

Call for Proposals - Apex-Brasil/MCTI/SEPIN No 01/2013 ***Start-Up Brasil Program***

I - CALL FOR PROPOSALS

The Brazilian Trade and Investment Promotion Agency (Apex-Brasil), in compliance with the provisions set forth in the Technical Cooperation Agreement signed between the said Agency and the Ministry of Science, Technology and Innovation (MCTI) on November 29th, 2012 through the Secretariat for Information Technology Policy (SEPIN), releases this Call for Proposals and invites all interested parties to submit their proposals pursuant to the rules detailed herein and in conformity with annex **II – TERMS AND CONDITIONS**, which constitutes an integral part of this instrument.

I.1 - OBJECTIVES

As a partner to the MCTI in the development of the *Start-Up Brasil Program*, notably in matters related to the attraction of investments, promotion of exports and the internationalization of companies which participate in the said program, Apex-Brasil releases this call for innovative projects, which are to be submitted by non-resident aliens only.

This Call aims at supporting Research, Development and Innovation (R,D&I) projects, designed by non-resident aliens whose business proposals encompass the development of software or the rendering of information technology services. Applicants are also required to formalize their firm intent to set up a business in the Brazilian territory once their projects demonstrate to be technically, economically and financially viable.

Apex-Brasil shall forward the selected projects to SEPIN/MCTI which is responsible for coordinating the *Start-Up Brasil Program* and will fulfill all necessary requirements so that CNPq (National Council for Scientific and Technological Development) can award the project with a Research, Development and Innovation grant.

Proposals shall meet all terms and conditions set forth in annex **II – TERMS AND CONDITIONS**, which is essential part of this Call and which determines the requirements to be complied with by applicants as well as program timetables, funding for the selected proposals, funding sources, financeable items, project deadlines, eligibility criteria, decision criteria and objective parameters.

I.2 – APPLICATION AND SUBMISSION OF PROPOSALS

I.2.1 – All proposals shall be presented in English and shall be accompanied by a file containing the Project submitted to Apex-Brasil exclusively via the internet, through the Online Application Form, available on the *Start-Up Brasil* Platform at: <http://startupbase.net/arena/startup-brasil> as of the date indicated in **annex II – TERMS AND CONDITIONS**, sub-item **II.1.2-TIMETABLE**.

I.2.2 – All proposals shall be submitted to Apex-Brasil via the aforementioned online platform prior to 23h59 (twenty-three hours and fifty-nine minutes) Brasília local time of the deadline for proposal submission, described in **annex II – TERMS AND CONDITIONS**, sub-item **II.1.2 – TIMETABLE**. The support provided via email will be discontinued at 18h30 (eighteen hours and thirty minutes) of the deadline for proposal submission and such event shall not be accepted as an excuse to submit an application after the established deadline. The applicant will receive an electronic receipt protocol, which will serve as a proof of successful proposal submission.

I.2.3 – All proposals shall comply with the provisions set forth in **annex II – TERMS AND CONDITIONS**, sub-item **II.2 – ELEGIBILITY CRITERIA**, and shall meet all the items provided for in this Call for Proposals. The project file shall be created outside the Online Application Form environment, and shall be attached (uploaded) to it in “doc”, “pdf”, “rtf” or “post script” formats, limited to 1Mb (one megabyte). If pictures, graphics, etc, are needed to enforce proposal's argument, they must not compromise file's capacity of up to 1Mb (one megabyte). Proposals submitted in any form which is not expressly specified in this Call for Proposals shall not be accepted.

I.2.4 – Each applicant can submit only one proposal.

I.2.5. – In case two or more applicants submit identical proposals, all such proposals will be disqualified. For the purposes of this Call, “identical proposals” consist of applications which describe the same project.

I.3 – ADMISSIBILITY, ANALYSIS AND SELECTION

I.3.1 The selection of proposals submitted to Apex-Brasil in response to this Call shall be conducted by means of comparative analysis and assessments.

