



## Introduction to the YABT & PepsiCo Eco-Challenge 2009 - 2010

The Talent and Innovation Competition of the Americas, **TIC Americas**, is an international business competition and accelerator for young entrepreneurs, organized and sponsored by the Young Americas Business Trust (YABT), a non-profit corporation supporting the work of the Organization of American States (OAS).

The **YABT & PepsiCo Eco-Challenge** is a category of awards within the **TIC Americas 2010 Competition**, dedicated specifically to water conservation.

The **YABT & PepsiCo Eco-Challenge** consists of preparing business / project plans and related materials as part of the TIC Americas process and submitting these according to the established timetable for two challenges and awards, as follows:

### **Eco-challenge 1: Creation of an educational videogame on water conservation**

The award includes: USD \$5,000 in cash for the winning Team, opportunity to compete for an internship with a company in the videogame production industry (Microsoft or RAPP), honorable mention and recognition for the selected projects at [www.pepsimundo.com](http://www.pepsimundo.com) and [www.ticamericas.net](http://www.ticamericas.net). PepsiCo and YABT will own, produce, and distribute the videogame.

### **Eco-Challenge 2: Development of a solution for safe drinking water**

The award includes: USD \$5,000 in cash for the winning Team, opportunity to implement the safe water solution sponsored by PepsiCo (dependant on feasibility, replicability and budget), honorable mention and recognition for the selected projects at [www.pepsimundo.com](http://www.pepsimundo.com) and [www.ticamericas.net](http://www.ticamericas.net). The Team will own the rights to implement the water solutions project.

Competitors for the **YABT & PepsiCo Eco-Challenge** will follow a series of rigorous steps in preparation of their project and be required to follow the Rules, Terms, and Conditions specifically designed for these challenges and awards by PepsiCo and YABT, which are explained in this document. Following are the Rules, Terms, and Conditions for each **YABT & PepsiCo Eco-Challenge**. Project plans will be used to determine the general and economic feasibility of the concepts, the logical process to be followed to meet YABT and PepsiCo Eco-Challenge objectives, and the likely success during implementation of the strategy proposed by the Team.

## Timetable for Eco-Challenge 1 and 2

Item	Starts	Deadline
<b>Registration:</b> Online through <a href="http://www.ticamericas.net">www.ticamericas.net</a>	November 16, 2009	March 1, 2010
<b>Project Concept:</b> Submit your concept idea when registering	November 16, 2009	March 1, 2010
<b>Draft Project Revision:</b> Teams are encouraged to start their Project Plans from the moment they register. Teams who submit a draft Project Plan by March 1 will receive feedback.	At registration	March 1, 2010
<b>Water Resource Center / Education Center:</b> Access online resources and courses	At registration	Ongoing – Open to all Teams
<b>Market Study:</b> develop a prototype, interview 5 customers, and elaborate a report that will be included in your Project Plan	At registration	April 1, 2010
<b>Project:</b> includes executive summary, market and financial feasibility, innovation, organizational structure, etc.	At registration	April 1, 2010
<b>Website:</b> develop your project website	At registration	April 1, 2010
<b>Promotional Video:</b> develop an advertisement video of 3 minutes or less to promote your idea.	At registration	April 1, 2010
<b>Evaluation:</b> international judges identified by YABT & PepsiCo will evaluate all registered Teams that completed the TIC Americas process. All Teams will receive feedback.	April 5, 2010	April 23, 2010
<b>Announcement of Finalists:</b> competitors advancing to the finals will be notified by e-mail. The list of finalists will be published on <a href="http://www.ticamericas.net">www.ticamericas.net</a> y <a href="http://www.pepsimundo.com">www.pepsimundo.com</a>	May 1, 2010	
<b>TIC Americas Finals 2010:</b> International Expo, Workshops, Networking Opportunities, Finals Evaluations, Awards Ceremony	June 3-4, 2010	

## Requirements to participate in Eco-Challenge 1 and 2

### 1. Team's eligibility:

- 1.1. All Team members must be citizens or legal residents of a country within Latin America and the Caribbean
- 1.2. All Team members must be between 13 and 36 years of age<sup>1</sup>
- 1.3. The Team must have at least 3 members and a maximum of 10 members
- 1.4. Language: Projects can be submitted during the on-line competition phase (November 16 – March 1) in either Spanish or English. The Finals events for TIC Americas 2010 will be conducted in English with no interpretation available; therefore at least one of the Team members must write and speak English.
- 1.5. A Team with multinational competitors will be considered to be from the country where the CEO is a citizen.

