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## 1. OVERVIEW



The Water and Energy for Food (WE4F) Grand Challenge Asia Enhancing Development and Growth through Energy (EDGE) Ag-Energy Prize seeks business owners and entrepreneurs in Southeast Asia with game-changing innovations operating at the nexus of sustainable, renewable energy, and agriculture.

The prize competition will spur, recognize, and reward outstanding enterprises from both youth innovators and mid-stage businesses in the Southeast Asian footprint. The prize competition aims to:

1. **Identify and fund promising innovators** at the nexus of renewable energy and agriculture;
2. **Explore market activity** about the nature, progress, and scale of small and growing enterprises in the region; and
3. **Improve awareness of WE4F and Asia EDGE** development initiatives among the business community.

The Prize is open to mid-stage businesses and youth innovators (*see section 3.4 for eligibility*). Applicants will be judged on their **understanding of the problems** within the sector, the **potential social impact** of their innovation, the **viability** of their business model, and their ability to **target markets at the base of the pyramid** (*see section 3.5 for evaluation criteria*).

## 2. THE PRIZES

The Prize includes a \$355,000 cash prize purse for winners and runners-up, travel sponsorship to participate in the Clean Asia Energy Forum in Manila, the Philippines in June 2020, and customized acceleration services from the WE4F Asia Regional Hub.

In addition, **10 mid-stage** and **5 youth innovator prize finalists** will benefit from recognition on the WE4F website, communications materials, and travel support to participate in a co-creation workshop in Bangkok in March 2020 to discuss challenges and opportunities in the renewable energy, and agriculture nexus in Asia.

Mid-Stage Enterprises Prize	Youth Innovators Prize
One <b>\$100,000</b> prize for the Grand Prize One <b>\$65,000</b> prize for the 1st runners up One <b>\$50,000</b> prize for the 2nd runner up	One <b>\$75,000</b> prize for 1st prize One <b>\$65,000</b> prize for runner-up

## 2.1 Water and Energy for Food

The WE4F Challenge Fund is a partnership among the U.S. Agency for International Development (USAID), Sweden through the Swedish International Development Cooperation Agency (Sida), and the Ministry of Foreign Affairs of the Kingdom of the Netherlands.

WE4F is a logical extension of the groundbreaking five-year [Securing Water for Food \(SWFF\)](#) and [Powering Agriculture Energy \(PAEGC\)](#), which enrolled 80 innovators from more than 40 countries in developing more food with less water. SWFF and PAEGC have produced nearly 6 million tons of food, reduced water consumption by more than 19 billion liters, saved more than two million trees, and impacted more than 6.3 million farmers and their families. WE4F builds upon these achievements, by engaging investors to scale small-grid electric systems (SGEs)' impact. The WE4F partners believe that private sector capital is key to effectively scale successful SGEs in the world's poorest areas. The program expects to mobilize more than \$25 million in private investment capital.

## 2.2 Asia EDGE

[Asia Enhancing Development and Growth through Energy \(EDGE\)](#) is a U.S. government initiative to grow sustainable and secure energy markets across the Indo-Pacific region and level the playing field for private sector firms. Asia EDGE has four strategic objectives that ultimately aim to expand energy access across the region while strengthening energy security. The initiative brings together government entities, international financial institutions, and the private sector to source expertise and resources in order to achieve their objectives:

1. Strengthening the energy security of allies and partners
2. Creating open, efficient, rule-based, and transparent energy market
3. Improving free, fair, and reciprocal energy trading relationships
4. Expanding access to affordable, reliable energy

## 2.3 Background

In recent decades, Asia has experienced unprecedented economic growth and benefitted from an international technological transition that now renders clean energy cost competitive. However, the region is not without its challenges, including electricity shortages, lack of reliable power and regional connectivity, financially weak utilities, health impacts from air pollution, environmental impacts from rapid infrastructure development, and water and food insecurity. Improving the health of the region's energy sector and increasing private-sector investment will be foundational to the region's future economic growth, self-reliance and resilience.

In this environment, the market for ag-energy innovations is nascent and diffuse across a large geography. Early to middle stage innovators struggle to identify both appropriate investment as well as

peers and advisors who could be a source of market intelligence, technical assistance, community, and learning.

USAID is participating in two efforts to address this challenge:

- [Water and Energy for Food Grand Challenge for Development \(WE4F\)](#), a partnership among USAID, Sida, and the Ministry of Foreign Affairs of the Netherlands to expand the scale of innovations that impact the food and water sectors, food and energy sectors, or all three sectors of the nexus (food, water, energy) to increase the sustainability of agricultural food value chains and address climate change in developing countries and emerging markets – with a particular focus on the poor and women.
- [Asia EDGE](#), a U.S. government initiative to grow sustainable and secure energy markets across the Indo-Pacific region and level the playing field for private sector firms.

These efforts support [partner countries](#) to mobilize private investment, modernize technologies and practices, and expand market opportunities. To help create momentum around this new initiative, USAID created the [WE4F Asia EDGE Ag-Energy Prize](#) .

## 2.4 Objectives

The WE4F Asia EDGE Ag-Energy Prize aims to raise awareness of Asia EDGE and WE4F programs and to obtain improved market intelligence of the agriculture and renewable energy sectors in emerging markets in Southeast Asia. This includes expanding access to affordable, renewable energy that can help reduce poverty, foster economic growth, and promote prosperity in Indo-Pacific countries.

