



## Eco Challenge 9.0 Guidelines for the Project Plan

(Special Category for Talent and Innovation Competition of the Americas)

\*\*\*This document provides both the guidelines and the criteria that should be reflected on the project plan elaboration. These guidelines are mandatory and the project plans that do not follow it accordingly will be disqualified\*\*\*

\*\*\* YABT will not receive projects longer than 30 pages in Arial 11 font format \*\*\*

### I. Project Plan

Participating teams must meet and respond to the following criteria and sections when elaborating their project plan:

<b>1. Executive Summary</b>
<i>Answer the following questions in a concise and clear manner (maximum two pages long)</i>
<ul style="list-style-type: none"> <li>• Which Eco-Challenge corresponds to your business/project proposal?</li> <li>• How does your business/project proposal intent to solve this Eco-Challenge ?</li> <li>• Who benefits from this business/project proposal?</li> <li>• Which innovation component entails your business/project proposal?</li> <li>• What is the connection between your business/project proposal and the industry?</li> <li>• In which stage is your business/project proposal?</li> <li>• Explain briefly your strategy to make your proposal a sustainable and a scalable business/project</li> </ul>
<b>2. Innovation</b>
<i>Explain why your environmental proposal solution is innovative, feasible and scalable.</i>
<ul style="list-style-type: none"> <li>• Product/service description</li> <li>• Product prototype (if applicable)</li> <li>• Innovation: Explain how your product/service represents an innovative alternative or improvement to an existing solving process for one of the Eco Challenge.</li> <li>• Connection with the industry: Explain the connection between your solution and the existing needs of the industry.</li> <li>• Scope: Explain how your solution can solve one of the Ecoe Challenge s while having a massive and efficient impact to an existing solution.</li> </ul>
<b>3. Market Feasibility</b>
<i>Demonstrate an existing need and demand for your product or service in the market</i>

- Market research and growth plan: supply, demand and competitors
- Describe the market goal and niche market (both direct and indirect beneficiaries)
- Competitive advantage that your organization has over market competitors
- Design a logo and a presentation of your product/service
- Define the value and price of your product/service

#### **4. Administrative and Organizational Structure**

*Demonstrate how your organization can implement the solution and make it sustainable*

- Define your organization's mission and vision
- Define your organization's short, medium and long term goals
- Demonstrate the team members' experience and capacities to develop and implement the solution
- Describe relationships with customers and partners with strategic stakeholders — clients, governments, private sector, and others -
- Who is your team? (Staff, volunteers, interns)-if possible, include links of their LinkedIn profiles and/or a brief description of their education and professional experience
- Organizational chart: logical and structured and well-defined rules about the rights and responsibilities of the employees
- Determine the organization's legal standards in the country where it operates (if applicable)
- Determine intellectual property and/or patent (if applicable)
- Indicate resources, machinery and equipment (if applicable)

#### **E. Financial Viability**

*Demonstrate that your organization is sustainable and profitable*

- Financial statements over the next 12 months (balance, cash flow, and profit and loss statement)
- Capital Needs analysis
- Initial investment and return on investment
- Direct, indirect and general costs (human, material and financial)
- Investment strategy for the next 12 months