### 2. Project eligibility. The Teams must complete five (5) steps within the deadlines established (see timetable section for more information on specific dates):

- 2.1. Register your Team online at [www.ticamericas.net](http://www.ticamericas.net) before March 1<sup>st</sup>, 2010
- 2.2. Visit the Water Resource Center / Education Camp website ([www.ticamericas.net](http://www.ticamericas.net)) after registration and before submitting your Project Concept
- 2.3. Submit a Project Concept before March 1<sup>st</sup>, 2010
- 2.4. Conduct a market study and develop a Project Plan before April 1, 2010
- 2.5. Submit a promotional video of your project before April 1, 2010

### 3. Acceptance of terms, before registration you must read this document in its totality to understand the rules, terms and conditions of the **YABT & PepsiCo Eco-Challenge**. In order to register and participate in either Eco-Challenge 1 or 2 you must agree to comply with the rules, terms and conditions by choosing the "I AGREE" option in the registration form.

## Competition Phases for Eco-Challenge 1 and 2

TIC Americas has two phases, **online Semi-Finals** and **on-site Finals**, which apply to Eco-Challenge 1 and 2

1. Online Semi-Finals competitors complete their Project Concept, Project Plan – including a market study, a website, and promotional video. A Water Resource Center / Education Camp website makes available resources to competitors in training, mentorship, and other online information.
2. On-site Finals competitors make their "pitch" for a TIC Americas award in person and have the opportunity to showcase and advertise their product in an international expo and conference events prior to the XL OAS General Assembly in Peru.

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<sup>1</sup> Please note that the 36 years old age limit is due to the nature of the competition, which is directed to encourage youth entrepreneurship. Team members must be up to 36 years old at the moment of registration.

**1. On-line Semi-Finals Competition (November 16 – April 1, 2010)**

- Semi-finalists will be all competitors that register before March 1, 2010, go through the complete competition process and submit a complete Project Plan by April 1, 2010
- Between April 5 and April 23, 2010 the judges will evaluate all complete eligible Projects and notify YABT and PepsiCo of the scores through YABT's online platform.
- Based on these scores, YABT and PepsiCo will select the best Projects to participate in the Finals on-site. YABT and PepsiCo will determine the number of Teams who qualify for the Finals.
- A certificate from YABT/OAS/ PepsiCo will be presented to the selected Finalists as “**YABT & PepsiCo Eco-Challenge** Finalist” for each registered Team member.

**2. Finals in Peru (June 3-4, 2010)**

- YABT and PepsiCo will notify the international community of the Teams that were selected to be part of the on-site Finals competition in Peru through its websites [www.ticamericas.net](http://www.ticamericas.net), [www.ybiz.net](http://www.ybiz.net) and [www.pepsimundo.com](http://www.pepsimundo.com)
- YABT and PepsiCo will sponsor travel and accommodation of one member of each selected Team from OAS Member States to attend the TIC Americas Finals event to be held in Peru in June 2010.
- Other members of the Finalist Team should look for additional support to attend the event in Peru if they wish to do so. However only 2 members per team can make the live presentation during the judging session at the Finals in Peru.
- Finalists' Teams must bring copies of their Project Plan in English. The live presentation must be in English.
- The Team member(s) selected to make the presentation to the Finals Judges should be able to present and answer questions in English so as to clearly explain the project.

## About the Teams, Mentors and Judges for Eco-Challenge 1 and 2

**1. Teams**

- Teams must include a minimum of three members, including:
  - Chief Executive Officer.
  - Chief Financial Officer.
  - Chief Technical Officer.
- A Team may only register up to ten members, not including mentors.
- It is recommended for each Team to work with mentors; however, each Team is responsible for finding its own mentor(s).
- Each Team may designate up to two members to present in the TIC Americas Finals evaluation committee. No other Team members or mentors will be allowed to be in the room during the presentation / evaluation session.
- At least one member of the Team should be able to communicate adequately in English for the live presentation in the Finals.
- Since much of the competition and communication is through the Internet, the Team should have adequate access to the Internet to enable its full participation.
- A Team with multinational competitors will be considered to be from the country where the CEO is a citizen.

## 2. Mentors

- All Teams have the option of working with one or more mentors and there is no restriction regarding age, experience, or education of the mentors.
- Mentors will participate on a voluntary basis and will not be paid by the Team or by YABT, TIC Americas, or PepsiCo.
- Mentors can aid Team members during the project preparation by answering questions, providing industry and technical experience, helping with organizational strategies, editing Project Plans, evaluating Team presentations, and facilitating the networks necessary for long-term success of the project.
- YABT Staff, National Chapters Officials, Board of Directors, PepsiCo staff, sponsors, as well as their immediate family members, are not eligible to participate as members of a competitor Team or as a mentor.

