that it owns or lawfully controls the intellectual property rights necessary for the submitted project, and that the submitted materials do not infringe the rights of any third party. The Applicant further confirms that all required permissions, assignments, licenses, consents and internal approvals have been obtained.

The Applicant understands that the Organizer does not acquire any ownership rights to the Applicant's intellectual property by receiving, reviewing, processing or forwarding the application materials for the purposes of Creative Pitch Day 2026.

If the project is selected for participation in the Event, the Applicant consents to the use of the project name, company name, representative name, short project description, photo and video materials, and other publicly approved information in event-related announcements, schedules, presentations, reports, websites, social media, and other official communication channels of the Organizer.

The Applicant understands that participation in Creative Pitch Day 2026 does not guarantee investment, sponsorship, commercial contracts, partnership or any other form of financial or non-financial support. Any potential investment, financing, partnership or commercial arrangement shall be subject to separate negotiations and agreements between the Applicant and the relevant investor or partner.

By signing this Form, the Applicant confirms that all information and documents submitted as part of the application are true, accurate and lawful to the best of its knowledge.

For and on behalf of the Applicant:
Full Name: ____________________________
Signature: ____________________________
Date: ____________________________