

# NOTICE OF THE THIRD INNOVATION CAMPAIGN PROGRAM INOVA

## 1. Inova Program

### 1.1. What is the Inova Program?

The Inova program by CPFL Energia was created with the goal of seeking scalable solutions for the challenges of the Brazilian electric sector. We believe that innovation is the key to a more sustainable and efficient future, and for that reason, we are looking for startups and entrepreneurs with innovative ideas that align with the challenges of our open innovation calls.

### 1.2. How does each innovation cycle and the challenges work?

The program occurs with the announcement of different campaigns, and each cycle will present distinct challenges. Each challenge will be launched with a title and a complete description that will guide proposers in finding synergy with their solution.

### 1.3. Who can participate?

Entrepreneurs (legal entities), startups, researchers, specialists, and innovators who are qualified and formally registered to scale their solutions and negotiate partnerships and commercial contracts alongside a global company.

### 1.4. Submissions from proposers who will not be accepted:

- Those who do not have a good reputation, legal standing, or tax compliance;
- Those who do not hold the ownership, property, or intellectual property rights of their solution/idea;
- Those who work at CPFL Energia or Plug and Play Tech Center;
- Spouses or relatives of employees and/or executives of CPFL or Plug and Play Tech Center;
- Politically exposed persons (PEPs);
- Public servants or those with close relatives in senior positions, elected offices, or who perform activities related to general oversight, political agents, people affiliated with political parties or organizations, or representatives of public entities;
- Those representing political or union organizations.

**1.5.** It is understood that non-formalized initiatives and ideas refer to entrepreneurs and projects that operate informally, without legal or formal establishment, or that do not hold intellectual property rights to their invention.



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**1.6.** A collaborator of CPFL Energia or Plug and Play Tech Center is understood to be someone who has an employment relationship with one of the companies.

**1.7.** Politically Exposed Persons (PEPs) are those who perform or have performed, in the past five years, in Brazil or abroad, relevant public positions, jobs, or functions, as well as their representatives, family members, trusted collaborators, and other close associates. The identification of PEPs is regulated by COAF Resolution No. 40, dated November 22, 2021, or by any subsequent regulation that may replace it.

**1.8.** Each proposer may submit one or more initiatives, provided that their solution can address one or more open challenges. The proposer is therefore responsible for the authorship and information presented in the application form and declares agreement with the terms of this call.

### 2. Challenges and Solutions

We are looking for innovative solutions for the challenges and opportunities of the company and the entire electricity sector. Our program addresses strategic themes that aim to solve challenges in different areas of the company, from our main activities such as distribution, transmission, generation and renewables, services and energy solutions and finance, to essential support areas, such as HR and legal, for example.

Periodic challenge campaigns will be launched that encompass one or more of CPFL's core activities. Information about each challenge can be found by clicking on them on our online page:  
[www.cpflinovacao.com.br](http://www.cpflinovacao.com.br)

### 3. Selection Process Stages

#### 3.1. Applications

##### 3.1.1. Deadline

The application period starts on July 25 and ends on August 29.

##### 3.1.2. Application Form

The application for the challenge must be submitted through the online portal  
[www.cpflinovacao.com.br](http://www.cpflinovacao.com.br)

##### 3.1.3. Open Session for Questions

On August 11, an open session will be held to explain the challenges and answer questions from interested parties. The session will be recorded and made available on the online portal.



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### 3.2. Selection

We will contact you by email to better understand the startups that have submitted solutions most aligned with the challenge they applied for. These startups will be evaluated based on the selection and classification criteria defined in item 3.6 of this notice.

The initial selection will be completed by September 09.

Any questions from startups can be sent by email to [cpflinova@pnptc.com](mailto:cpflinova@pnptc.com) and will be answered via email or directly on the CPFL Inova program website.

Between September 10 and 12, the selected startups will be invited to attend a detailed reverse pitch session about the challenges, during which current data, photos, documents, etc. will be presented. These materials will support the development of an assertive pitch by each startup.

The online pitch sessions for CPFL's business areas will take place between September 15 and October 03. Those that best fit the challenge will be invited to in-depth meetings with the business areas, which should take place between October 06 and 31.

The final selection of the startups that will move on to the proof of concept (PoC) phase will take place between November 03 and 07.