## 3. Judges

- Judges from across the Americas will participate in TIC Americas Semi-Finals and Finals Judging Teams. YABT and PepsiCo may appoint judges as required at its own discretion.
- Judges will be experienced, bilingual professionals (English and Spanish speakers) whose skill sets make them amply qualified to carry out the judging of Project Plans and other materials submitted by competitors of [YABT & PepsiCo Eco-Challenge](#).
- Judges in both Semi-Finals and Finals phases will score Project Plans according to the judging criteria in these Rules, Terms and Conditions.
- Judges will provide feedback after the Semi-Finals and Finals to assist the participating Teams in identifying areas for improvement.
- Judges will each arrive at their scores independently and will not discuss their scores or opinions with other individuals or judges prior to Project.
- Judges agree to score competitors fully and impartially based on the technical quality and presentation of the Project Plan and the competitor's performance during the competition and without regard to nationality, age, institution or other discriminatory factors.
- All judges agree to terms of confidentiality prior to judging the Project Plans, and they agree to abide by the YABT & PepsiCo Eco-Challenge Rules, Terms and Conditions established and published by YABT and PepsiCo.
- Mentors may not be judges. Mentors and judges may not represent the same institution or organization. If this is unavoidable, they should remove themselves from judging any Team creating a such a conflict of interest.
- YABT will appoint an Evaluation Committee to coordinate the work of the judges and the review process during the Semi-Finals and Finals.

## **YABT & PepsiCo Eco-Challenge 1: *Water Awareness Video Game***

**Development of a downloadable videogame aimed at creating public and youth awareness about water scarcity, promoting water conservation and a sustainable use of natural resources.**

### **Deliverables / Activities by the Competitor Teams**

*All required documents, videos, links, and images must be uploaded to the Team's space on the **TICAmericas.net website**. No documents will be accepted via email or in any other form, format, or location.*

The winning videogame will be part of a set of educational materials for teachers in the PepsiCo *Water Detectives Campaign*. Thus, the videogame Concept should be consistent with the *Water Detectives Campaign* and developed accordingly. Before starting the videogame, please [click here](#) to review information about the *Water Detectives Campaign*, that is available at the Water Resource Center (see section C).

#### **a. Registration**

- Teams must register online before March 1, 2010 (including Concept of the project) by clicking the YABT & PepsiCo Eco-Challenge link on the TIC Americas Webpage: [www.ticamericas.net](http://www.ticamericas.net).

#### **b. Project Concept**

- Competitors must present a brief written description of the ideas and purpose of the video game, i.e. Project Concept
- The Project Concept must be submitted in English or Spanish in the format and space provided on-line at the YABT & PepsiCo Eco-Challenge section of [www.ticamericas.net](http://www.ticamericas.net). The Project Concept should address the following:
  1. Creative Title for the Game: (maximum 10 words)
  2. General Concept: Summary of the Game (max. 200 words)
  3. Characters: The video game should utilize the characters from the *Water Detectives Campaign*. (max. 100 words)
  4. Extra considerations: Information that will help the Judges understand and assess the game's potential. (maximum 100 words)

#### **c. Water Resource Center / Education Camp**

Competitors must review the Water Resource Center / Education Camp (WRCEC) before putting together the Project Plan, Project Concept and any other materials for the competition.

The objective of the WRCEC Camp is to provide competitors with tools that will aide them in developing their: Project Concept, Project Plan, Promotional Video, and Website.

The WRCEC Camp will also provide competitors with sources of other information on water conservation provided by PepsiCo and its partners. This will include resource information, linkages with the OAS Department of Sustainable Development and the PepsiCo *Water Detectives Campaign* to help shape the video game.

**d. Market Study (Required)**

**This will be useful in developing the first draft of the Project Plan.**

- **Prototype:** The Teams must develop a prototype that represents the concept of the videogame. The prototype could be a demo or graphical presentation of characters, plot, environment, phases, etc.
- **User Survey:** The Teams will present the prototype and conduct surveys with potential users. It is a requirement to provide evidence of the surveys, as follows:
  - Interview at least five potential users of the videogame (at least two of the interviewees should be elementary or secondary school teachers)
  - A record of the interviews. (Transcripts of Questions and Answers)
  - Contact Information and reason why this person was interviewed.
  - Pictures of the Team interviewing each person, (if available).
  - Feedback and suggestions from the people interviewed, and how these ideas will be incorporated into the video game.

**e. Project Plan**

The Project Plan will focus on the feasibility to produce the videogame, including: financial viability (production budget), functionality (value added for teachers and learning provided to children), feasibility of production, innovation, etc. and a dissemination plan that includes viral potential (to encourage wide-spread use of the game).

The Project Plan should include:

1. Creative Title for the Game: (maximum 10 words)
2. General Concept: Summary of the Game (max. 200 words)
3. Environment: Where will the game happen? (max. 100 words)
4. Characters: The video game should utilize the characters from the Water Detectives Campaign. (max. 100 words)
5. Screenplay, goal and phases: What is the plot of the game? How does the game develop, how do you win and move levels? (max. 100 words)
6. Controlling the game: How will the user control the game? (i.e: keyboard, mouse, webcam, augmented reality) (max. 60 words)
7. Extra considerations: Information that does not fit on other items that will help the Judges understand and assess the game's potential. (max. 100 words)

Teams must use the template for the Project Plan shown in **Annex 1**.

