

VentureOut Challenge Announcement
Propelling mobile entrepreneurs into international markets

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I. VentureOut Challenge Snapshot

Competition Opens	August 9, 2013
Application Deadline	Sept 2, 2013 (17:00 U.S. Eastern Daylight Time)
How to Apply	Apply to the Mobile App Internationalization Summary to the YouNoodle Platform Here
General Criteria:	An eligible venture must be a Mobile App or enterprise solution that is currently operating on the market, or has some traction in the form of users or downloads. Mobile app ventures can be B2C, i.e. targeted towards retail distribution, for use on individual handsets; or B2B, i.e. enterprise solutions powered by or using or enhancing mobile technology.
Basic Eligibility	Entrepreneurs who are affiliated with the local partner organizations (listed below) and who are residents or citizens of one of the following countries: Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Georgia, Hungary, Kazakhstan, Kenya, Kosovo, Kyrgyzstan, Macedonia, Moldova, Montenegro, Poland, Romania, Rwanda, Senegal, Serbia, Slovakia, Slovenia, South Africa, Tajikistan, Tanzania, Turkmenistan, Uganda, Ukraine or Uzbekistan.
Awards	<ul style="list-style-type: none"> • Internationalization Webinar and Q&A (18 semi-finalists) • Mentorship and travel to Dragon’s Den in Moldova (9 finalists) • Cash awards of \$10,000 to the top mobile app entrepreneur from each participating continent • One scholarship to TechCrunch’s Disrupt Europe
Complete Competition Announcement & Application Forms	Can be found below

II. VentureOut Challenge Background

[infoDev](#) at the World Bank and [CRDF Global](#) are announcing VentureOut, a new initiative to propel expansion-ready mobile entrepreneurs into enticing international markets. The program will run from August to November 2013 and help hundreds of entrepreneurs through hands-on training, virtual learning opportunities, mentorship, international exposure, and seed funding. Entrepreneurs will come from 31 countries from the entrepreneurial ecosystems developed by six local technology community partners located in six countries: [Armenia](#), [Kenya](#), [Macedonia](#), [Nigeria](#), [Senegal](#), and [South Africa](#).

This program also identifies advanced entrepreneurs during the [VentureOut Challenge](#) mobile app competition - applications accepted between August 9 and September 2, 2013. The top 9 entrepreneurs from the competition will meet in Moldova this October 30-31, 2013 for the Dragon's Den, a pitching exposition to compete for \$10,000 in seed funding. Thanks to a great partnership with [TechCrunch](#), one selected VentureOut entrepreneur will also be attending TechCrunch's [Disrupt Europe](#) event in Berlin this October 26-29, 2013.

Partners

[infoDev](#), a global partnership program in the [Financial and Private Sector Development Network of the World Bank Group](#), supports growth-oriented entrepreneurs through creative and path-breaking venture enablers. It assists entrepreneurs to secure appropriate early-stage financing; convening entrepreneurs, investors, policymakers, mentors and other stakeholders for dialogue and action. We also produce cutting-edge knowledge products, closely linked to our work on the ground. For more information about infoDev, please visit: www.infodev.org

CRDF Global is an independent, not-for-profit organization dedicated to international scientific and technical collaboration and training. CRDF Global has more than 16 years of experience supporting technology entrepreneurs and implementing international research, development and innovation programs in over 50 countries. For more information about CRDF Global, please visit www.crdfglobal.org

Local Partner Organizations:

Armenia:

mLab ECA @ Enterprise Incubator Foundation, www.eif.am

Mariam Davtyan, Mariam.davtyan@eif.am

Serving: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Kenya:

mLab East Africa, mlab.co.ke

John, john@mlab.co.ke

Serving: Kenya, Rwanda, Tanzania and Uganda.

Macedonia:

Youth Entrepreneurial Service (YES) Foundation, <http://www.yesincubator.org.mk>

Aleksandar Filiposki, aleksandar.filiposki@yes.org.mk

Serving: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Kosovo, Macedonia, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia.

