



United Way Colombia



Fondo Unido México



# CHILDTech CHALLENGE LATIN AMERICA

Colombia - México call  
General Conditions



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## 1. INTRODUCTION

### 1.1. CHILDTech

ChildTech refers to technology and innovation that seeks to transform the lives of children, adolescents, and young adults. A ChildTech startup is an exponentially growing technology company that seeks to transform the lives of pregnant women, children from the age of zero, teens and young adults, and/or their parents, educators, and caregivers.

### 1.2. THE CHALLENGE

The "ChildTech Challenge" call is an initiative created in 2020 by Impactus Ventures with the objective of boosting and empowering the ChildTech ecosystem in Latin America. Through this initiative, we promote the application of exponential technologies that have the capacity to significantly increase the capacity, coverage, reach and impact on people benefited by social organizations, while maintaining quality and reducing costs.

"ChildTech Challenge Colombia and Mexico" is co-led by Impactus Ventures and United Way. This is possible thanks to partnerships with Fundación FEMSA, Amalfi Sociedad de Inversiones and + Global de Fundación Mustakis.

The "ChildTech Challenge Colombia and Mexico" initiative convenes and selects startups through a defined process, rewarding the winner with funding for the execution of implementation projects in Colombia and Mexico. These implementation projects will be carried out in conjunction with local implementation partners, referent social organizations focused on children and adolescents.

The implementation partners will be United Way Colombia and United Way Mexico respectively, who are responsible, together with the selected startups, for guaranteeing the proper implementation of the solution and project success, through the connection and access to the local social ecosystem.

### 1.3. CHALLENGES

The challenges to be solved during this "ChildTech Challenge Mexico and Colombia" call are associated with education, mental health, protection, development, and human wellbeing, for example, learning literacy skills, mathematics, STEM, English, environment, socioemotional and 21st-century skills development, wellbeing and mental health, protection against online toxicity, educational inclusion and gender equity.

The challenges will focus on early childhood, children, adolescents, parents, pregnant women, educators, and primary caregivers.

### 1.4. SELECTION AND AWARDS OF THE "CHILDTech CHALLENGE" CALL

The winning startups will receive a service contract for up to USD 30,000 to implement their technology-based solution in conjunction with the implementation partner.

The selected startups will be those that have the greatest impact on the challenges defined by the implementation partners based on the selection requirements that will be detailed in the technical bases that will be published according to the established in point [2.4 "Deadlines"](#).

The execution must have a minimum duration of 10 months from the kick-off between the winning startup and the implementation partner. At least 10 months of continuous use of the solution by the final beneficiary must be contemplated.

During this period, the selected startups will be granted access to the following services in order to implement their solution:

1. Infrastructure, if needed, for project execution.
2. Media presence, i.e.:
  1. Dissemination on Impactus Ventures website and RRSS, its allies, and implementation partner
  2. Press releases generated by Impactus Ventures, its allies, and/or the implementation partner.

3. At least one meeting, coordinated by Impactus Ventures, with journalists or a specialized platform for a possible appearance in the media (digital or written).
3. Accompaniment of the implementation partner's team and Impactus Ventures during contract implementation.
4. Payment of up to USD \$30,000 to implement a project with social impact around the use of a technology-based solution, the activities of which must be duly quoted and contained in [item 2 "General Aspects"](#).

The following activities and/or expenses may be budgeted against the contribution:

- Payment for use of the technological solution (membership, license)
- Variable costs linked to the implementation project, such as the use of implementation tools and supplies, printed materials, material resources.
- Necessary adjustments to be made to the solution (such as translation and certifications) that are needed for the success of project implementation.
- Remunerations and/or fees for personal services (individuals) of technical and professional personnel (work team) directly linked to the execution of project activities.
- If needed, the start commercial operations in the country where the institution where the product/solution will be implemented is located,

Among other aspects for the fulfillment of the objective, which must be duly budgeted and justified.

The following cannot be financed with the resources associated with the project:

- Expenses of third parties not related to the project or expenses not justified according to the objectives.
- Academic publications and research activities, as well as training of the team in charge of project development.
- Resources used to promote particular startup interests.
- Acquisition or lease of real estate
- Consultancy for project management.
- Among others.

Furthermore, and for those who are selected as "finalists", they will also have access, together with the winning startups, to a commercial soft landing plan in the country where the project will be implemented, corresponding to 3 workshops implemented by Impactus Ventures or a partner organization, associated to commercial expansion and investment in Latin America.

