

Desafío Intel

2014



Agenda



- Application Process
- Requirements
- Judging Criteria
- Prizes
- Outreach



Application Process



ROUND 1

Online application

Deadline
April 14th

May 12th

10 Semifinalist in each country announced

ROUND 2

Regional Pitch events in each country

May 19 –
June 4

June 6th

Finalist team in each country announced

ROUND 3

YouNoodle Camp & Demo Day

July 7 – 25

July 25th

Top 5 winning teams announced



Intel Global Challenge
at UC Berkeley

October 2014



Target Numbers

1000
Applications
Received by
April 14th
(this means at least
100 from each
country*)

~70
SemiFinalists
(10 per
country) -
Selected by
Online judging

7 Finalists (1
per country*) -
Selected at
Regional Finals

5 Winners
chosen at
YouNoodle
Camp Demo
Day

*NOTE: The country with the most entries at the deadline wins 1 additional scholarship to the YouNoodle Camp



Categories



Internet, Mobile, and Software Computing

- A scalable business that leverages disruptive computing innovations including cloud computing, big data, high speed mobile connectivity, machine learning, artificial intelligence, mobile platforms, or advanced sensors.

Computing for Social Innovation

- A scalable business that leverages computing with positive financial returns, as well as a significant impact on systemic social challenges in sectors including agriculture, education, energy, financial services, the environment, health, life sciences, housing, or water.

Hardware and Computing

- A scalable business that leverages hardware including wireless, embedded, or perceptual computing. While the scope of technology innovation is restricted to computing technology, however the competition be open to all types, sources and brands of computing technology.



Eligibility



- Each startup team must include a **current student (bachelor, master, or PhD) or recent graduate (up to 4 years after bachelor's or master's graduation as of June 30, 2010 or point of entry) from an accredited university or college.** The student team member(s) must be actively participating in the development of and working on the business, and be available to present to the judges and answer questions.
- Startup teams are limited to receiving up to a **combined \$250,000 in funding** from debt and equity funding sources including, but not limited to, venture capital, angel investors, or private funding sources. Funding limitations exclude any grants received.
- When presenting the startup, at least one member of the team in attendance must be a founder or co-founder of the startup, be one of the two presenters during the judging round(s), and available to answer judges' questions regarding the business.
- The proposed venture must not have been in operation for more than **3 years**, with the start of the venture marked by first income or first patent, whichever occurred first.
- The startup must have a **working prototype by October 1st, 2014**
- The proposed venture may not be a wholly owned subsidiary of an existing entity (either for-profit or non-profit).
- All applications and submitted materials must be in **English**



Judging Criteria

Concept and Product: 25%

- Is the business opportunity as presented unique and innovative?

Market and Competitive Positioning: 25%

- Is the market large enough, reachable, and defensible? Are they differentiated from existing offerings?

Feasibility: 15%

- Is the product and technology presented feasible?

Team mix, qualification and experience: 35%

- Does the team demonstrate the ability to make this business a success?



Judge Panel Selection

- Diversity and Expertise
 - Entrepreneurs, Investors, Accelerators, Professors
 - Both younger and more senior
 - Computing/TIC knowledge
- Consider Silicon Valley readiness
 - Good English
 - Global market
 - Disruptive business models and innovation
- Judge Panel Training



Regional Prizes



Round 1: All Semifinalists will win:

- Opportunity to pitch to a panel of local judges
- Gain press exposure and valuable feedback from the panel of judges

Round 2: The top 7 Finalists teams will win:

- Mentorship from a US based mentor
- Press exposure for being selected as top teams in the country
- Travel, Accommodations and Scholarship to the YouNoodle Camp (<http://www.younoodlecamp.com/>) for July 2014
 - This will cover the cost of the program, a round trip flight and the hotel for **1 person**. All other costs such as food and local excursions will be covered by the participant.
- Opportunity to present at the Demo Day to possibly be one of the top 5 winners

BONUS: The country with the most entries at the April 14 deadline wins 1 additional scholarship to the YouNoodle Camp



