Call for Proposals - Apex-Brasil/MCTI/SEPIN No 01/2014
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** and annex **III PROPOSAL TEMPLATE**, which both constitute 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 or Brazilians legally residing abroad for at least three (3) years..

This Call aims at supporting Research, Development and Innovation (R,D&I) projects, designed by non-resident aliens or Brazilians legally residing abroad for at least three (3) years whose business proposals encompass the development of software, hardware or the rendering of information technology services.

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 Research, Development and Innovation grants.

Proposals shall meet all terms and conditions set forth in annexes **II – TERMS AND CONDITIONS** and **III PROPOSAL TEMPLATE,** which are both an essential part of this Call and determine 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 as per instructions on annex **III PROPOSAL TEMPLATE** which must be 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 via e-mail, 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** 4 **III PROPOSAL TEMPLATE**, 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 2Mb (two megabyte). If pictures, graphics, etc, are needed to enforce proposal's argument, they must not compromise file's capacity of up to 2Mb (two 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. Should the same applicant submit the same proposal twice, the first proposal will be disqualified and the last proposal shall be accepted as long as it is in compliance with all requirements set forth in the present Call for Proposals. Any other proposals submitted by same applicant should be disqualified.

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;
b) whose project team includes any individual or their respective spouse or partner engaged in judicial or administrative dispute with them; or
c) that present any other conflict of interest on the part of the Judging Committee Member.

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 preemption.

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 01/2014
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 or Brazilians legally residing abroad for at least three (3) years,** with potential to significantly add to the economic and technological development of Brazil and which develop and/or make use of software, hardware 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 *Start-Up Brasil Program* and of Apex-Brasil.	May 28th 2014
1st round	
Deadline for submission of proposals.	July 14th 2014
The results are published on the websites of the *Start-Up Brasil Program* and of Apex-Brasil.	September 1st onwards
An agreement between startup and accelerator is negotiated and signed and agreement is submitted to Start-Up Brasil Program Management Team	Within 60 days from result publication
A "PROGRAM GRANT AGREEMENT" is signed between CNPq and the institution responsible for implementing the project	September 2nd 2014

	onwards
2nd round	
Submission of proposals start for 2nd round	September 15th 2014
Deadline for submission of proposals	October 24th 2014
The results are published on the websites of the *Start-Up Brasil Program* and of Apex-Brasil.	November 17th 2014 onward
An agreement between startup and accelerator is negotiated and signed and agreement is submitted to Start-Up Brasil Programa Management Team.	Within 60 days from result publication
A "PROGRAM GRANT AGREEMENT" is signed between CNPq and the institution responsible for implementing the project.	November 18th 2014 onwards

II.1.3. FUNDING SOURCES

II.1.3.1 – The selected proposals will receive up to an estimated total funding of BRL 5,000,000.00 (five million *reais*) from the budget of the National Scientific and Technological Development Fund (FNDCT)/Sector Funds), out of which BRL 2,500,000.00 (two million and five hundred thousand *reais*) is to be allocated in 2014 and BRL 2,5000,000.00 (two million and five hundred *reais*) in 2015. 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. DTC[1] 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 90,000.00 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	DTC-C	4,500.00

[1] Industrial and Technological Development Grant for Communication and Information Technology (FNDTC – National Fund for the Scientific and Technology Development).

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.		
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 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.	DTC-E	3,000.00
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 01/2014, 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.1.5.1. Implementation of selected projects will only begin once agreement between startup and the institution responsible for implementing the project (Accelerator) has been signed for the purposes of participating in Start-Up Brasil Program. Startup and Accelerator have a maximum of sixty (60) calendar days to conclude the agreement which must be submitted to Start-Up Brasil Program Management. Should startup fail to present an agreement with an Accelerator accredited by the Program within the required timeframe, startup will automatically be disqualified from participating in the Start-Up Brasil Program."

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 Accelerator.

D) Only non-resident aliens and Brazilians legally living abroad for at least three (3) years are eligible to submit projects in response to this Call.

E) For the purpose of the application, before the signing of the agreement with the Accelerator, the coordinator of the project is the person who submits the proposal under his or her name. The coordinator must be formally attached to the startup and must remain in Brazil for the duration of the acceleration process. Legal attachment must be easily proved and in case coordinator is not a partner or employee of the startup, a formal document must be presented in which startup concedes the coordinator with powers to develop the project on its behalf in Brazil.

F) Team members for the project on the receiving end of grants by CNPq may travel outside of Brazil during acceleration phase so long as CNPq is informed and the travel period does not exceed two (2) weeks.

G) Project Coordinator shall not nominate for grants spouses, partners or relatives (either by blood of by affinity) to the third-degree.

H) Startups which have been supported by or accelerated through Start-Up Brasil Program cannot apply to this Call for Proposals. Also, startups which have a signed contract with one of the accelerators accredited by Call MCTI/SEPIN/Start-Up Brasil 01/2013 cannot apply to the present Call for Proposals.

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 is submitted with all requirements described on annex **III PROPOSAL TEMPLATE**. Please note that failure to meet such requirement will result in the disqualification of the proposal on technical assessment and prior to assessment by Judging Committee.

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

II.2.3.1. Once the agreement is signed between applicant and Accelerator, the institution responsible for implementing the project 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.2.3.4. The Accelerator, as the institution responsible for implementing the project, will inform CNPq of team members to receive grants upon signature of PROGRAM GRANT AGREEMENT.