Nigeria:

CC Hub Nigeria, www.cchubnigeria.com

Tunji Eleso, tunji@cchubnigeria.com

Serving: Nigeria

Senegal:

CTIC Dakar, www.cticdakar.com

Yann LeBeux, yann.lebeux@cticdakar.com

Serving: Senegal

South Africa:

mLab South Africa, mlab.co.za

Derrick Kotze, derrick@mlab.co.za

Serving: South Africa

III. Scope of VentureOut Mobile App Competition

The Competition is designed to encourage mobile app entrepreneurs to internationalize; i.e. to expand their apps into new geographies through:

- Training and mentorship with successful entrepreneurs, angel investors, and venture capitalists
- Networking opportunities
- Seed funding

The application, consisting of a Mobile App Internationalization Summary. This summary is directed to investors will be reviewed by judges who are experts within the entrepreneurship ecosystem. The judges will select the top 18 semi-finalist entrepreneurs. All 18 entrepreneurs will then create a PowerPoint presentation (template presentation provided [here](#)) which judges will review, allowing them to select the 9 finalists. The top 9 will then receive mentorship throughout October, be invited to the workshop, pitch session, and award ceremony in Chisinau, Moldova on October 30-21, 2013. The finalists will be judged by experts to determine the winners. One competition winner from each continent will receive a grant of \$10,000.

IV. Competition Eligibility

Competition applicants must meet all of the following criteria to be eligible to participate in the 2013 Competition:

- 1) Application must be written in English.
- 2) All members of a team can only enter the competition once with one submission.
- 3) Each team must select a member who will be the applicant for the team in this competition. This member does not have to occupy a particular position on the team, i.e. CEO. That member is hereafter referred to as the applicant.
- 4) The applicant must be affiliated with local partner organizations (listed above) and residents or citizens of Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Georgia, Hungary, Kazakhstan, Kenya, Kosovo, Kyrgyzstan, Macedonia, Moldova, Montenegro, Poland, Romania, Rwanda Senegal, Serbia, Slovakia, Slovenia, South Africa, Tajikistan, Tanzania, Turkmenistan, Uganda, Ukraine or Uzbekistan.
- 5) Each mobile app must meet this criteria:
 - Venture is for-profit and less than three years old from date of launching startup
 - Entrepreneur is interested in expanding their app into new geographies in the future
 - Product or service is currently in a user testing stage, pilot stage, or available on the market
 - Venture is either self-funded or has external financing (either from public or private sources)
 - Mobile app ventures can be B2C, i.e. targeted towards retail distribution, for use on individual handsets; or B2B, i.e. enterprise solutions powered by or using or enhancing mobile technology.
- 6) The applicant must be at least 18 years old and able to both read and speak English proficiently.
- 7) The applicant should be ready and available to present her/his technology idea or startup during trainings and business pitch presentations in Chisinau, Moldova on October 30-31, 2013.
- 8) The applicant must hold a valid passport and be eligible to travel to Chisinau, Moldova to participate in the workshop and pitch session if selected as a finalist. (Visas will be obtained by finalists).
- 9) All awards will be granted to the applicant only.

- 10) Applications that fall under the following categories will not be accepted:
- apps with no demonstrable commercial potential
 - apps based on charity or foundation (not-for-profit) organizations
 - apps that are not yet functional or existent (apps have to be beyond the idea stage)

V. Application Instructions

In order to participate in the competition, eligible applicants must submit an application online that consists of a Mobile App Internationalization Summary to https://www.younoodle.com/podium/er/VentureOut_Challenge_2013/enter

The content of this application should demonstrate viability of the mobile app, market potential, and strategy to raise funding, generate revenue, and enter new geographic markets.