**f. Website (optional)**

- Competitors may develop their own webpage to show the videogame concept and plot.
- Competitors may build their website using any software available.
- YABT BOOT Camp provides information about free tools for website development.
- It is not mandatory to buy a domain.

**g. Promotional Video or Photos or Graphical Presentations**

Competitors must develop a Promotional Video or a presentation with Photos or Graphical Presentations – no longer than 3 minutes- presenting the idea of the videogame. This video/ presentation should contain the “elevator pitch,” in which competitors have to explain why their idea is the best to create awareness about water as a limited natural resource, how it promotes water conservation, and encourages the sustainable use of water resources.

## Judging Criteria and Scoring for Eco-Challenge 1

Scoring Element	Total Maximum Points = 100
<b>Project Plan Technical Review</b>	<b>100%</b>
1. Innovation	20
2. Market Feasibility	25
3. Management Feasibility	25
4. Financial Feasibility	20
5. Overall Project Plan Presentation	10

The following Evaluation Scale will apply for Eco-Challenge 1:

- 0 = Does not meet the criteria at all – Unacceptable.
- 1= Meets some criteria but unacceptable - Very poor.
- 2= Meets the criteria minimally – Poor.
- 3= Meets the criteria but does not exceed it – Adequate.
- 4= Meets criteria and substantially exceeds it – Good.
- 5= Meets criteria and demonstrates highest excellence and superiority – Excellent.

Scoring Element	# Pts Max	# Pts Given
<b>1. Innovation</b>		
Demonstrates the problem of limited natural resources in a fun, engaging, creative way. The theme and purpose are in line with project's objectives.	10	
Attracts elementary and secondary school teachers and students to use the videogame as a learning/teaching tool.	10	
<b>Subtotal Innovation – Maximum points = 20</b>	<b>20</b>	
<b>2. Market Feasibility</b>		
Functionality, it is user friendly and easy to maneuver	10	
Understands the needs of elementary and secondary school teachers and students	10	
Shows potential to achieve a leadership position in its market	5	
<b>Subtotal Market Feasibility – Maximum points = 20</b>	<b>25</b>	
<b>3. Development and Production Feasibility</b>		
Viral potential, can be posted online and has the potential to be widely used and downloaded by target audience	10	
Viability of production, combines existing technology for the development of the videogame	10	
Demonstrates the needs and timeline for the development process	5	
<b>Subtotal Development and Production Feasibility – Maximum points = 25</b>	<b>25</b>	
<b>4. Financial Feasibility</b>		
Final cost of the videogame development does not exceed US\$ 15,000	5	
Justifies the return of investment by indicating the number of people it can reach	10	
Incorporates a real budget for the development and production of the videogame	5	
<b>Subtotal Financial Feasibility – Maximum points = 25</b>	<b>20</b>	
<b>5. Overall Project Plan presentation</b>		
Visual materials to present the videogame (video, photos, graphs, website, etc.)	5	
Presents all requirements in a clear and complete form	5	
<b>Subtotal Project Plan Presentation – Maximum points = 10</b>	<b>10</b>	
<b>Total – <i>Maximum points that can be awarded</i></b>	<b>100</b>	

## **YABT & PepsiCo Eco-Challenge 2: Solution for Safe Drinking Water**

*Development of an innovative and viable solution to provide safe drinking water to communities which lack access to a source of clean / potable water*

### **Deliverables / Activities by the Competitor Teams**

*All required documents, videos, links, and images must be uploaded to the Team space on the **TICAmericas.net** website. No documents will be accepted via email or in any other form, format, or location.*

#### **a. Registration**

- Teams must register online at the TIC Americas Webpage: [www.ticamericas.net](http://www.ticamericas.net) before March 1, 2010

#### **b. Project Concept**

- Competitors must present a written description of the solution for safe drinking water entered for.
- Before the development of the safe drinking water solution, please [click here](#) to review some important materials on water safety and security (see section C).
- The Project Concept must be submitted in English or Spanish in the format and space provided on-line at the YABT & PepsiCo Eco-Challenge section of [www.ticamericas.net](http://www.ticamericas.net). The Project Concept should address the following:
  1. Creative title for the solution for safe drinking water (maximum 10 words)
  2. Problematic: Explanation of the specific problems that the solution is addressing (i.e. water filtering at home, access to safe water during a crisis, etc.) (max 100 words)
  3. General Concept: Summary of the solution for safe drinking water, how does it work, and what does it consist of. (max. 200 words)
  4. Extra considerations: Information that does not fit on other items. (max. 100 words)

#### **c. Water Resource Center / Education Camp**

Competitors must review the Water Resource Center / Education Camp before putting together the Project Plan, Project Concept and any other materials for the competition.

The objective of the WRCEC Camp is to provide competitors with tools that will aid them in developing their: Project Concept, Project Plan, Promotional Video, and Website.

