

Ideas4Sharks_EN

REGULATION

Article 1º

Organizing Entities

The 1ª edition of the entrepreneurship idea contest for the agri-food sector IDEAS4SHARKS is an initiative organized by the entities:

- Associação Colab4Food
– Laboratório Colaborativo para Inovação da Indústria Agroalimentar;
- PortugalFoods – Associação INTEGRALAR – Intervenção de Excelência no Sector Agro-Alimentar;
- Instituto Nacional de Investigação Agrária e Veterinária, I.P. (INIAV, I.P.).

Article 2º

Object

The current regulation defines the terms of the 1st edition of the entrepreneurship idea contest for the agri-food sector IDEAS4SHARKS.

Article 3º

Objectives

The current contest aims to promote entrepreneurship at the agri-food sector level, fostering the generation of ideas and innovative and sustainable businesses, with the following specific objectives:

- Incentivize entrepreneurs to present innovative and viable ideas with applicability in the agri-food sector;
- Create the opportunity for entrepreneurs to transform an idea into a business;
- Foster, recognize, distinguish, and award Innovation, creativity, and talent of entrepreneurs of the sector;

Article 4º

Who May Participate

1. The following entrepreneurship ideas are eligible;
 - a) Designed individually or collectively (team with a maximum of 3 members) with or without registered Company, and
 - b) With a TRL between 2 and 4 according to European Commission definition.
 - c) The aims at the creation of products, processes, or services, that demonstrate creativity, Innovation potential, of business and economic viability, being of value with societal impacts such as sustainability, and healthy and balanced diet, and
 - d) Those not in development and/or economic exploration for any single person or entrepreneurial entity.
2. Entries to the contest are open to all ideas, including ideas from students or professionals from Entities of the Scientific and Technological System or members of associations, working groups, companies, or any type of legal entity, provided that the entries are made in a personal capacity.

Article 5º

Areas of Intervention

The business ideas must fall under one of the following areas/topics:

- a) **Health and Wellbeing:** Feeding the Mind – Mental Health; Mindfulness Intuitive Eating; Functional Foods; Clean Label; Foods specific for different phases of the life cycle.
- b) **Digitalization and Mechanization:** Internet of Things; Artificial Intelligence; Impact of Digitalization in the Agri-food Sector; Robotics; *E-commerce*.
- c) **Sustainability:** Carbon Footprint; Circular Economy; Valorization of Industrial Byproducts; Sustainable value chains; Low Residue Foods; Alternative Proteins; Climate Change; Authenticity and Traceability in of Foods.
- d) **Food Product Development:** Genetics Tools; Product Reformulation; Functional Ingredients; Fermentation; Food Processing; Emerging Food Processing Technologies; Packaging; Recycling; Legislation; New Products; Adaptation to COVID-19 Pandemic; United by Foods.
- e) **Food and Consumer Trends:** Food Trends (post-Covid); New Foods (post-Covid); Forever Young; Sensory Analysis; Foods based on a Convenience Business Model

Article 6º

How to Participate, Phases, and Prize Attribution

1. Participants must access the website www.dare2change.pt, fill out the online candidate form (*Google Forms* platform) and submit the form together with an *upload* of the respective annexed documents.
2. In accordance with articles 4º and 5º, candidates must submit their application within the deadline established for this purpose in accordance with article 7º, in which the application will not be considered valid for the purpose of the competition.
3. Each candidate can submit one or more business ideas by filling out and submitting an individual application form for each idea.
4. The candidate who submits the online application for mis considered th Promoter of the idea for the purpose of the contest, thus becoming the point of contact for the organization and for any matter concerning the idea submitted.
5. When submitting the application, the Promoter should identify its team members, if any, in the submitted online application form. It is considered valid that more than one idea per applicant may be selected for the *pitch* phase. However, each applicant can only present one business idea in the *pitch* session.
6. The application must include the following elements:
 - a. Online application form (*Google Forms* platform) for the business idea presentation duly filled out and submitted;
 - b. Summary up to 2 pages A4 (Arial, font size 10, simple spacing between lines, and 2.5cm document margins), in PDF format, containing the most relevant aspects of the idea: Summary description of the idea, Product / Service Presentation, Provisional Investment Value
 - c. *Curriculum vitae* of all candidates.

7. After the business idea is selected for the final stage, the applicant must prepare a presentation according to a template that will be made available by the organization when communicated that the business idea has been selected.
8. The presentation of each business idea in the IDEAS4SHARKS competition is in *pitch* format, with a maximum duration of 5 minutes, in front of the Jury.
9. The Jury will evaluate the proposed ideas, resulting in a maximum of one (1) winning idea.