The Mobile App Internationalization Summary will be completed online, not exceed 1,000 words, and must be written in English. It should include the information outlined below. In addition to the 1,000 words, applicants are encouraged to include visuals, such as tables, graphs, and/or photos, to convey additional information or to complement the narrative portion of the Mobile App Internationalization Summary. The segments and suggested content of the Mobile App Internationalization Summary are shown below:

Mobile App Internationalization Summary Section	Suggested Content
Potential Commercial Value of the App	Does your app address a problem on the market? What is unique about your app that differentiates it from other apps? What is the business model or revenue streams? Is it scalable? What is the current revenue, if any? How many users, downloads or clients does your app have?
Strategy for Internationalization	How do you plan to increase your user base? What is your expansion strategy? What support/partnerships do you seek or have? What evidence do you have that your app would succeed in international markets?
Your Position in the Market	Describe market needs and size, (potential) customers, and reasons these customers would buy or use your app. List competitors in your current and future market & how your app rivals theirs.
Management Team and Track Record	Describe your management team (including yourself) and the track

	record of the team. Include years of experience, technical skills or achievements. Total number of team members. List any large company achievements to date.
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VI. Evaluation Criteria

Each complete application will be reviewed by judges who will use the following criteria and percentage weight to evaluate the full application.

Mobile App Internationalization Summary Section	Criteria
Potential Commercial Value of the App	Does the app address a problem in the market? Is the app differentiated it from other apps? Is there a clear business model or revenue streams or have traction? Is it scalable? (30%)
Strategy for Internationalization of the App	Does the app have a potential to expand into foreign markets? Does applicant have specific evidence why their app would succeed in foreign markets? (30%)
Your Position in the Market	Does the applicant make a compelling case that investing in the app? Does the applicant have a realistic understanding of the market and the app's potential competitors? (20%)
Company & Management Track Record	Does the management team have the qualifications necessary to make this company successful? Has the management team proven they are able to make changes when facing setbacks? What are the previous successes of the company, if any? (20%)

The 18 semi-finalists will be selected through judging by CRDF Global experts. The 18 will include 10 from Africa and 8 from Europe and Central Asia. All applicants will be invited to attend a TechConnect VentureOut, and interactive video broadcast about Mobile App Internationalization where the top 18 will also be announced. Once selected, the semi-finalists will attend a group mentorship session and then prepare and submit a pitch PowerPoint presentation.

The top 9 VentureOut finalists will be selected based on judges' evaluation of business pitch presentations. Each finalist will be notified if they move onto the final round by October 2, 2013.

VII. Selection Process and Timeline

App Competition	Starts	Ends	Milestone
Phase 1: Submission & Trainings	August 9, 2013	September 2, 2013	<p>Entrepreneurs are invited to apply for VentureOut Challenge.</p> <p>Local partner organizations provide in-person trainings.</p> <p>CRDF Global provides a webinar on applying for the competition Date: Aug 26-29, TBD.</p> <p>Applications are submitted.</p>
Phase 2: Review/Semi- finalist Selection	September 3, 2013	September 16, 2013	18 semi-finalists selected by CRDF Global judges.
Phase 3: Semifinalist announcement and training	September 17, 2013	September 24, 2013	<p>All applicants are invited to join in for the TechConnect VentureOut on September 17, 2013 and to hear the announcement of top 18 entrepreneurs at the end of the program.</p> <p>Top 18 entrepreneurs will have an online internationalization training and Q&A session. (Date: Sept 18-23,TBD)</p> <p>One of the top 18 will be selected by judges to attend TechCrunch Disrupt Berlin.</p>
Phase 4: Pitch Showdown	September 24, 2013	October 1st, 2013	18 semi-finalists submit PowerPoint presentations (template here) by September 24, that are then rated by a panel of judges who select the top 9 who will travel to Moldova.

Phase 5: Business Model Creation and Preparatory Mentorship	October 1, 2013	October 29, 2013	<p>9 entrepreneurs receive training on Lean Startup Methodology and Business model canvases. Then they create business model canvases on LaunchPad Central platform.</p> <p>They then meet with their mentors to discuss business model basics and refinements to their pitch, which will help them in the upcoming Dragon’s Den Pitching Competition.</p>
Phase 6: Dragon’s Den & Awards Ceremony in Chisinau, Moldova	October 30, 2013	October 31, 2013	<p>Finalists give oral presentations and Q&A with panel of judges.</p> <p>Winners are selected and announced.</p> <p>Prizes: One award of \$10,000 for the top entrepreneur of each participating continent</p>
Phase 7: Ongoing Mentorship	November 1, 2013	November 30, 2013	<p>The finalists receive continuous mentorship from a seasoned entrepreneur on the LaunchPad Central platform. Entrepreneurs may continue to use LaunchPad Central platform for up to 10 months as they wish.</p>