The WRCEC Camp will also provide competitors with resources on water conservation provided by PepsiCo and its partners. This will include resource information and linkages with the OAS Department of Environment and Sustainable Development.

#### **d. Market Study (required)**

**This stage will be useful to develop the first draft of the Project Plan.**

- **Prototype:** The Teams must develop a prototype that represents the concept of the solution; the prototype could be a demo, pictures or a graph presentation.
- **Feasibility Survey:** The Teams will present the prototype and conduct surveys with potential users. It is a requirement to provide evidence of the surveys, as follows:
  - Interview at least five experts (engineers, quality experts, development and water access experts, etc.)
  - Present Record of the meetings. (Transcripts of Questions and Answers)
  - Contact Information and reason why the target user was chosen.
  - Pictures of the Team interviewing each person. (if available)
  - Feedback and suggestions from the people interviewed, and how they were incorporated into the video game and/or Project Plan.

**e. Project Plan**

The Project Plan will focus on the problem of water scarcity being addressed, the implementation plan, sustainability of the solution, feasibility to produce it, financial viability and replication of the water solution in different countries and regions.

**The Project Plan should include:**

1. Creative title for the solution for safe drinking water (maximum 10 words)
2. Problematic: Explanation of the specific problems that the solution is addressing (i.e. water filtering at home, access to safe water during a crisis, etc.) (max 100 words)
3. General Concept: Summary of the solution for safe drinking water, how does it work, and what does it consist of. (max. 200 words)
4. Investment efficiency: What is the cost per person with access to water or the cost per liter of water produced? (maximum 50 words)
5. Implementation plan: How will the project be implemented? How will water safety be ensured and monitored? (max 100 words)
6. Financial viability: What is the production cost? Provide a plan for the project to be self-sustained. (maximum 100 words)
7. Replicability: For which country /region was the solution created? Explanation of if and how the solution can be replicated in other regions and countries. (50 words)
8. Extra considerations: Information that does not fit on other items. (max. 100 words)

Teams must use the template for the Project Plan shown in **Annex 1**.

**f. Website (optional)**

- Competitors may develop their own webpage to show the videogame concept and plot.
- Competitors may build their website using any software available.
- YABT BOOT Camp provides information about free tools for website development.
- It is not mandatory to buy a domain.

**g. Promotional Video or Photos or Graphical Presentations**

Competitors must develop a Promotional Video or a presentation with Photos or Graphical Presentations – no longer than 3 minutes- presenting the idea of the videogame. This video/ presentation should contain the “elevator pitch,” in which competitors have to explain why their idea is the best safe water solution.

## Judging Criteria and Scoring for Eco-Challenge 2

Scoring Element	Total Maximum Points = 100
<b>Project Plan Technical Review</b>	<b>100%</b>
1. Innovation	15
2. Market Feasibility	25
3. Management Feasibility	25
4. Financial Feasibility	25
5. Overall Project Plan Presentation	10

### Evaluation Scale: 1-5

Project Plans will be evaluated on the following criteria with points assigned on this rating scale:

**0 = Does not meet the criteria at all or attempt to – Unacceptable.**

**1 = Meets some criteria but unacceptable - Very poor.**

**2 = Meets the criteria minimally – Poor.**

**3 = Meets the criteria but does not exceed it – Adequate.**

**4 = Meets criteria and substantially exceeds it – Good.**

**5 = Meets criteria and demonstrates highest excellence and superiority – Excellent.**

Scoring Element	# Pts Max	# Pts Given
<b>1. Innovation</b>		
The safe water solution presents the problematic and a creative, affordable, feasible solution	10	
The solution should not already exist (though it can be an adaptation / improvement of an existing solution)	5	
<b>Subtotal Innovation – Maximum points = 15</b>	<b>15</b>	
<b>2. Market Feasibility</b>		
It addresses specific needs	10	
Demonstrates the feasibility of producing the solution in developing countries and with limited resources	15	
<b>Subtotal Market Feasibility – Maximum points = 25</b>	<b>25</b>	
<b>3. Management Feasibility</b>		
Provides an implementation plan for developing countries	5	
Demonstrates how the community can take ownership of the solution and maintain it in a sustainable way	10	
Demonstrates replicability of the solution in other countries or regions	10	
<b>Subtotal Management Feasibility – Maximum points = 25</b>	<b>25</b>	
<b>4. Financial Feasibility</b>		
It demonstrates efficiency in reaching the most people with minimum investment per person	10	
It demonstrates sustainability of the solution with minimum funds for maintenance	15	
<b>Subtotal Financial Feasibility – Maximum points = 25</b>	<b>25</b>	
<b>5. Overall Project Plan Presentation</b>		
Visual materials to present the videogame (video, photos, graphs, website, etc.)	5	
Presents all requirements in a clear and complete form	5	
<b>Subtotal Project Plan Presentation – Maximum points = 10</b>	<b>10</b>	
<b>Total – <i>Maximum points that can be awarded</i></b>	<b>100</b>	

## **Additional General Terms and Conditions for YABT & PepsiCo Eco-Challenge 1 and 2**

BEFORE YOU REGISTER, READ CAREFULLY THE OFFICIAL CONTEST RULES BELOW. YOU MUST AGREE TO THESE OFFICIAL RULES BY CLICKING THE CHECKBOX WHERE INDICATED WHEN ENTERING THE CONTEST.

