

# GUIDELINES



**4REVS**  
INNOVATION CHALLENGE

Have you ever thought of solving humanity and earth's problems through innovation? The current social and economic system is dysfunctional and deepens four essential survival challenges we face: food, water, resources, and climate change / energy. Clearing these four bottlenecks will require revolutionary innovation - and will provide a treasure trove of new opportunities.

4Revs is a unique, co-creative ecosystem that aims to help humanity solve these four survival challenges in one generation – between 2020-2050. We have partnered with corporations, social ventures, sustainability practitioners and entrepreneurs, educators, public and civil organizations, and creative minds on all six continents to inspire and implement next-generation initiatives in each of the 4Revs.

We want to connect hundreds of incredible solutions around these 4 revolutions. That is why, we launched 4Revs Innovation Challenge, a global open innovation call to identify start-ups that are already creating a path for the revolutions humankind needs to survive. Apply now to connect with different partners around the world who, like you, are working to build revolutionary and sustainable proposals.

### **General Provisions**

4Revs Open Innovation Challenge (henceforth 4revs) will be regulated by the following terms of reference for the call and evaluation criteria of the proposals, which will be established in this document that determines the provisions for participation, presentation of solutions and qualification, as well as all the formalities of the process, among others.

### **Acceptance of the Terms of reference**

Participating in 4Revs implies that the participants (hereinafter entrepreneurs) unconditionally, accept the terms of reference and evaluation criteria stated here without infringing them. Each participant must accept and understand them before registering on the 4revs digital platform.

### **4Revs duration**

4Revs will last 17 weeks (July 6th - October 28th, 2021). The timing of the different stages will be communicated on its own digital platform. Non-compliance with the deadlines by the participants will imply the exclusion of the process from that date.

### **Intellectual property**

4Revs participants will explicitly declare that they are original authors of the solution presented. The responsibility of entering, registering or managing the intellectual or industrial property rights of any works, software, designs, trademarks, invention patents or of any kind that are recognized by the Colombian legislation, lies exclusively on the participants.

In the same way, those who apply, declare that they are obliged to hold Nelis and Socialab harmless from any liability that may arise derived from the infringement of the rights of third parties or part of third parties who have or claim to have any domain or interference over the nature of the solutions subjected to 4Revs.



Participants are solely responsible for the material sent to Nelis and Socialab and for the authenticity of the information provided at the time of entering the competition and, in this sense, release Nelis and Socialab from all liability, whether direct or indirect, foreseen or unforeseen. For any type of damage, whether emergent, loss of profit or moral damage, derived from the material sent by them.

### **Image dissemination and solutions**

It is established that the acceptance of the recognition by the participants implies the express granting of authorization to Nelis and Socialab to use their full names, as well as their image, in any public activity or dissemination related to 4Revs, without thereby there is any obligation of compensation, payment or remuneration of any kind for the participants.

### **Use of information submitted by the participants and processing of personal data**

Personal information, such as email address, telephone, gender, address, age, and educational level, that is collected at the time of registration will be added to the databases of the organizing entities. Participating teams and individuals may receive information on new programs, competitions, events, opportunities, promotions, new products, etc., unless the person chooses otherwise during the registration. If for any reason it is wished to cancel any of the database registration, it can be done by sending a written request directly to Socialab, to the email address [proyectos.colombia@socialab.com](mailto:proyectos.colombia@socialab.com).

By accessing, browsing or using the 4Revs platform, the participant admits to having read and understood these terms and conditions and to comply with all applicable laws and regulations that are part of the Colombian legislation and the determinations that Nelis and Socialab have regarding its use, which can be consulted at the following link: [Terms and conditions](#).

Additionally, when the participant uses any service, the information provided on this website will be subjected to the rules, guides, policies, terms and conditions applicable to such service.

