

GoBeyond Lab 2026 - Program Regulation

INTRODUCTION

GoBeyond Lab (hereinafter the “Program”) is a pre-acceleration initiative promoted by Sisal S.p.A., part of Flutter Southern Europe and Africa (Flutter SEA), in collaboration with Founder Institute. The Program is part of the GoBeyond platform and aims to support aspiring founders and early-stage innovators in progressing from idea to prototype (MVP) and toward company incorporation, contributing to a structured innovation pipeline across Italy, Türkiye, and Morocco.

1. RECIPIENTS

The Program is open exclusively to individual applicants, or teams not yet incorporated as a legal entity. Teams of 2–3 members with complementary skills are strongly encouraged, as team-based applications typically demonstrate higher completion rates and broader execution capacity. The organizers do not provide team-matching services; applicants are expected to form their own teams before submission.

Applicants must:

- be at least 18 years old
- have at least one team member resident in Italy, Türkiye, or Morocco
- be able to participate in English.

The following are not eligible: incorporated companies/startups with an existing legal entity; employees, collaborators, and consultants of Sisal, Flutter Group companies, and Program partners.

2. ELIGIBILITY OF PROJECTS

Projects must:

- present an innovative idea or solution
- address a clearly identifiable problem
- demonstrate potential for scalability
- be developed in compliance with intellectual property laws.

Applications should be aligned with at least one of the following innovation themes:

- **AI-Native B2B Products:** AI for enterprise solutions, predictive analytics, customer experience, regulated industries
- **GreenTech and Circular Economy:** sustainability solutions, energy management, carbon accounting, circular business models
- **Gaming and Fan Experiences:** gaming technologies, fan engagement platforms, interactive content, sports entertainment.

3. APPLICATION PROCEDURE

Applications must be submitted through the Founder Institute platform (<https://fi.co/register/gobeyondlab>) within May 29th 2026.

Applicants are required to:

- complete the application form
- complete Founder Institute's DNA Assessment¹, a scientifically validated psychometric tool developed by Founder Institute over 15 years of research, refined across tens of thousands of founder applications worldwide.

Both steps are mandatory: incomplete applications will not be processed.

4. PROGRAM STRUCTURE AND TIMELINE

4.1 Program phases & Timeline

Phase	Timing	What Happens
Application period	5 May – 29 May	Rolling applications, founder assessment
Selection	29 May – 5 June	Evaluation + shortlist
Pre-acceleration program	8 June – 31 July	8-week program: workshops, coaching, mentorship
Demo Day	Mid-September	Live final event with jury and pitch presentations

4.2 Program Delivery

The 8-week Pre-acceleration Program follows a structured progression from problem validation to MVP and pitch. It is delivered through a blended model combining:

- **weekly live online workshops** (approx. 90 minutes each) led by Founder Institute experts
- **team coaching sessions** with a dedicated Innovation Coach;
- **structured office hours** with the GoBeyond Mentor network;
- **practical weekly assignments** and milestone-based evaluation through a gamified point system.

¹ The Assessment evaluates traits associated with founder performance including drive, resilience, adaptability, openness, and fluid intelligence. The Assessment is not used to identify a single "ideal" founder profile, rather it is used as a baseline measurement and development tool: it helps identify each applicant's individual strengths and areas for growth, informing the coaching and personalized support provided during the Program. Each applicant will receive a confidential personal report, shared exclusively with the applicant and used only for the purposes of the Program's selection, coaching and development support.

4.3 Program Content

The Program follows an 8-week structured learning path based on the Founder Institute Ideation Bootcamp.

Core modules include:

- **(Week 1) Onboarding & Ideation:** overview of the program learning tools and rapid ideation
- **(Week 2) Market Opportunity (part 1):** problem statement development and customer archetype
- **(Week 3) Market Opportunity (part 2):** market sizing (TAM/SAM/SOM), competitive analysis, and business model design
- **(Week 4) Customer Validation (part 1):** structured customer interviews, validation cycles, and refinement of assumptions
- **(Week 5) Customer Validation (part 2):** interviews analysis and problem/customer/product refinement based on insights
- **(Week 6) Business Model & MVP Scope:** business model development, revenue streams and unit economics
- **Validation Pitch:** problem statement, one-sentence pitch, GTM for the first 100 customers
- **Startup Idea Feedback + Demo Day Prep:** preparation of an investor-ready pitch and presentation skills.

In addition, participants will be supported throughout the Program by an international team of coaches and mentors with proven experience in startup acceleration, corporate innovation and ecosystem development.

The Program will conclude with an **in-person Demo Day**, where selected teams will present their projects to a jury of experts. The Demo Day will take place in Milan during the week of 14 September 2026. In case of significant visa or logistical constraints affecting a majority of selected finalists, Flutter SEA reserves the right to relocate the event to an alternative city (Istanbul or Casablanca). The final venue and date will be communicated at least 30 days in advance.

4.4 Participation Requirements

Expected participant commitment:

- approximately 6–8 hours per week, including workshops, coaching, assignments, and self-directed work
- minimum attendance 75%.

Participants falling below this threshold, or failing to submit weekly assignments without justified reason, will be excluded from the program and from the Demo Day selection.

5. SELECTION PROCESS

The selection process includes application screening and the Founder Institute DNA assessment.

5.1 Phase 1: pre-acceleration program

The Program aims to onboard at least 10 teams into the pre-acceleration phase. To account for natural attrition during the program, up to 12 teams may be selected at the outset, with the objective of ensuring a minimum of 10 teams reaching the Demo Day.