### **1. Principle of Confidentiality**

The organizer, the Young Americas Business Trust (YABT), PepsiCo; judges, and any other person involved in the competition will maintain faithful enforcement of the Principle of Confidentiality of the projects presented by the competitors for the YABT & PepsiCo Eco-Challenge in accordance with the Rules, Terms and Conditions.

All information submitted by the Teams during the Online Semi-Finals is considered confidential. Teams will be asked to provide a summary of the project that will be made available to the public through the YABT website, informational bulletins, and magazines. Websites listed by the Teams under the Team Profile will be considered public information. During the Online Semi-Finals and Onsite Finals Project Plans will be reviewed by the judges, who have previously agreed to maintain confidentiality of the Project Plans. Project Plans during the live Finals presentation will be considered to be confidential information.

It is the Teams' responsibility to decide which and how much information should be disclosed at any time during the YABT & PepsiCo Eco-Challenge.

YABT and PepsiCo are not responsible for any type of complaints or demands from a third party who alleges that any project or work submitted and presented to the YABT & PepsiCo Eco-Challenge contains proprietary work that they consider to be their own.

### **2. Usage of Team Profiles and Pictures of Competitors**

The competitor knows and is aware that Team Profile and Pictures of Competitors that are submitted during the Team's participation in any phase of the YABT & PepsiCo Eco-Challenge will be collected and saved in the TIC Americas database. YABT and PepsiCo are authorized the rights of free use, reproduction, and dissemination of the Team Profile and Pictures for the purposes of the YABT & PepsiCo Eco-Challenge.

It is understood and agreed that this condition of use of the Profile, personal information, and pictures of the competitors does not violate the Principle of Confidentiality described in the previous clause nor does it at any time generate an obligation of payment or other remuneration as a lucrative activity in favor of the competitor for such usage.

### **3. Selection of the Judges**

The Young Americas Business Trust and PepsiCo will appoint judges for the On-line Semi-Finals and live Finals phases of the YABT & PepsiCo Eco-Challenge. The judges will be professionals from the academic and business world and able to analyze different areas of the Project Plan such as innovation, marketing, technology, human resources, and finance.

#### **4. Decisions of the Evaluation Committee**

The decisions of the Evaluation Committee will be final and not subject to appeal. The Evaluation Committee reserves the right to resolve any point not mentioned in the terms and conditions of the YABT & PepsiCo Eco-Challenge at its sole discretion.

The Evaluation Committee will only make Awards if the projects presented reach an adequate level of quality at its sole discretion.

#### **5. Announcement of the Finalists**

Up to three (3) Finalists Teams may be selected for each YABT & PepsiCo Eco-Challenge Award. Those Teams who qualify for the Finals phase of the YABT & PepsiCo Eco-Challenge will be notified at the e-mail address used for the Team at the time of registration. The list of qualifying Finalists will be published on the TIC Americas website, [www.ticamericas.net](http://www.ticamericas.net), as well as on [www.pepsimundo.com](http://www.pepsimundo.com).

#### **6. Disqualification**

YABT and PepsiCo may disqualify a Team and registered competitors if:

- There is actual, alleged or publicized illegal conduct of any registered Team member,
- Any registered Team member has been charged with or convicted of a crime,
- Any registered Team member's behavior is considered offensive or violates generally accepted standards of behavior including, but not limited to, illicit drug use or public intoxication, or otherwise leads YABT and/or PepsiCo to believe or conclude that the public association with the Team subjects YABT and/or PepsiCo to ridicule, contempt, controversy, embarrassment or scandal.

Disqualified Teams and each registered member or of the Team will no longer be eligible to participate for any Award in TIC Americas, including the YABT & PepsiCo Eco-Challenge.

#### **6. Tax and Legal Considerations**

The cash prize in the Awards may have legal implications for competitor's domestic tax status in their home country and this will be entirely the responsibility of the winning competitor(s). YABT and PepsiCo hold no responsibility with these or any related tax or related legal obligations of the competitors or winners.

#### **7. Considerations about travel**

YABT and PepsiCo agree to sponsor the travel of one representative of each of the Finalist Teams from Latin America and the Caribbean to the Finals in Lima, Peru, under the following conditions:

- Actual value of the trip may vary depending on the Finalist's point of travel origin, air transportation and hotel fluctuations.
- Airport, airline, tickets and/or hotel accommodations for the Finals Event are to be selected by YABT and PepsiCo in their sole discretion.
- The competitor representing a Finalist Team must have all necessary identification and/or travel documents required for international travel. It is the traveler's responsibility to secure any visa needed for travel to Peru.
- All travel must be completed on the dates specified by YABT and PepsiCo or Award will be forfeited; alternate travel dates are not available. Unused travel will be forfeited.

