



Eco-Challenge 2023 Guidelines for the Business Project

Special Category of sustainable innovation of the Program Talent and Innovation Competitions of the Americas (TIC Americas)

This document provides both the guidelines and the criteria that should be reflected on the Project Plans registered. The Project Plans that most closely address these points will be at a competitive advantage.

The Project Plans must have at least 12 pages and no more than 32 pages, in Arial 11 font, and must include the following sections:

1. Executive Summary
No more than 500 words (Narrative, concrete and concise), answering the following questions:
<ul style="list-style-type: none"> Which Eco-Challenge's priority does the idea or project solve? How does your proposal solve the Eco-Challenge's priority chosen? Who benefits from your idea or project? What is the element of innovation or differentiator in your proposal? In what stage is your project at? What are the project's short-term and long-term objectives? Describe briefly the initial investment you require, and the main financial indicators for your project.
2. Innovation
Explain why your proposal is innovative, feasible, and scalable.
<ul style="list-style-type: none"> Describe the value proposition of your project. Product prototype (if applicable). Innovation: Explain how the proposal represents an innovative alternative or improves an existing process through one of the Eco-Challenge's priorities. Industry Connection: Explain the connection your innovative solution has with existing needs or industry trends. Scope: Explain how your solution can solve the Eco-Challenge's priority/priorities and have a massive, efficient, and replicable impact with respect to solutions already implemented.

3. Market Feasibility

Demonstrate the need and demand of your product, solution, or service in the target market.

- Market analysis and growth plan: supply, demand, competitors and market opportunity.
- Describe the target market, segment or niche (both direct and indirect beneficiaries).
- Describe the competitive advantage that your business has over competitors in the market.
- Present the logo, label, packaging, and the presentation of the product and/or service.
- Define the pricing and valuation strategy of the product and/or service.
- Define the tools, advertising campaign, and promotion channels to bring your value proposition to the target audience.
- Explain the sales forecast and the sales promotion for the exit or positioning in the target market for the first 3 years.

4. Management Feasibility

Demonstrate how your organization is structured.

- Establish the mission and vision.
- Establish short-and long-term organizational goals.
- Who is your team? (staff, volunteers, interns, mentors) - if possible, include links from their LinkedIn profile and/or a brief description of each team member's education, professional experience, and motivations. Also, demonstrate the experience and capabilities of each team member to develop the solution.
- Organizational Structure: Logical and Structured, well-defined roles on rights and responsibilities within the project.
- Relationship with clients and partnerships with strategic actors - Government, Private Sector, NGOs, and others.
- Determine the legal figure of the organization in the country where it operates (if applicable).
- Determine intellectual and /or patent properties (if applicable).
- Indicate resources, machinery, and equipment (if applicable).

5. Financial Feasibility

Demonstrate that your project is sustainable and profitable.

- Financial Statements (Balance Sheet, Cash Flow and Income Statement). If you do not have a financial background, share the Projected Financial Statements for the first 3 years of the project.
- Capital Needs Analysis.
- Initial Investment and Return of investment.
- Direct and indirect costs and general assumptions (human, material, technical and financial).
- Investment strategy projected in the next 12 months.