I.3.2 – Analysis, Selection and Final Ranking Score assigned by the Judging Committee

I.3.2.1. All submitted proposals will be reviewed and selected in compliance with the **ELIGIBILITY CRITERIA**, indicated in **annex II – TERMS AND CONDITIONS**, sub-item **II.2.2.- THE PROPOSAL**, and with the **SELECTION CRITERIA**, indicated in sub-item **II.3.**, being awarded a final ranking score which is to be assigned by the Judging Committee.

I.3.2.2. The final ranking score of each project will be assigned pursuant to the provisions set forth in **annex II – TERMS AND CONDITIONS**, item **II.3 – SELECTION CRITERIA**.

I.3.2.3 – After analyzing the merits and relevance of each proposal and their budgetary feasibility, the Judging Committee shall issue a formal recommendation to Apex-Brasil, listing the projects which are eligible to be funded by the *Start-Up Brasil Program*.

I.3.2.4 – The Committee’s review of all submitted proposals, which is to abide by the criteria established in this Call, shall be registered in an Electronic Spreadsheet containing a list with all the assessed proposals, the recommended and the non-recommended ones, indicating their final ranking score in descending order and featuring any other information or recommendation which the said Committee deems relevant. With regard to the recommended proposals, it is mandatory to indicate the amount to be funded by the Program. With regard to the non-recommended proposals, the grounds for the non-recommendation must be outlined.

I.3.5. – Professionals who responded to this Call by means of submitting a proposal or who participate in the working team of projects being reviewed by the *Start-Up Brasil Program* are not eligible to become members of the Judging Committee.

I.3.6 – It is forbidden for Members of the Judging Committee to review proposals:

- a) whose project team includes their spouse, partner or family member, either related by blood or affinity, in the direct ascending line or collaterals to the third degree; or
- b) whose project team includes any individual or their respective spouse or partner engaged in judicial or administrative dispute with them.

I.3.7 - Phase I – Assessment performed by Apex-Brasil

Apex-Brasil shall review the proposals recommended by the Judging Committee and shall issue a final decision regarding the approval of such recommendations. Subsequently, Apex-Brasil shall officially forward the results to SEPIN/MCTI (Program Coordinating Board) which, by its turn, shall review the decision issued by Apex-Brasil under the objectives sought by the Program and analyze the financial and budgetary constraints existing at the time such assessment is performed. Next, SEPIN/MCTI shall submit a grant request for the selected projects to CNPq, conditioned to the financial and budgetary availability of CNPq at the time of the execution of the aforementioned Projects and in conformity with the procedures and regulations followed by the said Council.

I.4 – SELECTION RESULTS

I.4.1 A list with the selected proposals, which will be eligible to receive the funding provided for in this Call, will be published in the electronic website of Apex-Brasil, available at www.apexbrasil.com.br/ and also on the website for the Start-Up Brasil Program at: startupbrasil.mcti.gov.br.

I.4.2. All applicants who responded to this Call will be granted access to the review of their respective proposals, but the identity of the reviewers will remain undisclosed. Applicants will be sent an email containing the review of their proposals after all grant-award procedures have been concluded.

I.5 - APPEALS

I.5.1. The decisions issued by both the Judging Committee and Apex-Brasil are unappealable.

I.6 – OBJECTION TO THIS CALL FOR PROPOSALS

I.6.1. In case applicants fail to challenge the provisions established in this Call until the second business day prior to the deadline for submitting the proposals, such right will be barred by peremption.

I.6.2. All objections must be electronically mailed to Apex-Brasil, at the following address: apexbrasil@apexbrasil.com.br.

I.7 – REVOCATION OR CANCELLATION OF THIS CALL FOR PROPOSALS

I.7.1. This Call may be revoked or cancelled, either totally or partially, by means of a unilateral decision to be issued by Apex-Brasil, or on grounds of public interest or statutory requirements materialized in a reasoned decision, and such event will not imply any right to compensation nor authorize complaints of any sort.

I.8 – SPECIAL PERMITS AND AUTHORIZATIONS

I.8.1. Each applicant is exclusively responsible for taking all measures to ensure the granting of special permits and authorizations, of either legal or ethical nature, which are deemed necessary for the implementation of their project.