- All other expenses not mentioned herein (including but not limited to airport taxes, personal charges, medical expenses, meals, tips, gratuities, room service charges, any additional costs to the room, baggage fees and other incidental expenses) are solely the responsibility of the Finalist. A deposit for these additional, non-reimbursable, expenses may be required at the time of check-in at the hotel, which is also the responsibility of the Finalist.
- The Finalists' participation in any or all activities of the Finals is voluntary. In the event that the Finalist Team elects not to participate in any or all designated activities for the Finals, the Finalist will be afforded no additional compensation in exchange.
- If the competitor representing a Finalist Team is a minor (minimum age is determined by the competitor's country of nationality's laws) the parent or legal guardian of that minor must sign all prize acceptance documents and accept the Award on behalf of the minor. The parent or legal guardian of such minor will be required to sign and return a travel release before any travel occurs or arrangements finalized. It is understood and agreed that if the parent or legal guardian so authorizes, the minor may appear with the other registered competitors to receive the award. The parent or legal guardian of the minor will not be provided any grant or support for travel by YABT and PepsiCo, and should be responsible for all travel expenses for the Finals Event.

## 8. Author's Rights

### **8.1 PepsiCo Eco-Challenge Award 1: Water Awareness Video Game**

For the PepsiCo Eco-Challenge Award 1: Water Awareness Video Game, if the project is determined to be acceptable and viable, YABT and PepsiCo will produce and distribute the videogame for educational purposes.

As a practical matter, in order to accomplish the educational purpose of the Water Awareness Video Game, YABT and PepsiCo are required to have complete ownership of the material selected as the winning videogame and Eco-Challenge Award 1 recipient.

For those videogame projects not selected as the winner and not recipient of the Award 1, the Team will retain proprietary rights to the project, consistent with the rights for use of the Profile and photographs, as outlined in these rules. YABT and PepsiCo will retain no interest in the proprietary rights for those projects not selected beyond the use of the Profile and photographs for promotion of the PepsiCo Eco-Challenge and TIC Americas.

Therefore, within these Terms and Conditions by entering the YABT & PepsiCo Eco-Challenge and uploading your project, you irrevocably grant to YABT and PepsiCo and their agents the unconditional and perpetual right to post, display, publish, use, adapt, edit and/or modify such Project in any way, in any and all media, for any purpose, without limitation, and without consideration to you. Teams agree to irrevocably assign and transfer to the Sponsors any and all rights, title and interest in Project, including, without limitation, all copyrights and waive all moral rights in the Project selected to be the recipient of the Award. Teams unwilling to adhere to this principle will be disqualified and ineligible for the Award.

All Competitors and Teams further agree to release and indemnify and hold harmless Sponsors and the YABT & PepsiCo Eco-Challenge Parties from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of Sponsors infringes on the rights of Competitors or Teams work as contained in any Project.

PepsiCo and YABT will include written credits to the registered competitors in a Team in the final product that is produced by YABT and PepsiCo.

### **8.2 PepsiCo Eco-Challenge Award 2: Solution for Safe Drinking Water**

The Author's Rights of the Project Plans presented during the development of the YABT & PepsiCo Eco-Challenge will be retained by the competitors who submitted them. PepsiCo must be given first option on any aspect of the project, including but not restricted to: implementation, funding, communication, etc.

While YABT and PepsiCo are interested in sponsoring the Award 2: Solution for Safe Drinking Water, unlike for the Eco-Challenge Award 1 they do not propose to own the Author's Rights to the project and these will be retained by the Team during the implementation of the project, if it is so selected.

## **9. Acceptance of the Terms and Conditions of the YABT & PepsiCo Eco-Challenge**

By registration for the YABT & PepsiCo Eco-Challenge, constitutes acceptance, on behalf of all the persons registering as the Team of all the Terms and Conditions included in this document. Modifications will be posted on the [www.ticamericas.net](http://www.ticamericas.net) website. Competitors of the YABT & PepsiCo Eco-Challenge should keep themselves up to date with the recent publications and notices made by YABT and PepsiCo during the on-line and Finals phases

Furthermore, by registering a Team, all competitors agree that:

- a) Any and all disputes, claims and causes of action arising out of or connected with their Project will be resolved individually, without resort to any form of class action;
- b) Any and all claims, judgments and awards will be limited to actual third-party, out-of-pocket costs incurred, but in no event will attorneys' fees be awarded or recoverable;
- c) The Team knowingly and expressly waives all rights to seek, punitive, incidental, consequential or special damages, lost profits and/or any other damages;
- d) They irrevocably waive any right to seek injunctive or equitable relief; and
- e) They release and indemnify and hold harmless YABT, PepsiCo, the Contest Parties and the Judges from any and all claims that any commercial, advertising, presentation, web content or any other material subsequently produced, presented, and/or prepared by or on behalf of YABT and PepsiCo infringes on any of the rights of Team's work as contained in the Project.

