



2019 MIT Global Startup Workshop

Grand Challenge (GC) Competition
May 28, 2019
Bogotá, Colombia

Official Rules, Requirements, and Judging Criteria

Table of Contents	Page
Important Dates & Deadlines	2
Grand Challenge (GC) Application Instructions	2
GC Eligibility Requirements	3
GC Format	4
GC Judging Criteria	5

Important Dates and Deadlines

All dates subject to change.

Friday, March 1st, 2019	Online application to the Grand Challenge opens
Thursday, April 4th, 2019	Ideation workshop for interested applicants (will be offered online for those who cannot travel to Bogotá)
Sunday, April 7th, 2019 <i>at 11:59PM COT</i>	Deadline to submit application for the Grand Challenge
Monday, April 15th, 2019 <i>via email</i>	Semifinalists announced
Wednesday, April 17th, 2019 <i>at 11:59PM COT</i>	Deadline for invited semifinalists to confirm continued participation
April 17th – May 10th, 2019	For semifinalists, mandatory: <ul style="list-style-type: none">• virtual mentoring session• participation in an “Effective Communications” Workshop (will be offered online for those who cannot travel to Bogotá)
Friday, May 10th, 2019 <i>via email</i>	Deadline to submit semifinal application for the Grand Challenge
Tuesday, May 14th, 2019 <i>via email</i>	Finalists announced
Monday, May 27th, 2019	Mandatory mentoring session at conference for finalists
Tuesday, May 28th, 2019 <i>at 11:00AM COT</i>	2019 Grand Challenge Competition: up to 8 finalists compete for the opportunity to win prize money

Application Instructions

The 2019 GSW Grand Challenge theme is “***Cultivating connections to promote Colombia’s development & shared prosperity***”. To foster connectivity in Colombia, we invite applicants to propose a solution that can overcome challenges limiting connectivity between geographically separate locations in the country.

Submit your competition application online on the **Competitions > Grand Challenge** page on the MIT GSW Website: gsw.mit.edu/. The application asks you to describe the problem you are solving (and how it ties to the GC theme); your proposed solution, potential customers, and prior experiences; and a 2 minute video introducing your solution. The application must be submitted by **11:59pm COT on Sunday, April 7th, 2019**.

In addition, each member of the team **MUST** fill out a registration application to be able to attend the conference. The online conference registration form is available in both [English](#) and [Spanish](#).

Applicants invited to the semifinalist round will be notified via email on Monday, April 15th, 2019. **Confirmation or withdrawal:** semifinalists will be given until **11:59PM COT on Wednesday, April 17th, 2019** to confirm their participation. Semifinalists that do not confirm by this time will forfeit their invite and the invitation will be extended to another applicant.

The semifinalist application will require submission of a 5 minute (i.e. 5-8 slide) PowerPoint deck.

Note:

- *Applications can be written in English or Spanish, and will not be judged differently based on the language used.*
- *Semifinalists will be guaranteed entry into the conference (up to two tickets), but **MUST** still register online for the conference separately.*

Eligibility Requirements

Teams must meet all the following requirements to be eligible to compete in the GC.

- **Applicant Eligibility:** Anyone from any discipline and from any organization, including colleges and universities, government laboratories, research institutions, non-profit organizations, and for-profit companies.
- **Ideation Stage:** Eligible entries must be early in the idea development phase.
- **Prior Funding Limitations:** All eligible teams must not have yet begun seeking capital.
- **Market Requirements:** The product/service that the applicant is proposing must be geared towards and based in Colombia and/or Latin America to be eligible to compete.
- **Venture Limitations:** Generally, the following types of ideas will not be eligible to apply: existing ideas within existing corporations, spinouts from existing corporations, franchises, and licensing agreements for distribution in a different geographical area.

- **Team Composition:** A single individual or a team can submit an application to the Grand Challenge. If part of a team, only one team member is required to submit the online competition application.
- **Team Presentation:** at least one individual must attend the final GC competition and be involved in the Q&A (maximum of two team members allowed to present). All attending team members will need to complete the online conference registration process.
- **Pre-Conference Mentorship:**
 - All semifinalist applicants are required to meet virtually with their assigned mentor once prior to the submission of their semifinal round materials to advance to the final round at GSW 2019.
 - All semifinalist applicants are required to attend an Effective Communications workshop (to be scheduled).
- **At-Conference Mentorship:** All finalist teams will meet in person for 60 minutes with 1-3 mentors during the first day of the conference to practice and finalize their decks and pitches.
- **Availability:** All finalists must be at the conference to register the morning of Monday, May 27th, 2019.
- **Disclaimer:** The Global Startup Workshop GC selection committee reserves the right to include or exclude any applicants for any reasons.
- **Disclosure:** Applicants agree that materials shared with GSW in applications and for conference presentations can be shared publicly in photographs, example files for future years, and social media.

Format

The GSW Grand Challenge Competition will be held on Tuesday, May 28th, 2019 at 11:00AM COT with up to 8 finalists competing.

- **Pre-Application Ideation Workshop (April 4th):** Interested applicants can attend an ideation workshop to be held in Bogotá (will be offered online for those who cannot travel to Bogotá).
- **First round application (due April 7th at 11:59PM COT):** Successful applicants progress to the semifinalist round. Semifinalists are announced via email on April 15th. All semifinalist teams will receive up to two tickets to attend the conference.
- **Pre-Conference Mentorship (April 17th – May 10th):**

- Each semifinalist is assigned a mentor with prior experience as an entrepreneur or in an entrepreneurship related role (e.g. venture capital) to give feedback on their application. Each semifinalist is required to virtually meet once with their mentor.
- All semifinalists are required to attend an Effective Communications workshop (to be scheduled). Materials will be available online for those who cannot travel to Bogotá during these dates.
- **Semifinal round application (due May 10th at 11:59PM COT):** Semifinalist teams submit an application prior to the conference for selection to the final round. Finalists are announced via email on May 14th.
- **At-Conference Mentorship (May 27th):** All finalists will meet in person for 60 minutes with a mentor during the first day of the conference. This is an opportunity for teams to walk through their presentation, field questions, and receive feedback on the presentation.
- **Grand Challenge Competition final round (May 28th at 11:00AM COT):** Each of the finalists will be given 10 minutes onstage with 5 minutes to pitch and 5 minutes for questions from judges.

Finalists will be judged on a variety of factors by the judges (see details below) and the winners will be announced during the conference's closing gala.

- **Post-Conference Incubation/Acceleration:** GSW will organize and implement local workshops following the conference for finalists to continue developing their products, and winners receive additional access to incubators/programs.

Judging Criteria

Judges' assessment and decisions are based on (but not limited to) the following factors:

- **Problem Statement:** clarity of problem definition and alignment with the GC theme, scale of the problem in society, and relevance to Colombia and/or the Latin America region
- **Solution:** clarity of the solution presented, its projected disruptive impact, and its feasibility
- **Team:** relevance of skills and experience