In accordance with the Law 1581/ 2012 and Regulatory Decree 1377/ 2013, this is the purpose for which Socialab and Nelis may treat the collected, used, stored, transmitted and transferred personal data of the participants of the 4Revs, as follows:

- To provide information to people about the activities and services offered by Nelis and Socialab and for the occasional sending of information on related topics.
- To store and process all information provided by the participants in one or more databases, in the format deemed most convenient and with the basic fields for data collection (names and surnames, email, identity document, physical address, city of residence, telephone numbers, acceptance of the terms of use of the platform from which the data will be taken).
- To order, catalog, classify, divide or separate the information provided by the participants.
- To verify, corroborate, verify, validate, investigate, or compare the information provided by the owners, with any legitimately available information.

- To access, consult, compare and evaluate all the information about the participants that is stored in the databases of any legitimately constituted credit, financial, judicial, or security risk center, of a state or private nature, national or foreign.
- To analyze, process, evaluate, treat, or compare the information provided by the participants.

If Nelis and Socialab are not in the capacity to carry out the treatment by their means or guarantee their support, they may transfer the collected data to be processed and managed by a third party, after notifying the owners of the data, which will be in charge of the treatment and must guarantee suitable conditions of confidentiality and security of the information transferred for the treatment.

Whoever provides data through 4Revs has the right to:

- Learn, update and rectify personal data.
- Request proof of the granted authorization (which will be given in the acceptance of the terms and conditions of the platform, as well as its registration mechanism).
- Receive information about the use that will be given to the personal data.
- Submit complaints to the Superintendency of Industry and Commerce of Colombia for violations of the personal data protection regime.
- Revoke the authorization and / or request the deletion of personal data.

### **Exclusion of Responsibilities**

People who register on the platform and participate within the community must accept the Terms and Conditions of Use of the platform from the moment they access the website as users. Otherwise, they must refrain from registering.

In the Terms and Conditions of Use of the platform, it will be unequivocally declared that the content entered on the site comes from people who have voluntarily made it available to Nelis and Socialab. Therefore, Nelis and Socialab have not been the authors of the solutions entered and are not responsible for them. Users are the ones who must respond to contractual, legal and regulatory infractions in relation to the content entered, as well as the damage that may be caused to third parties as a result of their infraction.

Nelis and Socialab do not guarantee the veracity and authenticity of the personal information provided by users, so they are not responsible for their actions. Truthful and reliable information is an obligation on the part of the participants.

### **Inabilities to participate**

It is established that the next persons will not be able to participate and will be out of the competition at any stage of the process and will lose all validity in their participation:

- Natural persons, or legal entities, who do not deliver the requested documents, who present incomplete information or falsify data provided.

- Individuals, or legal entities, who act as mentors on the platform or who have a working relationship with the organizers of the call.
- Individuals, or legal entities, who have won a Socialab call.

### **Disqualification**

Nelis and Socialab may disqualify a person or team if:

- There is some illegal public conduct by team members.
- Any of the team members' behavior is considered offensive or in any way violates the standards of behavior accepted by the community, such as: illicit drug use, public intoxication, discrimination and also any action that makes believe or conclude to Nelis and Socialab that any public association with the team subjects Nelis and Socialab to ridicule, contempt, controversy, embarrassment and / or scandal.
- Participants and their teams, that at some point are disqualified from the competition, will not be eligible to participate again for any of the contest prizes carried out by Nelis and / or Socialab.

### **Faculty of the Organizing Entities**

Nelis and Socialab may at any time modify the bases of the call, including the dates of the stages that will be indicated on the digital platform.

Likewise, they may temporarily or permanently suspend the execution of the call and the development of 4Revs without incurring commitments with the participants.

Any modification to these Terms will be published on the 4Revs platform and communicated to the registered persons.

### **4REVS Open Innovation Challenge**

#### **Entrepreneurs**

Everyone who completes the registration form can participate in 4Revs, which implies having accepted the Terms and Conditions of Use of the platform. By joining the community, 4Revs users will be able to vote, comment and share the solutions published on the platform.