Phase 1: Submission: August 9 – September 2, 2013

A complete application consisting of a Mobile App Internationalization Summary must be submitted to the YouNoodle Platform by September 2, 2013, at 17:00 US EDT. Applicants are advised to allow ample time before the deadline to submit their application. This will ensure timely assistance by CRDF Global program staff if there are technical issues with the submission.

During the last week of August (August 26-29, TBD) applicants and potential applicants will be invited to attend a webinar where applicants and their teams acquire skills to improve the application. Applicants who have already submitted their applications prior to the webinar or trainings will be allowed to improve their applications up to the September 2, 2013 deadline.

Phase 2: Review/Semifinalist Selection: September 3-September 16, 2013

By September 16, 2013, CRDF Global experts will select 18 semi-finalists, based on the evaluation criteria outlined in Section VI.

Applicants will be notified of the results via TechConnect VentureOut, and later via email on September 17, 2013. They will also be announced on the website and Facebook.

Phase 3: Semifinalist training: Sept 17-24, 2013

All applicants are invited to join in for the TechConnect VentureOut on September 17, 2013 and to hear the announcement of top 18 entrepreneurs at the end of the program.

The top 18 entrepreneurs then receive an internationalization webinar and experts will answer their specific questions. During September 17-23 the top 18 entrepreneurs will create an 8-12 slide Venture PowerPoint Presentation that will be judged during the basis of the second round (phase 4) of the VentureOut Challenge.

During this phase, one venture will be selected by the judging committee to attend TechCrunch's Disrupt Europe event. Due to the tight timeframe for traveling to Berlin, Germany for the event, this entrepreneur will be selected based on the original competition submission.

Phase 4: Pitch Showdown: September 24 – October 1, 2013

The 18 semi-finalists create 8-12 slide PowerPoint pitches and submit via email to agent@crdfglobal.org by September 24. Template presentation is available [here](#). The presentation template is only a template, and many entrepreneurs may already have presentations they use. The submitted venture presentations are then rated by a panel of judges. These judges will select the top 9 who will travel to Moldova. They will be comprised of 5 entrepreneurs from Africa and 4 from Europe and Central Asia, with a representation of at least one entrepreneur per region, if possible.

Phase 5: Business Model Creation and Preparatory Mentorship: October 1-October 29, 2013

The 9 finalist entrepreneurs create business model canvases on [LaunchPad Central](#) platform. This exercise will include built-in trainings on the Lean Startup methodology, and will begin to encourage the entrepreneurs to interact with their clients in a systematic way in order to inform business operations.

As the entrepreneurs finish the first iteration of their business model canvas, they then meet with both their global and local mentors (either all on one call, or on two separate calls, as is possible via participants' schedules) to discuss business model basics and refinements to their pitch, which will help them in the upcoming Dragon's Den Pitching Competition. During this phase, each mentor will spend a total of one hour live conversation time with the entrepreneur. The mentors will also be instructed to monitor and comment at least weekly on the ever-

evolving business model canvas online via the [LaunchPad Central](#) platform. In this way the 9 finalists receive ample preparation, and are guided to do meaningful market research to strengthen their products and strategies ahead of their debut in Moldova.

Phase 6: Dragon’s Den Pitching Competition and Awards Ceremony in Chisinau, Moldova: October 30-31, 2013

The 9 finalists will be invited to Chisinau, Moldova, with travel expenses provided, to participate in the final portion of the competition: a two-day entrepreneurship workshop, pitch sessions, and award ceremony. On the first day, participants will receive personalized coaching and mentorship from CRDF Global investors and entrepreneurs. On the second day, participants will be asked to present their business “pitch,” i.e., an 8-minute oral presentation, plus 5 minute Q&A, to a panel of judges. Award winners will be decided based on the highest score of their pitch.