I.9 – ADDITIONAL INFORMATION

I.9.1. For further clarification or additional information on the provisions established in this call for proposals as well as instructions on how to fill the on-line application form, please send an e-mail to apexbrasil@apexbrasil.com.br

I.10- ARBITRATION CLAUSE

Apex-Brasil, along with Program Coordinating Board (SEPIN/MCTI) and the Executive Board of CNPq reserve the right to arbitrate in cases not covered by this Call for Proposals.

Call for Proposals Apex-Brasil/MCTI/SEPIN Nº 01/2013 *Start-Up Brasil Program*

II – TERMS AND CONDITIONS

These TERMS AND CONDITIONS aim at determining the activities subject to financial support as well as the conditions to implement the support provided for in this Call.

II.1. SPECIFIC PROVISIONS

II.1.1. PURPOSE

To select scientific, technological and innovation-oriented research projects, **submitted by non-resident aliens**, with potential to significantly add to the economic and technological development of Brazil and which develop and/or make use of software tools and Information Technology services in order to deliver the proposed solution, product or service.

II.1.2. TIMETABLE:

Activities	Date
Launching date. This Call for Proposals is published on the websites of the <i>Start-Up Brasil Program</i> and of Apex-Brasil.	April 15 th 2013
1st round	
Deadline for submission of proposals.	May 31 st 2013
The results are published on the websites of the <i>Start-Up Brasil Program</i> and of Apex-Brasil.	June 25 th 2013 onwards
A "PROGRAM GRANT AGREEMENT" is signed between CNPq and all the selected applicants.	July 15 th 2013 onwards

2 nd round	
Deadline for submission of proposals.	November 19 th 2013
The results are published on the websites of the <i>Start-Up Brasil Program</i> and of Apex-Brasil.	January 2 nd 2014
A “PROGRAM GRANT AGREEMENT” is signed between CNPq and all the selected applicants.	January 27 th 2014

II.1.3. FUNDING SOURCES

II.1.3.1 – The selected proposals will receive an estimated total funding of BRL 2,000,000.00 (two million *reais*) from the budget of the National Scientific and Technological Development Fund (FNDCT)/Sector Funds), out of which BRL 1,000,000.00 (one million *reais*) is to be allocated in 2013 and BRL 1,000,000.00 (one million *reais*) in 2014. Such amounts will be released according to the financial and budgetary availability of both MCTI and CNPq.

II.1.3.2 – All information on sector funds (reference documents, strategic guidelines, applicable legislation, etc.) is available only in Portuguese at the MCTI’s website at: <http://www.mct.gov.br/index.php/content/view/725.html>.

II.1.3.3 – As the Program Coordinating Board, SEPIN/MCTI, along with the Executive Board of CNPq, will be entitled to decide on adjustments to the total amount referred to in sub-item II.1.3.1 in case additional funding sources are identified.

II.1.4. FINANCEABLE ITEMS

II.1.4.1 - The funding provided for in this Call shall be paid as CNPq’s technological development grants awarded to individuals who participate in the project, be that Brazilians or foreigners who must participate in the research, development or innovation project, provided that they develop their work in Brazilian territory.

II.1.4.1.1. CNPQ GRANTS

II.1.4.1.1.1. SDT grants are to be awarded in the following levels: A, B, C, D, E and F; noting that a maximum grant of BRL 200,000.00 (two hundred thousand *reais*/ approximately USD 100,000.00 in exchange rate at the time this call is made public) will be awarded per project.

II.1.4.1.1.2. The implementation of the aforementioned grants is to be performed within the respective timeframe of each grant modality. The eligibility criteria for each grant modality are described in item **II.1.4.1.1.5**. Other grant-related regulations shall abide by RN-009/2010. Funding support shall not outlast the implementation timeframe of the project.

II.1.4.1.1.3. Project grants shall not be used for the payment of provision of services, as that would constitute a breach of CNPq's grant-awarding purposes.

II.1.4.1.1.4. Once selected, the projects will be implemented with the assistance of project accelerators, which are responsible for both coordinating and managing each project before CNPq's departments and officials. Additionally, the said accelerators are expected to appoint project fellows as soon as the Program Grant Agreement is signed between project Coordinator and CNPq.