II.2.3.5. Start-Up Brasil Program will monitor project development for the duration of the acceleration process. Startups participating in the program must supply all required information for the purposes of program management in five (5) business days.

II.2.3.6. Startups selected for the program must display on their website a logo for both Start-Up Brasil Program and CNPq as official program members.

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	• Degree of innovation • Technical consistency • Development stage of the product/service • Effectiveness/efficiency in	2,5	0.00 to 10.00

	proposal	solving proposed problem.		
B	**Team** Appraisal of the team of entrepreneurs	• Resumé 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 • Knowledge / expertise of the market or business segment	2,5	0.00 to 10.00
C	**BUSINESS MODEL** Quality and consistency of the proposed model	• 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	3,0	0.00 to 10.00
D	**TWO-WAY COMMITMENT** Conformity with the objectives of both *Start-Up Brasil* and *TI Maior Programs*	• Entrepreneurial drive • Social, economic and environmental impact potential • Aligned with Accelerators accredited as per MCTI/SEPIN/Start-Up Brasil 01/2013;	2,0	0.00 to 10.00

		• Conformity with the digital ecosystems used in the *IT Maior Program;*		

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

Call for Proposals Apex-Brasil/MCTI/SEPIN Nº 01/2014
Start-Up Brasil Program

III – PROPOSAL TEMPLATE

All proposals must be submitted in English with the following information:

1. PROPOSAL IDENTIFICATION

A. PROJECT TITLE.

Name of the Project

B. PROJECT OVERVIEW

Brief overview of the Project (what it is, startup behind it and information on the Project coordinator.)

C. PROJECT COORDINATOR FULL NAME AND CONTACT INFORMATION

D. PROJECT COORDINATOR'S ATTACHMENT TO STARTUP

2. PROJECT DESCRIPTION OR SOLUTION (PRODUCT OR SERVICE)

In this section applicant should present information on the solution (product or service) to be developed in order to allow for the proper assessment by Judging Committee in accordance to criteria set on II.3.1. a) of this Call for Proposals: ● Degree of innovation ● Technical consistency

- Development stage of the product/service
- Effectiveness/efficiency in solving proposed problem.

We must reinforce that Start-Up Brasil Program is a program aiming at supporting scientific, technological and innovation projects which contribute to the country's economical and technological development and one using software, hardware and IT services as part of the solution.

A. PROJECT DESCRIPTION (SOLUTION, PRODUCT OR SERVICE)

B. DEGREE OF INNOVATION

Please describe degree of innovation for solution / product / service to be developed.

3. PROJECT TEAM

In this section applicant should present information on Project Team members so as to allow for the proper assessment by Judging Committee regarding the criteria set on II.3.1 b) of the present Call for Proposals:

- Résumé 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
- Knowledge / expertise of the market or business segment;

Project Coordinator must provide information on team members who will participate in the acceleration process.

A. TEAM MEMBERS PROFILE

For each team member please provide the information as follows:

Full Name	
E-mail	

Phone Number	
Academic Background	
Professional Experience	
Role in the Project	
Dedication to Project (Hours/per week)	

B. TEAM COMPLEMENTARY SKILLS

Applicants are welcomed to describe how each member contribute to add value to the project.

C. TEAM / TEAM MEMBERS KNOWLEDGE OR EXPERIENCE IN MARKET

4. BUSINESS MODEL

In this section applicant must present the project's business model necessarily encompassing the following items in the following order:

1. Customer segment, including information on the relevance of the problem identified and the size of the target market;
2. Value proposition, or the product's contribution to clients;
3. Delivery channels, the way the product or service will be used or consumed;
4. Customer Relationship, the way the solution manages relationship with customer segment;
5. Key Activities;
6. Key Resources, financial, human and material, etc;
7. Key Partners;
8. Main Costs; and
9. Revenue Streams.

Applicant must present appropriate information so as to allow for the proper assessment by Judging Committee regarding the criteria for Business Model as set on II.3.1 c) of the present Call for Proposals:

- 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

We recommend you include a (Business Model Canvas) for your project.

A. MAIN TARGET AUDIENCE

☐ **Companies - B2B**
☐ **Consumers - B2C**
☐ **Companies and Consumers - B2B2C**

5. STAGE OF DEVELOPMENT

Applicant must present information on solution (product or service) stage of development.

A. STAGE OF DEVELOPMENT

☐ **Concept**
☐ **Developing Functional Prototype**
☐ **Finished Functional Prototype**
☐ **Finished Product**
☐ **Finished product with revenue**

B. BRIEF DESCRIPTION OF DEVELOPMENT STAGE

Applicant must present a brief description of the solution / project stage of development, including information on testing, pilot project, number of users, clients and other information applicant deems relevant.

C. STARTUP REVENUE FOR THE LAST 12 MONTHS:

D. ARE THERE POTENTIAL CLIENTS OR USERS TESTING THE SOLUTION?

☐ **YES**
☐ **NO**

6. ACCELERATORS

Applicants must indicate a maximum of six (6), in order of preference, accelerators with whom they are interested in associating their project. The accelerators were accredited for the Start-Up Brasil Program through Edital MCTI/SEPIN/Start-Up Brasil no 01/2014 and are listed in the Application Program´s platform at http://startupbase.net/arena/startup-brasil.

Further information on each of the accredited accelerator is available on Start-Up Brasil Program's website at: http://startupbrasil.mcti.gov.br/, including location, specialization, areas of interest and equity desired.

A. LIST ACCELERATORS IN ORDER OF PREFERENCE

1.
2.
3.
4.
5.
6.