Criteria for the final round will be communicated to all finalists when they are invited. Judging criteria will be similar to other evaluation portions of the VentureOut Challenge, with the emphasis on the ability to expand the app’s geographic reach and generate revenue. The criteria will also include the participants Presentation skills and ability to handle Q&A.

Two finalists will receive funding totaling \$20,000.

Competition Award Table:

Winners	Award
Top Mobile App - Africa	\$10,000
Top Mobile App – Europe and Central Asia	\$10,000
1 month of mentorship for business development and coaching	All 9 finalists will be paired with U.S. and/or international mentors

Phase 7: Ongoing Mentorship: November 1-30, 2013

The 9 finalists will continue to receive mentorship, from the same mentor as in phase 5, for the month following the Dragon’s Den in Moldova. Entrepreneurs are welcome and encouraged to continue using the [LaunchPad Central](#) platform up to October 1, 2014. Mentors and entrepreneurs may continue an informal mentorship at will after the program has officially ended.

VIII. Special Requirements

Export Control

CRDF Global complies with all U.S. laws and regulations and applicable international law pertaining to export controls and to the participation of foreign nationals or institutions in its activities. It is CRDF Global’s policy not to conduct any transactions with U.S. restricted entities without appropriate authorization from the U.S. government, including licenses and other

permits and restrictions. CRDF Global reserves the right to restrict the participation of any individual or institution in its programs.

Protection of Confidential Information

Applicants are responsible for identifying any written business confidential information contained in their application materials. CRDF Global assumes that no business confidential information will be disclosed by an applicant including the initial application and the business pitch presentation. If there is a valid need to provide any business confidential information after selection as a semi-finalist, such written information shall be clearly marked so that CRDF Global can, to the degree reasonably possible, protect it by restricting its exposure to authorized staff, its funding and oversight agencies, and external U.S. and international business reviewers and judges. Independent U.S. and international business reviewers and judges retained by CRDF Global, as well as all personnel of CRDF Global and its partner organizations, are required to adhere to strict standards of confidentiality in the handling of all business confidential information contained in any written materials.

Any written materials containing business confidential materials should be clearly labeled “Business Confidential.” Reviewers and judges will be required to sign a standard and legally-binding non-disclosure agreement (NDA) prior to receipt of any business confidential materials from an applicant. A copy of the template for this agreement is available on request by corresponding to: agant@crdfglobal.org. Applicants may request that particular organizations or individuals, whose access to their proposals would compromise business confidential information, not be selected as reviewers. Such information must be disclosed to CRDF Global at the time any Business Confidential information is disclosed during the competition.

Intellectual Property

CRDF Global makes no claim to intellectual property rights under any award.

Award Administration Terms and Conditions

Applicants may refer to the CRDF Global website for guidance on policies and procedures relating to the financial and contractual management of grants, including conflict of interest guidelines. An online library of resources and reference documents maybe viewed at the following location: <http://www.crdfglobal.org/grants-and-grantees/terms-conditions>.

IX. Additional Information and Support

Questions and correspondence regarding this competition announcement should be directed to the CRDF Global Team (please see contact information below). Applicants are requested to identify themselves in all correspondence. CRDF Global may choose not to disclose certain information in a response to any question or query, if in our view such details would affect the fairness of the competition or convey an undue advantage to an applicant. CRDF Global also reserves the right to disclose to all other applicants an answer or clarification to a question from an applicant in the interest of fairness, objectivity, and transparency of this competition.

CRDF Global
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Arlington, VA 22209
Tel: 703-526-6758
E-mail: Amanda Gant, agant@crdfglobal.org

X. Checklist of Items Required for Submission

- Identify as a functional mobile application
 - B2B: enterprise solutions powered by or using or enhancing mobile technology or
 - B2C: targeted towards retail distribution, for use on individual handsets
- Mobile App Internationalization Summary: maximum of 1,000 words describing the idea or start up.