II.1.4.1.1.5. – Table of grant levels and monthly allowance amounts awarded under the *Start-Up Brasil Program* (ref. February, 2013).

Minimum Requirements	Modalities/ Levels	Monthly Allowance (BRL)
Professionals in any field of knowledge who have earned a Ph.D., master's or bachelor's degree or professionals with technical expertise, who have a minimum proven professional experience of 2, 6, 10 and 12 years, respectively, in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.	DTC-A	8,000.00
Professionals in any field of knowledge who have earned a Ph.D., master's or bachelor's degree or professionals with technical expertise, who have a minimum proven professional experience of 1, 4, 8 and 10 years, respectively, in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.	DTC-B	6,000.00
Professionals in any field of knowledge who have earned a master's or bachelor's degree or professionals with technical expertise, who have a minimum proven professional experience of 2, 6, and 8 years, respectively, in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.	DTC-C	4,500.00
Professionals in any field of knowledge who have earned a master's or bachelor's degree or professionals with technical expertise, who have a minimum proven professional experience of 1, 4, and 6 years, respectively, in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.	DTC-D	3,500.00
Professionals in any field of knowledge who have earned a	DTC-E	3,000.00

bachelor´s degree or professionals with technical expertise, who have a minimum proven professional experience of 2, and 4 years, respectively, in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.		
Professionals in any field of knowledge who graduated recently (up to 1 year) or individuals with technical expertise who have a minimum proven professional experience of 2 years in software development and information technology systems or experience in activities associated with the innovation process outlined in the project submitted to CNPq.	DTC-F	2,500.00

II.1.4.2. OTHER EXPENDITURES

II.1.4.2.1. –All other expenditures are a responsibility of both the applicant and the respective partner Accelerator. In conformity with the terms and conditions established in selection process made public by Notice MCTI/SEPIN/Startup Brasil 01/2012, each applicant and their respective Project Accelerator Institution (a duly qualified accelerator authorized to participate in the Program) shall be held liable or responsible for additional expenses with the aim of matching the funds allocated by Brazilian government in the present initiative.

II.1.5. IMPLEMENTATION TIMEFRAME OF THE SELECTED PROJECTS

Proposals selected under the terms and conditions established in this Call shall indicate a maximum implementation timeframe of 12 (twelve) months for their projects, with effect from the proposal execution date. Exceptionally, and upon submission of a formal justification and its subsequent ratification by SEPIN/MCTI, Apex-Brasil and CNPq, the implementation timeframe of a project may be extended for an additional 6 (six) months, with no funding adjustment.

II.2. ELIGIBILITY CRITERIA

The eligibility criteria listed below require mandatory compliance. It is indispensable that applicants meet all of them in order to have their proposal duly assessed, classified accordingly and adjudged. Should applicants either fail to provide or provide insufficient information regarding any of the aforementioned criteria, their proposals may be disqualified.

II.2.1. REGARDING THE APPLICANT AND THE SUPPORT TEAM:

II.2.1.1 – It is mandatory that the applicant responsible for the project proposal complies with the provisions listed below:

A) Upon proposal submission, the applicant commits to observe, during the implementation phase of the project, all the qualification and trustworthiness requirements necessary for the due completion of their undertaking by keeping all their personal and professional records updated at the competent authorities.

B) The technical team may be formed by researchers, students and experts. Other professionals may be accepted in the team to perform the roles of entrepreneurs or contributors.

C) To be eligible to participate in the project's team, interested individuals are required to sign an official consent letter, which shall be kept in custody of the Applicant and of the Project Coordinator (Accelerator).

D) Only non-resident aliens are eligible to submit projects in response to this Call.

II.2.2. THE PROPOSAL:

II.2.2.1 – The project must be clearly identified as a scientific, technological and innovation-oriented research.