The total number of participants is capped at 30, with a maximum of 3 members per team. Teams are therefore typically composed of 2–3 members; solo applicants are admitted within the overall participant cap.

Selection criteria for the pre-acceleration program include:

- Founder potential (from DNA Assessment)
- Team quality & complementarity
- Innovation
- Feasibility
- Commitment & availability

Each criterion will be evaluated from 1 to 10.

In the event of team withdrawals reducing the cohort below 10 teams during the Program, the organisers may, at their discretion, invite additional teams from the reserve list to join the cohort.

5.2 Phase 2: demo-day

Access to the Demo Day is granted to all teams that successfully complete the Program by: attending at least 75% of Program sessions and completing all required assignments and milestones.

5.3 Phase 3: winners

Up to a maximum of 5 teams may be awarded a grant, based on the jury's evaluation of the projects presented during the Demo Day. The jury evaluation will be based on a separate Demo-Day scorecard, focused on:

- quality and completeness of the prototype/MVP
- evidence of validation and early traction
- pitch clarity, effectiveness and persuasiveness.

Each criterion will be evaluated from 1 to 10.

6. AWARD AND BENEFITS

At the end of the Program, the finalist teams will present their projects at the Demo Day, where a jury will evaluate pitches and prototypes.

Up to **5 winning teams** will receive a **grant** to support incorporation-related expenses (e.g. legal fees, company formation, domain and brand registration). A total grant budget of up to €5,000 will be allocated to selected teams. The number of winning teams and the allocation of the grant budget will be determined at the sole discretion of the jury, based on the quality of the projects and evaluation results at the Demo Day. Individual grants may vary in amount.

The grants are non-equity (Flutter SEA acquires no ownership or economic rights in the resulting entity), will be disbursed within 6 months following the Demo Day, and may require the selected teams to provide evidence of how the grant has been utilized.

Additional benefits for finalist teams include:

- access to GoBeyond ecosystem
- access to pilot/PoC opportunities with Flutter SEA
- priority access to apply to the subsequent GoBeyond Call for Startups
- official “GoBeyond Lab 2026 Graduate” status and certification, recognizing successful completion of the Program
- continued access to the GoBeyond mentor network for up to 3 months after Program completion, through scheduled Office Hours sessions.

7. INTELLECTUAL PROPERTY & CONFIDENTIALITY

All intellectual property developed during the Program remains the exclusive property of the participants.

Participants grant Founder Institute and Sisal S.p.A. the right to mention their participation in the Program and to use their team/company name, logo, pitch summary, and photos/videos of public Program moments (e.g. Demo Day) for communication, reporting and marketing purposes, during and after the Program. Any use of material considered confidential by the participants requires prior specific consent.

Participants are expected to treat in strict confidence any information, idea, or material shared by other participants, mentors, coaches, or Program staff during Program activities (workshops, coaching sessions, office hours, peer reviews). Specific confidentiality obligations are formalised in the NDA signed prior to enrolment.

Curriculum materials, workshop content, templates and frameworks provided by Founder Institute during the Program are proprietary and shared with participants for personal use within the Program only. Redistribution, publication or sharing of such materials with third parties is not permitted.

Prior to enrolment in the Program, selected participants will be required to sign a Non-Disclosure Agreement (NDA) with Founder Institute, covering confidentiality obligations toward other participants, mentors, coaches, administrators, and Founder Institute proprietary materials. Acceptance of the NDA is a condition for participation.

Participants acknowledge that the NDA signed with Founder Institute is governed by the laws of the State of California.

8. PRIVACY AND DATA PROTECTION

Personal data provided by applicants through the Founder Institute platform (FounderGen) is collected and processed for the purposes of Program recruitment, selection, delivery, and post-Program reporting.

Founder Institute and Sisal S.p.A. act as independent data controllers for their respective processing activities under a Data Sharing Agreement. Data is processed in compliance with the EU General Data Protection Regulation (GDPR) and applicable local data protection laws in Italy, Türkiye and Morocco.

Applicants' data will not be shared with third parties outside the Program partners named in the Privacy Notice without prior, specific consent, except where required by law.

A detailed Privacy Notice, including information on the categories of data collected, purposes, legal basis, retention periods, cross-border transfers, and data subject rights, is made available at the point of registration on the FounderGen platform.

Program sessions will not be recorded without participants' prior consent. Pitch presentations and materials shared during coaching, mentorship, and workshops will not be publicly disclosed without the relevant team's prior consent, except for the Demo Day, where pitches are presented before a jury and may be documented for program reporting purposes.

9. WITHDRAWAL AND EXCLUSION

Participants selected for the final cohort commit to the full duration of the Program. Withdrawal after confirmation of participation is expected only in case of serious and justified reasons (force majeure) and must be promptly communicated to the GoBeyond team.

The organizers reserve the right to exclude participants in case of: violation of this regulation; submission of false or misleading information; failure to meet minimum attendance or milestone requirements.

10. CHANGES TO THE PROGRAM

GoBeyond reserves the right to make operational adjustments to the Program (e.g. workshop scheduling, speaker line-up, Demo Day logistics) for reasons beyond its control. Any material change affecting the overall timeline, selection criteria, or award structure will be communicated to applicants and participants in writing and in a timely manner. The essential terms of this regulation, including eligibility and award commitments, shall not be modified after the opening of the application period, except where strictly required.

For any information regarding the program please write to info.gobeyond@fluttersea.com

Milan,

May 5 2026