

Knoei Launchpad Program Confidentiality Agreement

1. Purpose

The Knoei Launchpad Program is a collaborative learning environment where participants share ideas, experiences, and business concepts. To foster a trust-based, supportive, and respectful community, this agreement establishes expectations around confidentiality and intellectual property protection.

2. Chatham House Rule

The program operates under Chatham House Rules, meaning that:

- Participants and mentors are free to use the insights and knowledge gained from discussions.
- However, participants and mentors must not disclose the identity, affiliation, or specific details of what other individuals share unless explicit permission is given.

3. Confidentiality & Intellectual Property Protection

To further ensure a safe space for discussion and idea development:

- Participants and mentors must not share or discuss another participant's business ideas, intellectual property, or personal business challenges outside of the program without their written consent.
- Participants and mentors must not copy, replicate, or use another participant's business concept, model, or proprietary information for personal or commercial gain unless expressly permitted by the original owner.
- Any materials, presentations, or business concepts shared by other participants or mentors are to be treated as confidential unless otherwise specified.

4. Mentor Confidentiality & Ethical Obligations

- All mentors engaged in the program are bound by the same confidentiality agreement as participants.
- Mentors are engaged to support, guide, and provide feedback—not to solicit business ideas, recruit talent, or use participant information for their own commercial benefit.
- Mentors are expected to act in good faith and maintain the highest ethical standards when interacting with participants.

5. Commitment to Non-Competing Businesses

- The program aims to ensure participants do not directly compete with each other in the same market, allowing for constructive collaboration rather than competition.
- While the program cannot guarantee absolute non-competition, we prioritize diversity in business ideas and industries to foster a supportive, rather than competitive, environment.
- If a concern arises regarding overlapping business concepts, the program facilitators will assess and manage the situation to ensure fairness and respect for all participants.

6. Breach of Agreement

Any participant or mentor found to have breached this confidentiality agreement may be subject to removal from the program. If a dispute arises, the program facilitators will review concerns on a case-by-case basis.

7. Agreement Acknowledgment

By signing below, I acknowledge that I have read, understood, and agree to adhere to the confidentiality terms outlined above during and after my participation in the Knoei Launchpad Program.