#### **Platform use**

Users agree to use the platform appropriately and for the purposes for which it was designed. Therefore, they must use respectful language, not promote any type of activity that violates the Colombian laws, that promotes discrimination or that violates public order or morals, among others. If any such situation happens, Nelis and Socialab will proceed to withdraw the participants with their 4Revs applications, as mentioned in the Disqualification section.



## **Participating ventures**

4Revs will only accept venture proposals that have sustainable and transformative solutions that contribute to the 4 Revolutions and that are already generating an impact, such as: Food, agriculture, proteins, water, resources, circular, ecosystems and energy, climate change.

The solution must be on the market, contribute to at least one of the 4 revolutions, and the person responsible for the application process must be over 18 years old by July 6, 2021, and the owner of the solution. In addition, the start-up must sell more than USD \$50.000 per year on average. The application must be in English.

## **Evaluation of solutions**

4Revs will have an internal evaluation team to assign a score to the competing solutions during the Call for Proposals, Deepening Stage and Final Event stages in accordance with the criteria established in this document.

## **Call for Proposals**

This is the opening stage for participating in 4Revs. It consists of the period for receiving solutions from the moment the digital platform is activated. The solutions can be postulated until the date that Nelis and Socialab set, which will be announced by the different media that 4Revs will have. This term could be extended at the discretion of Nelis and Socialab. The stage ends with the selection of solutions that meet the requirements, which will pass to the next stage of the call.

Any solution that is entered into the platform during the Call for Proposals must meet the following requirements so that it can be evaluated and considered to continue in the following stages:

- The start-up must be in the market.
- The person responsible for the application process must be over 18 years old by July 6, 2021, and the owner of the solution.
- The start-up must sell more than USD \$50.000 per year on average.
- The application must be in English.

The participants must present 1 deliverable through the use of the platform:

1. Registration form.

Each person can submit only one solution.

## **Evaluation**

The evaluation of this stage will be carried out by the internal team of evaluators, who after reviewing the deliverables, will assign a score from 1 to 5 in relation to 5 criteria to select 50 solutions that will go to the next stage.

The criteria to evaluate are the following:



Criteria	Description	%
<b>Problem / solution fit</b>	The solution effectively contributes to solving the identified problem.	40
<b>Potential for impact</b>	As an evaluator, I consider that this start-up has the potential to generate a significant and relevant impact in one of the 4 revolutions.	20
<b>Revolutionary</b>	The solution is revolutionary in its field and it is creating dynamics that contribute to human survival.	30
<b>Votes</b>	Quantity of votes received until the closing of the call.	10

### Deepening Stage

In the deepening stage from September 24th to October 6th, the solutions should give us new information. For being within the 50 finalists the start-ups will have the opportunity to be part of the 4 Revs community case study portfolio, where any 4Revs' company or organization could learn about their work, how they create impact and contact them.

During this stage, the start-ups will have the support of 4Revs mentors.

### Evaluation

The evaluation of this stage will be carried out by the internal team of evaluators, who after reviewing the deliverables, will assign a score from 1 to 5 in relation to 5 criteria to select 8 solutions that will go to the next stage.

The criteria to evaluate are the following:

Criteria	Description	%
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<b>Sustainable business model</b>	The business model shows a systemic vision of the context in which it operates, allowing it to generate income to increase its impact.	40
<b>Inspiration</b>	As an evaluator, this start-up inspires me and I believe that it should receive support in its process to be sustainable.	25
<b>Vision</b>	The start-up shows a vision of expansion and growth to bring the solution to the places that require it.	35

### **Final event**

The 8 winners will have an one-on-one work session with three investment funds: Village Capital, Yunus SB and NEST to determine their investment readiness. They also will participate in a business round with the 4 Revs companies, a space where each startup will meet for 20 minutes with a delegate from each company to discuss business opportunities.

### **Selection**

The decisions of the evaluation team and selection of the winning venture will be final and unappealable. Nelis y Socialab reserves the right to solve any point not mentioned in the terms and conditions of the competition. The competition can be declared void if it is considered that the projects presented do not reach the right level of quality.

### **Final consideration**

Nelis and Socialab reserve the right to revise these Terms of Reference at any time.