II.2.2.2 – Proposals must be submitted in the form of a project for technological development and innovation. To qualify for further assessment by the Judging Committee, it is mandatory that the project addresses the items listed below. Please note that failure to meet this requirement will result in the disqualification of the proposal. The items are as follows:

a) Identification of the proposal;

b) Description of the product or service to be developed;

c) Team;

d) Business Model covering the following points:

1. Customer;
2. Business value proposition, that is, the product contribution to the market;
3. Delivery channels, that is, how the product or service will either be purchased or rendered;
4. Customer relations, that is, how customer relates to the developed solution;
5. Key activities;
6. Key resources, including resources of financial, human and material nature, etc.;
7. Key partners;
8. Main costs;
9. Revenue sources.
10. Description of the current stage of development of the project (project concept, prototype, commercial-scale production, etc.).
11. Applicants must indicate, in order of preference, the accelerators with whom they are interested in associating their project. The available startup accelerators are listed in the Program's platform at <http://startupbase.net/arena/startup-brasil>.

II.2.2.3 It is strongly recommended that applicants follow all the steps listed above in the given order.

II.2.3 THE INSTITUTION RESPONSIBLE FOR IMPLEMENTING THE PROJECT – THE ACCELERATOR:

II.2.3.1. The institution responsible for implementing the project, that is, the startup Accelerator that had been freely chosen by the applicant to leverage their business, will be regarded by CNPq as the Project Coordinating Body. An individual appointed by the Accelerator will act as Project Coordinator and will be responsible for handling any matters related to the Project before CNPq. Applicants will be required to prove their connection with the Accelerator in order to receive grant support.

II.2.3.2. The Accelerator responsible for implementing the project shall be established under Brazilian law and shall set up its headquarters and constitute its administrative body in Brazil.

II.2.3.3. Once technical, economic, financial, and market feasibility of the project has been demonstrated, applicant and the Accelerator shall jointly establish a company in Brazil with the aim of ratifying their commitment with the objectives set forth in the *Start-Up Brasil Program*.

II.3 – SELECTION CRITERIA

II.3.1 - The criteria listed below shall be used to rank the proposals regarding their technical and scientific merits and their budgetary feasibility:

Judging and Selection Criteria		Criteria	Weight	Score
A	SOLUTION Appraisal of the business solution (product or service) presented in the proposal	<ul style="list-style-type: none"> • Degree of innovation • Technical consistency • Development stage of the product/service • Effectiveness/efficiency in solving proposed problem. 	3	0.00 to 10.00
B	Team Appraisal of the team of entrepreneurs	<ul style="list-style-type: none"> • Curriculum vitae of the participating entrepreneurs, listing their academic and professional achievements • Team built up based on complementary skills • Time devoted by entrepreneurs to startup operation • Knowledge / expertise in business management • Knowledge / expertise in technology and the technological aspects of proposed solution 	2	0.00 to 10.00

		<ul style="list-style-type: none"> Knowledge / expertise of the market or business segment 		
C	<p>BUSINESS MODEL Quality and consistency of the proposed model</p>	<ul style="list-style-type: none"> Scale: possibility to replicate the solution and produce/manufacture it in commercial scale Clarity of the value proposition designed for the product/service and of the target-customer segments Clarity of the commercialization and distribution channels for product or service Target-market's size, relevance, business attractiveness and entry barriers (including regulatory constraints, business competitors, etc.) Competitive advantages vis-à-vis similar solutions 	4	0.00 to 10.00
D	<p>TWO-WAY COMMITMENT Conformity with the objectives of both <i>Start-Up Brasil</i> and <i>TI Maior Programs</i></p>	<ul style="list-style-type: none"> Entrepreneurial drive Social, economic and environmental impact potential Conformity with the digital ecosystems used in the <i>IT Maior Program</i> 	1	0.00 to 10.00

II.3.2. Numerical scores will be calculated up to two decimal places.

II.3.3. The weighted average score assigned to each item will result in the final ranking score for each project.

II.3.4. In the event of a tie, projects assigned with a higher score in item C (listed above) will be in advantage; should the tie persist, the scores assigned to items A, B and D, in that given order, will be used as tie-breaking criteria.

II.7 – This Call is associated with the *Start-Up Brasil Program*, for which further information is available at: <http://startupbrasil.mcti.gov.br>.

II.8 – For further information on this call, please contact Apex-Brasil at: apexbrasil@apexbrasil.com.br