### 1.5. REQUIREMENTS TO APPLY TO THE CALL

This call is aimed at entrepreneurs passionate about transforming the lives of children, adolescents, and young adults, who participate in a startup that meets the following requirements:

- Have an innovative technology-based solution with the potential to benefit children from zero years of age, adolescents, young adults, parents, pregnant women, primary caregivers, and educators, in the areas of education, health and comprehensive protection, gender equity, development, and human welfare with a focus on pregnancy, early childhood, children, adolescents, parents, educators and/or primary caregivers.
- Are legally registered in their country of origin and are in good standing with their fiscal/tax commitments
- There is no minimum age requirement, but priority will be given to those with at least 1.5 years or more of operation
- Have a scalable business model with a competitive advantage
- There is no minimum turnover requirement or annual growth rate. However, priority will be given to those startups that demonstrate the greatest growth potential, are positively impacting the global ChildTech ecosystem, and/or can be role models that contribute to catalyzing the industry, and by extension, child development.
- Can demonstrate a transferable success case to any of the challenges of the call and/or can demonstrate verifiable experience of their solution in the challenges of the call.
- We want to promote gender equity, so although there is no minimum, we will prioritize those startups that demonstrate at least 30% of women in the team.
- In the event that the solution is used by end-users, it can be adapted to Spanish

Applicant startups are expected to have the operational capacity to develop and implement the solution in conjunction with Impactus Ventures and the implementation partner. Startups, as well as each of their members, must agree to the terms and conditions specified in [point 2](#) at the time of application.

## 2. GENERAL ASPECTS

### 2.1. SCOPE

These General Conditions regulate the processes and procedures that must be complied with from the preparation and application stage to the call for proposals, until the end of the project and the contractual relationship - and all the obligations it creates between Impactus Ventures, the implementation partner and the winning startup.

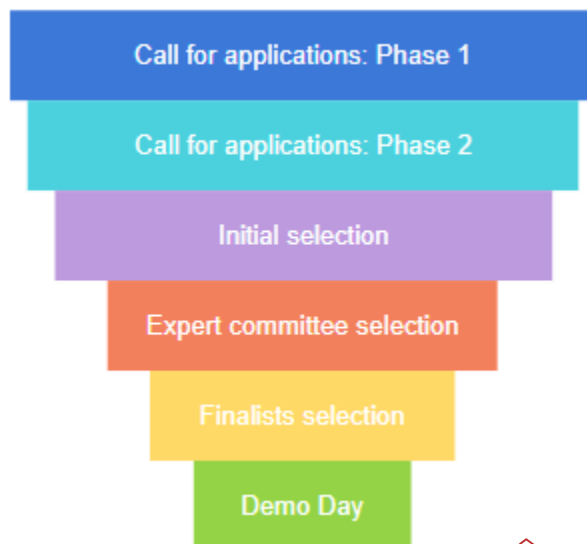
### 2.2. INTERPRETATION

Impactus Ventures reserves the right to resolve any controversy or doubt as to the correct meaning and scope, form and timeliness of application, and any other interpretative conflict that may arise from the application of these rules.

### 2.3. PROCESS

The Call consists of 2 Phases:

1- Pre-call (Phase 1): Broad call for startups with solutions in the following verticals: education, health, and integral protection, gender equity, development, and human welfare with a focus on pregnancy, early childhood, children, adolescents, parents, educators, and primary caregivers.





The simplified application form for this phase is available [here](#) and on the website of [Impactus Ventures](#).

2- Call for applications (Phase 2): In the second stage, and through the publication of the "Technical Bases", the challenges prioritized by the implementation partners will be informed and the startups with solutions to these challenges are expected to advance in their application and complete a more detailed complementary form regarding their solution and implementation proposal. If a startup is interested in participating in more than one challenge or country, it must complete the form separately for each one.

Both the technical bases and the complementary form will be published on the Impactus Ventures website [Impactus Ventures](#).

Once the call for applications has ended, the selection process begins, which consists of 4 stages:

1. **Initial selection based on the form:** The initial selection of applicants will be made based on the information provided by the applicants. The following will be disqualified to continue advancing in the process:
  - a. Those who have not completed their application.
  - b. Whose product/service offered is not technology-based
  - c. Whose product/service is in the development or testing phase.
  - d. Have answered affirmatively to any of the security and background questions.
  - e. Whose product/solution is not consistent with the defined challenges
  - f. Whose product/solution is not adaptable to the Spanish.
  - g. Cannot prove their legal incorporation
2. **Expert committee selection:** Successful applicants will be subject to an evaluation process by an Expert Committee convened and selected by Impactus Ventures with specialists in childhood, entrepreneurship, social innovation, technological development, and a representative of the implementation partner.

