



She Loves Tech India 2019 - The National Grand Challenge

Guidelines

Introduction

Kerala Startup Mission (KSUM) is the nodal government organization for promoting the startups in the state of Kerala. Our State possesses a unique model of connecting academics, industries, R&D institutions and startups, apart from other Startup Ecosystems in the country. Government of Kerala initiated the startup movement through Kerala Startup Mission by forging and implementing forward-looking policies for creating a vibrant start up ecosystem in the state primarily to foster the growth of innovation led technology entrepreneurship.

KSUM plays a pivotal role in development, orchestrating every piece of a vibrant Startup ecosystem. The Ecosystem is prioritized in such a way that it caters technologies to create developmental interventions for community. Creating a DIY culture at schools stimulates grass root level impact, which further on gets handheld by Mini FAB labs and IEDCs at colleges thereby resulting in having passion to create entrepreneurs and innovators who adapt with latest technologies and unicorns at home.

She Loves Tech is a global platform committed to building an ecosystem for technology, entrepreneurship and innovation that creates opportunities for women which house the world's largest tech startup competition focused on women-led or women-impact businesses.

The She Loves Tech Global Startup Competition is designed to give the world's most promising women tech entrepreneurs and women impact startups a unique opportunity to showcase their businesses to a global audience of investors and influencers. The annual competition series kicks off with mentorship sessions and pitch rounds globally before culminating in a boot camp, global finals and international conference.

The global finals this year will be held in Beijing, China, one of the thriving tech and innovation hub, which we believe that startups from all over the world can benefit from.

The competition and conference will gather the best technology brands, leaders, entrepreneurs and investors, providing startups with a wide program of investment, mentorship, and networking opportunities as well as intensive global media exposure.

Format

The National Grand Challenge (preliminary round) will be held in the Integrated Startup Complex (ISC) in Cochin, Kerala, with the winner entering the global finals in Beijing, China.

Registration - The registration time period for startups will be from 16th April 2019 – 15th June 2019. The Startup applications will undergo a screening process and 20 startups will be shortlisted 10 startups for Final Pitching on The National Grand Challenge & Mentoring Session and 10 startups for Mentoring Session only.

9th July 2019 – Mentorship Round – This round mainly focus on helping the startups polish their pitch decks and prepare for their pitches. The registered startups will undergo a screening process and 20 startups will be shortlisted for the mentorship round organized by Kerala Startup Mission.

17th July 2019 - Investor Café - Investor café is KSUM-branded monthly funding opportunity for startups looking for funds to connect with investors and get funded through Kerala Startup Mission. The shortlisted 20 startups for the mentoring round can get funded from 10 investors and have one-to-one interactive sessions with them.

18th July 2019 – The National Grand Challenge – From the shortlisted 20 startups, the best 10 startups will get an opportunity to pitch in the National Grand Challenge. The National Grant Challenge winner (One startup) will have the opportunity to pitch for the Global Event in Beijing, China, attend Boot camp and will have access to the International Conference. The Startup will have 5 minutes to pitch on stage and 3 minutes for Q&A.

3-6 September 2019 – The Bootcamp @ Beijing

7th September 2019 – She Loves Tech Global Challenge – The global finals of the She Loves Tech 2019 Global Startup Competition will be held during the She Loves Tech 2019 International Conference happening on September 2019 in Beijing, China. Each finalist will have 5 minutes to pitch on stage and 3 minutes for Q&A.

How to Join She Loves Tech 2019 Global Startup Competition

To be eligible for the competition, startups must meet the following requirements:

Stage

Startups seeking seed, angel or Series A round funding (under US\$5M) with at least a minimum viable product (past conceptual stage).

Focus

- i. Any entrepreneur – male or female – who is using technology to impact women positively:
 - a. Are a significant proportion of end-users or consumers female?
 - b. Are products specifically designed with women users in mind?
 - c. Does the product itself address a problem that disproportionately affects women?

OR

- ii. At least one female entrepreneur in founding team who is using technology to solve a problem

Technology

The use of science and innovation to invent useful things or to solve problems. This extends beyond digital, information or internet-based technology and covers everything from hardware to the creation of new product and solutions to existing problems.

To be part of the She Loves Tech 2019 Global Startup Competition, eligible applicants must submit all registrations **online**, in compliance with the competition's guidelines and according to the instructions set forth in the website. Participation in the She Loves Tech India 2019 Global Startup Competition constitutes the applicant/team's full and unconditional agreement to these guidelines and decisions of the organiser, which are final and binding in all matters related to the She Loves Tech India 2019 Global Startup Competition.

The She Loves Tech team along with a panel of industry experts will review all submitted entries and shortlist candidates who will be invited to pitch at the National Grand Challenge. We are looking at a range of criteria including market opportunity, traction, scalability and growth potential, innovation and creativity, calibre of founder and team, and last but not least, women impact.

Declaration Agreement

In registration for the She Loves Tech 2019 Global Startup Competition, each applicant agrees to:

- Ensure all submitted projects are the original work of the applicant/team and all information are true and accurate at penalty of immediate disqualification;
- Attend the event if selected, make a public presentation of their business plan at the National Grand Challenge, Cochin, Kerala and the global round, and participate in other organized events in relation to the overall program; and

- Follow all of the She Loves Tech 2019 Global Startup Competition guidelines and instructions of the Organiser, and accept the Organiser's decision
- She Loves Tech reserves the right to update or modify these guidelines at any time without prior notice. Please review this periodically, and especially before you submit an application. These guidelines were last updated on March 2019. Your submission of an application after any changes or revisions to these guidelines shall indicate your agreement with the terms of such revised guidelines.

No TA/DA will be provided to startups for attending the Mentoring session, Investor café or The National Grand Challenge

Intellectual Property

She Loves Tech may publish any and all information submitted by the applicant (including but not limited to all project materials and fields requested in the registration form that do not contain information of personal nature) at any time, in any media and for any reason, including without limitation, publishing project materials or the publication on any of its websites or any social networking website, or in any advertising or promotional campaign.

The applicant hereby grants a non-exclusive, royalty-free, irrevocable, for the maximum period of validity in each territory, transferable, worldwide license to the organiser to use the applicant's project, logo, and contact information for any purpose, including without limitation for advertising and promotion of organiser's activities.

Privacy

The organiser will not share the specific contents of your application, other than for the purpose of evaluating your application. When we share your application for such evaluation purposes, we will use reasonable efforts to ensure that those evaluators (whether within or outside of She Loves Tech) agree to treat your application confidentially.

We may use your application, and all information or materials included in your application, for any She Loves Tech-related purpose. This includes, without limitation:

- Compiling and publishing aggregated statistics regarding technology, companies, founders, investors, etc.

- Tracking applicants, founders, investments, companies and application trends

Due to the large number of applications and related materials that we receive and review, and the similarity of much of the information provided in such applications, we cannot accept responsibility for protecting against misuse or disclosure of any general information, knowledge or other materials (including without limitation any information generally known in your industry) included in or provided with your application. Any such general information or knowledge in applications or related materials you submit to She Loves Tech may be used or disclosed by us or any person with whom we share your application for any purpose and in any manner.