Article 7º Timeline

The contest of entrepreneurial ideas in the agri-food sector IDEAS4SHARKS has the following timeline:

- a) First phase: Dissemination of contest and reception of applications – until 31 of October of 2021;
- b) Second phase: Selection of the best business ideas and Communication of results to the selected candidates in the preparation of presentation for IDEAS4SHARKS – until 12 of November of 2021;
- c) Third phase: Final Evaluation through presentation in presential *pitch* format at Dare2Chage and delivery of award – 18 of November of 2021.

Article 8º Selection Criteria

1. The business ideas will be evaluated according to the following criteria:

- a) Differentiation (new methodologies/processes/procedures and products; differentiating element in relation to the market; originality of the ideas; imaginative capacity; valuing ideas that are differentiated by the promotion of sustainability and healthy and balanced diet principles);
- b) Ideas that meet market and consumer trends;
- c) Viability (potential of execution/realization of the idea/long term execution/profitability of the business);
- d) Team (experience and areas of competence of the members);
- e) Quality of the *pitch* (this criterion will be contemplated during the Final Evaluation).

2. Valuation and weightings:

- a) Selection of the best business ideas at the Second phase will take place according to article 7º.

Criteria	Differentiation	Market and consumer trends	Viability	Team	Total
Score	40%	20%	20%	20%	100%

- b) Final evaluation for the selection of the winning business idea at the Third phase according to article 7º.

Criteria	Differentiation	Market and consumer trends	Viability	Team	Quality of the pitch	Total

Score	25%	15%	15%	15%	30%	100%
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c) Rating to be assigned to each criterion: scale of zero to twenty.

Article 9º

Work selection

1. The evaluation of the work will occur in two distinct moments:
 - a) First Moment: evaluation of all received applications for the contest, according to the defined criteria. A maximum of 5 business ideas will be selected for presentation in *pitch* format;
 - b) Second Moment: final evaluation, which will take place during Dare2Change, based on the *pitch* format presentations during which the Jury will evaluate the presentation of the idea, clarity in speech, ability to synthesize expression and argumentation in the face-to-face presentation, in addition to the criteria used in the previous point.
2. The Prize is attributed after the final Jury meeting, after the complete process of document review and presentations, and there is no appeal for that decision.

Article 10º

Jury

1. O The Jury will be composed by members of recognized competences and reputation, namely:
 - a) Representatives of entities of Industrial nature in the agri-food sector;
 - b) Representatives of entities from the National Scientific and Technological System;
 - c) Representatives of the Organization of Dare2Change.
2. The Jury has the power to solicitate participants for additional clarification about the presented business ideas.

Article 11º

Prize

1. The prize attributed to the winning business idea will be a Colab4Food Seal of Guarantee, which includes the following components:
 - a) Consultancy in the development and/or implementation of the idea;
 - b) Support for technology transfer to market (if applicable);
 - c) Promotion of idea (towards relevant entities in the sector)
 - d) Dissemination of the idea in Colab4Food social media and website.
2. Diplomas will be award to all participants at the *pitch* format presentation of business idea.

Article 12º

Dissemination of Contest Results

1. The Dissemination of awarded contestant(s) will be held in public presentation during Closing Session of Dare2Change-Science, and the winner(s) will be announced on the same day at www.dare2change.pt.
2. After the selection of business ideas for presentation in pitch format at Dare2Change, those selected agree that their names and names of their

business ideas will be published for the purpose of disseminating the results of the contest.

3. The disclosure referred to in the previous point will be made via means defined by the Organizing Entities, including press, newsletters, social media, and websites managed by these entities.

Article 13º

Final Considerations

1. The intellectual property rights over the submitted ideas belong to the respective Promoter. It is up to each Promoter to define who will own the ideas presented and developed, and it is the sole responsibility of each participant to ensure the intellectual and/or industrial property rights over their ideas, if they so wish. The Organizing Entities do not guarantee nor can be held responsible in the event of any idea being copied, imitated, plagiarized, or in any way used by third parties.
2. Notwithstanding the previous number, applicants consent to the use of non-confidential information about the business ideas in promotional Activities.
3. Participants are obliged to provide the contest organization all data requested for verification of the conditions necessary for participation in the contest.
4. The Organizing Entities and the IDEAS4SHARKS Jury cannot be held responsible for any damages resulting from errors, flaws, or omissions that may occur during the contest.
5. The Organizing Entities reserves the right to alter the current regulation.
6. In case of any doubt in the interpretation of this regulation, the final definition belongs to the Organizing Entities.
7. Any cases not covered by the current regulation will be resolved by the Organizing Entities, and their decisions will not be subject to appeal.
8. Participation in the contest participants' acceptance of the terms of conditions set out in the current regulation
9. Any question regarding the contest may be clarified with the Organization, via internet to the official email address provided on the Dare2Change website (info@dare2change.pt).