The selection criteria include the following:

  - Qualifications and experience of the founding team
  - Potential social impact of the solution
  - Solution scalability



- Adjustment of the solution and work plan to the implementation partner
- Ability to raise funding and financial security of the startup

**A reduced subset of candidates will remain from this phase, who will be notified via e-mail according to the current schedule reflected in the official media of the call for applications.**

- 3. Selection of finalists:** Once the candidates have been notified, they will be invited to participate in a working session with Impactus Ventures and the implementation partner's team, where general feedback is given to the applications and indications are given for the material to be prepared for the Demo Day in case they are selected as finalists.

**The work session will be held according to the current schedule reflected in the official means of the call.**

Once the session is completed, a personalized e-mail will be sent to each candidate, with feedback on their application, based on the evaluation defined in the selection process.

Likewise, office hours will be available to answer specific questions prior to the selection event.

Candidates will have one week to prepare and submit the application. Once the documentation is received, it will be evaluated by the implementation partner's team and Impactus Ventures using a simplified rubric. Afterward, both parties meet to discuss the results and define the finalists that advance to Demo Day.

**Finalists will be notified of their qualification for the Demo Day via email according to the current schedule reflected in the official media of the call.**

- 4. Selection of winners - Demo Day:** A virtual public event where the pre-selected startups must present their solutions and an implementation plan to a panel of judges. In case of no-show, the startup will be considered as having abandoned the process.



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**The Demo Days will be held according to the current schedule reflected in the official media of the call.**

Results will be communicated after the event.

## **2.4. DEADLINES**

The deadlines relating to each of the stages indicated above are published in the annex ["Calendar of the Call for Applications"](#).

All deadlines indicated in the aforementioned annex are the official ones. The deadlines established in these terms and conditions may be modified with prior notice.

Non-business days such as Saturdays, Sundays, holidays, and public holidays observed in the participating countries, which are Mexico, Colombia, and Chile, will be considered.

## **3. IMPLEMENTATION**

During at least the next 10 months, the implementation partner and the winning startup must implement the project according to the agreed implementation plan, follow up and measure impact. Within this period, at least 10 months of continuous use of the solution by the final beneficiary must be contemplated.

During the first six months, the winning startup will be supported and accompanied by Impactus Ventures to ensure proper project implementation.

The implementation times shall be governed according to the current schedule reflected in the official means of the call for proposals.



#### 4. RESULTS

The results will be an instance where the steering committee and relevant actors of the social and innovation ecosystem will be convened. It will show the results of the impact achieved in the implementation of the project and future possibilities for scaling up.

The date and schedule will be jointly defined once the implementation has been completed, not to exceed one month after this has occurred.

The results, including photographs, videos, and testimonials taken during the implementation will be free to use by Impactus Ventures and its partners for promotion, dissemination, communication, reporting purposes, etc. The startup must grant written authorization for the use of these inputs.

#### 5. APPLICANT ORIENTATION

Those interested in applying to the ChildTech 2022 Challenge may request general guidance regarding the call and/or their application through the e-mail address provided for this purpose: [contacto@impactus.ventures](mailto:contacto@impactus.ventures).

In no case does the orientation of the applicants imply any pre-evaluation or judgment in relation to the projects, nor will it hinder their application, which will be evaluated in accordance with the criteria established in the specific terms and conditions of the instrument.

#### 6. NOTIFICATIONS

Notifications will be sent to the e-mail address provided in your application.

The applicant is obliged to keep the informed e-mail address up to date and any changes must be communicated to Impactus Ventures.

## 7. MEANS OF APPLICATION

Those startups interested in participating in the call may do so by subscribing to the registration forms previously indicated, which will be available on the Impactus Ventures website <https://impactus.ventures>

### 7.1. VALIDITY OF THE APPLICATION

Any form that is duly completed, having answered all the questions and enclosing all the requested information will be considered valid.

Only the forms that comply with this requirement will advance in the selection process, which is detailed below in the "technical bases".

## 8. CONTRACT AND DELIVERY OF THE CONTRIBUTION

Interested startups apply to the call and, if selected as the winner, enter into a service contract with the corresponding implementation partner, which regulates the conditions for the execution of the initiative, work plan, impact measurement, and payment milestones.