## **10. Limitations of Liability and Release**

No liability or responsibility is assumed by YABT & PepsiCo or judges or other sponsors resulting from any user's participation in or attempt to participate in the YABT & PepsiCo Eco-Challenge or ability or inability to upload or download any information in connection with participating in the YABT & PepsiCo Eco-Challenge. No responsibility or liability is assumed by YABT & PepsiCo or judges or other sponsors for technical problems or technical malfunction arising in connection with any of the following occurrences or any other circumstance which may affect the operation of the YABT & PepsiCo Eco-Challenge: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent or received; lost, late, delayed or intercepted e-mail transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or the Website; unauthorized human or non-human intervention of the operation of the YABT & PepsiCo Eco-Challenge, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the YABT & PepsiCo Eco-Challenge, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. YABT & PepsiCo and judges and other sponsors are not responsible for any

typographical errors in the announcement of prizes or these official YABT & PepsiCo Eco-Challenge Rules, or any inaccurate or incorrect data contained on the Website. Use of Website is at user's own risk. YABT & PepsiCo and the judges and other sponsors are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the YABT & PepsiCo Eco-Challenge, use of the Website or the download of any information from the Website. By participating in the YABT & PepsiCo Eco-Challenge, the Team releases YABT & PepsiCo, judges and other sponsors from any and all claims, damages or liabilities arising from or relating to such Team's participation in the YABT & PepsiCo Eco-Challenge. By accepting a prize in the YABT & PepsiCo Eco-Challenge, each Team agrees that YABT & PepsiCo, judges and other sponsors shall not be liable for any loss or injury resulting from participation in the Contest, acceptance or use of any prize, or any travel related thereto. YABT & PepsiCo, judges and other sponsors are not liable in the event that any portion of the YABT & PepsiCo Eco-Challenge, event or the event broadcast is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

Registered competitors agree that YABT and PepsiCo have the sole right to decide all matters and disputes arising in the YABT & PepsiCo Eco-Challenge and that all decisions of YABT and PepsiCo are final and binding. By acceptance of the award the Teams agree to release, indemnify and hold harmless YABT and PepsiCo judges and other sponsors, as well as each of their respective parent and affiliated companies or organization(s), and each of their employees, representatives, contractors, advertisers, YABT and PepsiCo from any and all liability, loss, damage, cost or claim relate to any allegation regarding the acceptance or use of their prize, including but not limited to the airing of the commercial Project.

#### **11. About the Organizer and Sponsor**

ORGANIZER: Young Americas Business Trust, 1889 F Street NW, Washington, DC

SPONSOR: PepsiCo Americas Beverages, 800 Fairway Drive, Suite 400, .

#### **12. Modifications of the Terms and Conditions of the Competition**

YABT and PepsiCo can modify the Terms and Conditions of the Competition and Awards, including increasing or decreasing prizes according to the contributions of sponsors. YABT may also modify the dates of the Competition or suspend temporarily or definitively the execution of the Competition as considered appropriate. All the modifications to the actual Terms and Conditions will be published on the Website [www.ticamericas.net](http://www.ticamericas.net) with a prior notification to the competitors. The current version that is posted on the [www.ticamericas.net](http://www.ticamericas.net) website is considered the applicable and final version.

## **Annex 1: Outline of Project Plan Template**

Competitors should also review the scoring criteria on how the Project Plans will be scored to ensure that all relevant points are covered in their presentations. Those Project Plans that most closely address these points will be at a competitive advantage and those that do not may be determined to be ineligible or nonresponsive. The following format is suggested to organize the plan. **Note: This is a sample only; please refer also to judging criteria for other specifications that will be evaluated for the Award category you select.**

**A. Executive Summary** - No more than 500 words (concrete and concise), including:

- Summary of Project Plan
- Goals of the Project
- Why would your Project be successful

**B. Innovation**

- Demonstrate how the Project Plan creatively addresses environmental issues.
- How the Project Plan demonstrates improvement and satisfies the market needs.

**C. Market Feasibility**

- Explain the feasibility of the Videogame / Drinking solution
- Market Research
- Target market and market niche
- Competitive Advantage
- Short, Medium and Long term objectives
- Prototype Technical Specifications
- Production Strategy, Machinery and Equipment (if applicable)

**D. Management and Organizational Structure**

- Organizational Chart: Logical and structured, well-defined roles
- Mission, Vision and Objectives
- Intellectual Properties and Patents (applicable for the safe water solution only)

**E. Financial Feasibility**

- Short, Medium and Long Term Objectives
- Cost Analysis
- Initial Investment and Return on Investment
- Sustainability (applicable for the safe water solution only)