### 3.3. Execution of Proof of Concept (PoC)

We will test and evaluate the solutions proposed by the selected startups. Each proof of concept (PoC) negotiation will be conducted individually with each proposer. This is the time to assess the practical effectiveness and verify if the solutions truly address the challenge for which they applied.

### 3.4. Results and Opportunities

Depending on the results achieved by the startups during the proof of concept, CPFL will select those that will proceed to a pilot phase and/or contracting.

### 3.4. Details of the Selection Process

All proposals submitted during the application period will be evaluated by the Plug and Play Tech Center team to ensure the correct completion of the form and to assess if the proposer's profile aligns with the parameters of this call ("Who can participate").

It is not guaranteed that all startups selected for the pitch and in-depth phase (initial selection) will be chosen for the proof of concept (PoC), nor is it guaranteed that all those executing the PoC will proceed to a pilot or contracting phase.



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### 3.6. Criteria

Proposals will be analyzed based on items in the application form related to the following aspects:

#### Startup Evaluation

- Business Model
- Maturity

#### Solution Evaluation

- Maturity
- Fit with the challenge proposal

Aspects for which each response on the form will be scored between 1 and 5, based on the Likert Scale: 1) strongly disagree, 2) disagree, 3) neutral, 4) agree, and 5) strongly agree.

#### Diversity Analysis

- Representation of minority groups

The presence of minority groups represented in the company's shareholders and/or staff will earn extra points.

The final score of each solution will be the result of: (startup evaluation score \* 45%) + (solution evaluation score \* 50%) + (diversity analysis score \* 5%).

The scores will be given by the Plug and Play Tech Center team, and the highest-scoring solutions will proceed to evaluation by a committee of experts composed of professionals from CPFL Energia.

### 3.7. Minimum Required Documents

The documents listed below will **not be** mandatory at the time of application. However, startups selected for the proof of concept (PoC) phase must submit the documentation by the start of the mentioned phase, under penalty of disqualification.

The required documents are:

- CNPJ document
- Federal Joint Certificate (the certificate must cover Social Contributions proving unification with INSS)
- FGTS
- Simples Nacional
- Sintegra



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### 3.8. Privacy Requirements

If your company is selected to carry out the PoC or pilot and the test involves personal data, a compliance review process will be conducted to ensure the requirements below are met. Please find the checklist below to ensure applicants are aware of the verifications that will be performed:

#### **Compliance with LGPD**

- The startup is aware of and complies with the LGPD (Law No. 13.709/2018)
- A formally appointed Data Protection Officer (DPO) is in place
- The privacy policy is up to date, published, and accessible

#### **Transparency and Data Subject Rights**

- Data subjects are informed about the processing of their personal data (Privacy Policy)
- A channel is available for data subjects to exercise their rights under LGPD

#### **Information Security**

- Technical measures (e.g., encryption, backups, logs) have been implemented
- Administrative measures (e.g., access control, internal policies) are in place
- There is a security incident response plan

#### **Data Sharing and Transfers**

- Data sharing with third parties is transparent and documented
- International transfers comply with LGPD requirements (Art. 33 – Adoption of Standard Clauses)

#### **Contracts and Subcontractors**

- Contracts with data protection clauses are in place with all processors/subcontractors
- Third parties involved also comply with LGPD
- Due diligence or third-party assessments are conducted prior to data sharing

#### **Training and Privacy Culture**

- The team involved in the project has been trained in personal data protection
- The startup promotes an internal privacy culture

#### **Incident Notification**

- There is an internal procedure for incident identification and response

#### **Auditing and Monitoring**

- The startup maintains records of data processing activities (Art. 37)
- Audits are conducted periodically or on project demand

#### **Data Retention and Disposal**

- A data retention and disposal policy is in place
- Data is securely deleted once the purpose or project ends



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A due diligence may be conducted for each proposer based on the received documentation, and supplementary documents sent after the deadline will not be accepted.

Only initiatives that submit complete documentation and have their compliance validated will be eligible to win the challenge. Any questions regarding the documents should be directed to [cpflinova@pnptc.com](mailto:cpflinova@pnptc.com)

### 3.9. Solutions will be disqualified if they:

- Do not meet the objectives of the proposed challenges
- Miss the deadline for submitting requested documentation or submit incomplete documentation
- Violate the code of ethics or cannot be registered as a partner of CPFL Energia

**3.10.** CPFL Energia reserves the right to exclude any proposer at any stage of the process, including during the proof of concept phase, if it identifies submissions that violate the rules set forth in this document or detects atypical conduct by the participant.