YouNoodle Camp



July 7-25 in Silicon Valley

Networking
Events

Start-Up Visits

Panel
Discussions

Stanford
Professor
taught startup
courses

Silicon Valley Best
Practices

High Profile
Speakers





YouNoodle Camp Testimonies

**“The power of being part of this experience
has opened so many doors but above
all it has opened our minds”**

**-Melissa Cantú, Karma Shop
Mexico**



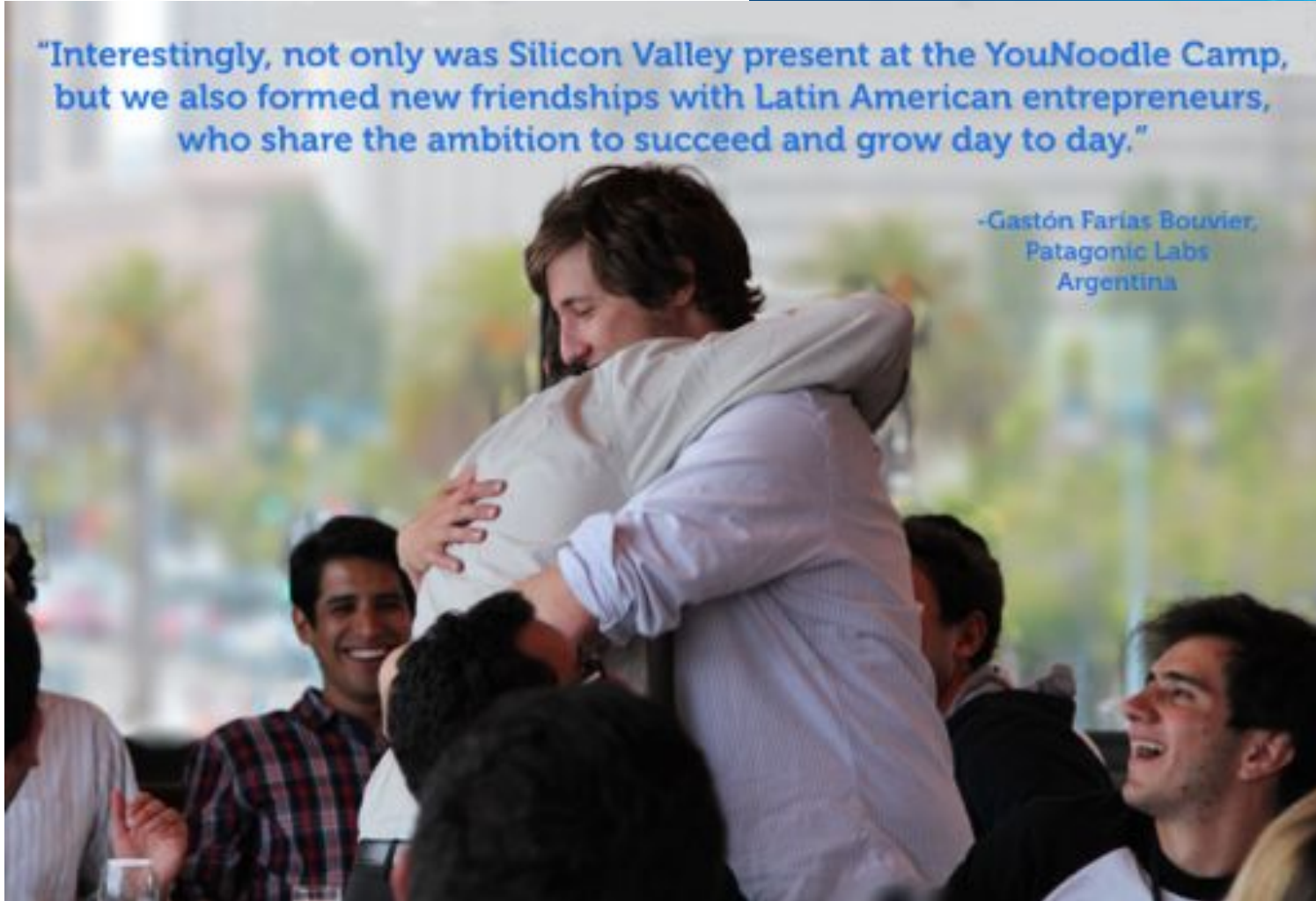


YouNoodle Camp Testimonies



"Interestingly, not only was Silicon Valley present at the YouNoodle Camp, but we also formed new friendships with Latin American entrepreneurs, who share the ambition to succeed and grow day to day."

-Gastón Farias Bouvier,
Patagonic Labs
Argentina





Prize Q&A

Q: How many spots does my country get at YouNoodle Camp?

A: Each country will have 1 Finalists, that will win scholarship to YouNoodle Camp. BUT the country with the most entries at the deadline will win 1 additional scholarship

Q: Can our country send additional teams to YouNoodle Camp?

A: Yes, but your team must cover the cost of the travel (~\$1000), accommodation (~\$2000) and tuition (\$5,800)

Q: If additional teams attend the Bootcamp can they compete at Demo Day?

A: Yes. The regional competition winners that attend the YouNoodle camp will be allowed to participate in the Demo Day and compete to be one of the 5 winners.



Prize for Top 5 Winners



A second trip to Silicon Valley for the Intel Global Challenge in October 2014

- 2 team members per startup will be invited, and all travel and accommodation will be covered, including \$100/day/person for local costs.

Opportunity compete for \$100,000 in prizes at the Intel Global Challenge:

- Grand Prize: \$50,000
- First prize in each category:
 - Internet, Mobile, and Software Computing: \$10,000
 - Computing for Social Innovation: \$10,000
 - Hardware and Computing: \$10,000
- Favorite all student team
- Social Media Challenge
- Audience Favorite

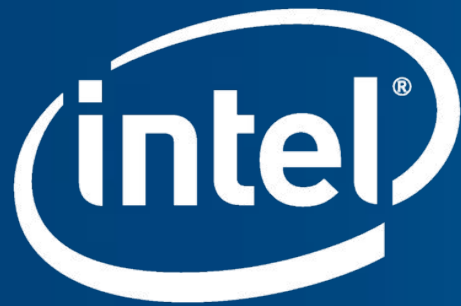


Outreach



- We will provide:
 - HTML Email Flyers
 - Email templates
 - PPT Overview of Program
 - Blog Post
- Promotion Ideas:
 - Host meetup with past year finalists
 - Share with alumni association (within 4 years)
 - Blog post on university blog
 - Share with student groups, engineering school, local incubators
 - What has worked for you in the past?
- Application Launch date **February 10, 2014**
- Applications deadline **April 14th**

Remember:
Country with most
entries gets 1
additional scholarship
for 2nd place country
winner!



Deadline April 14th



www.DesafioIntel.com