The agreement will be signed according to the legislation of the country of implementation.

The transfer of resources to the selected startup will be in dollars or in the local currency to be agreed between the parties in writing and according to jointly defined payment milestones. This should be based on the achievement of certain milestones related to the implementation plan, including a payment subject to the achievement of social impact goals.

Once awarded, the winning startup will be subject to audits by Impactus Ventures to ensure the correct use of the allocated funding. In the event that funds are used for unauthorized purposes in the implementation project, Impactus Ventures will request the return of the allocated funding and reserves the right to initiate legal action under current legislation or local courts.

## 9. GENERAL TERMS AND CONDITIONS

- 9.1.** Those startups that apply to the call express their willingness to receive investment/financing, create commercial alliances and/or to be suppliers of Impactus Ventures or any of its affiliates, without the foregoing constituting an obligation for the parties.
- 9.2.** The application to the call for proposals represents a serious commitment of the parties' intention to explore possibilities for the development of a joint implementation project.
- 9.3.** The winning startup will:
- a. Ensure that at least one legal representative signs the confidentiality agreement (NDA) that will be provided digitally, in order to have access to the selection event,
  - b. Sign the code of conduct agreement, ethical values and anti-corruption policy in which the startup agrees not to use the funds in illicit activities or for other purposes,
  - c. Secure the commitment of the CEO or management team to actively participate in the development of the project.
  - d. The winning startup must agree with the implementation partner and Impactus Ventures, on the relevance of moving part of its team to the country of implementation if needed for the viability of the project.
  - e. During the execution, the winning startup must submit progress reports according to the project objectives, which will be validated by the implementing partner and Impactus Ventures.
  - f. Impactus Ventures and its partners recognize that the intellectual property of the solution belongs to the winning startup.
  - g. The results of the implementation could be used for research or impact measurement, so the winning startup agrees to provide the data following the rules of privacy and confidentiality exposed.
- 9.4.** The startup that applies to the call declares at the time of applying that neither the organization nor any of its members, has:
- a. Participated or seeks to participate in money laundering
  - b. Has been involved in human trafficking.
  - c. Participated or seeks to participate in terrorist activities

- d. Assisted or seeks to assist terrorists or terrorist organizations
- e. Been denounced or sentenced for violation of human rights, fundamental workers' rights, or anti-union practices
- f. Been denounced or sentenced for violation of the rights of children and adolescents.

If any part of the implementation process of any of the statements made at the time of application does not match reality, Impactus Ventures will request the return of any allocated funding and reserves the right to initiate legal action under current legislation or local courts.

The responsibility for the management of this call for proposals rests entirely with Impactus Ventures and United Way.

## 10. ABOUT THE PROMOTERS OF THE CALL

### IMPACTUS VENTURES

Impactus Ventures is a social investment fund whose purpose is the creation of a high-impact and innovative ChildTech ecosystem, involving startups, non-profit organizations, public and private sectors, global organizations and children, young adults, adolescents, and their caregivers (parents and educators).

### UNITED WAY

United Way is a non-profit organization whose main purpose is to promote and carry out social development programs, projects, and activities of general interest and benefit to the community. To this end, United Way facilitates the financing and management of social programs and carries out projects that benefit children, adolescents, and the population in general.



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## FEMSA FOUNDATION

FEMSA Foundation's mission is to positively impact people and communities through social investment for sustainability. They make a better future for all by working in three strategic areas: promoting the efficient management of resources for sustainable development, fostering the integral development of early childhood, and disseminating Latin American art and culture.

## +GLOBAL MUSTAKIS FOUNDATION

At Fundación Mustakis, we seek to promote the integral development of people, focusing on children and adolescents through initiatives, programs, funds, and alliances to co-construct a more integral society. +Global initiative of Fundación Mustakis, a network of agents of change in Chile - and the world - radically addresses the great challenges of the present, in order to build a better society. For more information, please visit: [www.fundacionmustakis.org](http://www.fundacionmustakis.org) or follow us on Facebook(<https://www.facebook.com/fundacionmustakis>), Instagram @fundacionmustakis, Twitter @fundmustakis, LinkedIn +Global Mustakis(<https://www.linkedin.com/groups/12484182/>)

For more information visit [www.impactus.ventures](http://www.impactus.ventures) or send a message at [contacto@impactus.ventures](mailto:contacto@impactus.ventures)