**3.11.** CPFL Energia and Plug and Play are not responsible for the intellectual property rights of the solutions presented.

**3.12.** Proposers may be disqualified if they are in arrears with federal, state, or municipal public administration authorities, as well as those who do not submit all necessary documentation within the established deadline.

**3.13.** Proposers may also be disqualified if their institutional history involves corruption, fraud, or illegal activities. CPFL reserves the right to conduct a background check on each proposer using all available legal means.

## 4. Final Considerations

### 4.1. Cost

The proposer will bear all costs related to the development and presentation of their solution, with no financial responsibility or indemnity falling on CPFL, regardless of the outcome of this notice.



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### 4.2. Intellectual Property

Startups will retain the intellectual property of their proposed solutions. However, they agree to allow the use of information and images for the purposes of promoting the challenge free of charge.

### 4.3. Amendments to the Notice

The challenge organizers reserve the right to make changes to this notice, provided that such changes are communicated to participants in advance.

### 4.4. Personal Data

**4.4.1.** Personal data of the entrepreneurs will be collected according to the registration information provided by the proposer. This personal data will be shared with the partner company, Plug and Play Tech Center, for the purpose of conducting the selection process screening.

**4.4.2.** Participants authorize, acknowledge, and agree that their personal data and any other information requested, collected, and processed by CPFL Energia may be used by Plug and Play Tech Center and shared with third parties authorized by it, strictly for the purposes necessary for the execution of the notice, in compliance with the provisions of the Data Protection Law (LGPD) - Law No. 13.583/2019.

**4.4.3.** We take care of your data and will use it only to provide the contracted services and ensure their quality and effectiveness, in the manner you agree to and always in accordance with the law and/or applicable regulations, especially Law No. 13.709/2018 (General Data Protection Law).

### 4.5. Contact

If you have any questions or need further information, please contact us via email at:  
[cpflinova@pnptc.com](mailto:cpflinova@pnptc.com)

### What else do I need to know?

Regarding this call: it is essential to be aware of the entire document and to accept the terms and conditions presented at the time of registration. Appeals regarding the award results will not be accepted. Promotional activities of any nature are prohibited in the context of the execution of the awarded initiatives.



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Regarding applications: Once you complete the submission of your form, supplementary content, and mandatory attachments, it will not be possible to alter or add other information/content. CPFL Energia and Plug and Play Tech Center are not responsible for any technical or network issues that may prevent timely submissions.

Regarding authorship: You must be responsible for the accuracy of the information and documentation, authorship, and representation of your solution, exempting CPFL Energia from any related responsibilities.

Regarding your image and initiative information: By applying, you allow the CPFL Energia group to carry out publicity and communication actions if your solution is selected and in other interest initiatives, mentioning your name and the information of the submitted initiative, as well as using your images (such as photos, videos, and logos) as previously requested, in printed material or digital channels, both nationally and internationally, without any right to remuneration or limitation on the time and frequency of use. Selected organizations and businesses may not use the CPFL Energia brand without prior and express authorization from CPFL Energia or its designees.

Regarding individual notifications: It is the responsibility of the interested proposer to inform and keep their registration data updated, especially the email provided for communication. CPFL Energia and Plug and Play Tech Center are not responsible for the loss of important information due to incorrect and/or unverified emails.

At the end of the stages of this call: All information received for registration will be kept in the database for relationship purposes, as solutions may fit future company challenges if not selected for the campaign they applied for. There will be no sharing of information or use by third parties.

Regarding analyses and data from the selection process: Analyses and data related to the stages of the selection process are confidential and may not be shared with finalist and/or winning initiatives.

If there are situations or questions not addressed in this call, they will be evaluated and defined by CPFL Energia. Likewise, CPFL Energia reserves the right to change the terms outlined here, notifying changes through its communication channels, with the CPFL Inova website being the official means of disclosure and update for this call, always adhering to legality and respect for participants.

To resolve any issues arising from this call, the central jurisdiction of São Paulo, State of São Paulo, is elected.