The prize aims to recognize outstanding business models operating at the renewable energy, and agriculture nexus in Southeast Asia, build opportunities for follow-on funding and technical assistance for those innovators, and foster a community of entrepreneurs in the region who can rely on each other for networks, intelligence, collaboration, and learning. The intention behind this effort is to foster a nascent ecosystem where the market is less diffuse, system activities are interconnected as a network (rather than individual effects), and innovators can benefit from cohort-based services and learning as well as bespoke business development services.

## 3. COMPETITION DETAILS

### 3.1 Overview of the Competition Structure

**Prize Call Launched:** The Prize will be open for applications for 9 weeks from [Dec. 4, 2019 - Jan. 29, 2020](#). Application forms can be completed and submitted online through a link on the [we4f.org](http://we4f.org) website.

During this time, we will host an informational webinar featuring a question and answer session where we will be answering questions from prospective applicants and publicly sharing the answers. The webinar will be held on [January 7, 2020 at 9am Bangkok local time \(GMT +7\)](#). The webinar will also be recorded and posted to the [www.we4f.org](http://www.we4f.org) website on January 9, 2020. A Frequently Asked Questions section is also available via the platform.

**Submission Deadline:** Applicants submissions are due at [5pm Bangkok local time \(GMT +7\) on Jan. 29, 2020](#). Late entries will not be accepted.

**Prize Announcement:** The EDGE Ag-Energy Prize will be announced via email on [April 30, 2020](#).

### 3.2 Timeline

Date	Event
December 4, 2019	<a href="#">Prize Launch</a> - Accepting Entries
January 3, 2020	<a href="#">Prize questions due</a> (submitted via email)
January 7, 2020	<a href="#">Informational Webinar</a> for Applicants
January 9, 2020	<a href="#">Recorded Webinar Uploaded &amp; Responses to Questions</a> posted to FAQ sheet on prize website landing page
January 29, 2020	<a href="#">Application Submission Deadline</a>
January 30-31, 2020	Phase 1: <a href="#">Eligibility screening</a> of applications
February 3-14, 2020	Phase 2: <a href="#">1st Judging Panel</a> review
February 17, 2020	<a href="#">Finalists selected</a> and notified via email
March 9-11, 2020	Phase 3: Finalists invited to a <a href="#">WE4F Co-Creation Workshop</a> in Bangkok, Thailand

March 9-20, 2020	<b>Finalist Interviews.</b> Depending on applicant availability, some finalist interviews will be conducted in Bangkok on the sidelines of co-creation Workshop. Others will be conducted after the workshop.
April 30, 2020	Phase 4: <b>Prizes winners</b> notified via email
June 15-19, 2020	Winners invited to and announced at <b>Asia Clean Energy Forum</b> in Manila, Philippines
Summer 2020	Acceleration Services Begin at the <b>WE4F Asia Regional Hub</b>

### 3.3 Application Process

The WE4F Asia EDGE Ag-Energy Prize is a four-phase, incentivized competition that will allow business owners and entrepreneurs to demonstrate innovative ideas at the nexus of water, energy, and food. Both the mid-stage enterprises and youth innovators will follow the same competition structure.

**I. Eligibility Review:** Applicants will be screened to ensure they comply with the criteria in [Section 3.4](#).

**II. Expert Judging Panel (Finalist Selection):** A panel of judges selected for their relevant experience and expertise will review all eligible applications. Each application will be evaluated by a minimum of three judges, using an evaluation criteria provided in [Section 3.5](#). Up to 10 Mid-stage Finalists and 5 Youth Innovator Prize Finalists will be selected to participate in the Phase 3 competition.

**III. WE4F Co-Creation Workshop:** 15 Finalists (one representative from each venture) will participate in a co-creation event in Bangkok in March 9-11, 2020. The in-person co-creation workshop will be the official venue to connect the finalists of the WE4F Asia EDGE Ag-Energy Prize in Asia. The workshop will offer opportunities for the finalists to meet with possible investors and other relevant stakeholders to support their business model innovations. The participants will also have the chance to connect and build their networks in the region.

**IV. Finalist Interviews:** Finalists will be invited to participate in phone, video, or in-person at the co-creation workshop in Bangkok interviews by a panel of USAID staff, judges, experts, and affiliated partners. See [Section 3.5 Evaluation Criteria](#) for more details.

**V. Asia Clean Energy Forum (Winners Announced in-person):** The five winners (three mid-stage enterprises and two youth innovators) will be announced prior to the event via email and invited to participate in the Forum as WE4F Asia EDGE Ag-Energy Prize winners.

Applicants will be **required** to participate in each phase in order to be selected as a winner.

Applications must be submitted using the google form on the WE4F Website ([www.we4f.org](http://www.we4f.org)). Additional instructions and information on how to submit a prize application are provided on the website.

If the Applicant experiences any difficulty with submitting an application, please contact [WE4FAgEnergyPrize@gmail.com](mailto:WE4FAgEnergyPrize@gmail.com). The full application for can be found in Annex 6.

All applications received by the submission deadline will be reviewed for responsiveness to the specifications outlined in the WE4F Asia EDGE Ag-Energy Prize call. Applicants must ensure that their applications are received by USAID in their entirety.

### 3.3.1 Application Submission Rules

- Applications must be submitted in English.
- Applications must be submitted via the [www.we4f.org](http://www.we4f.org) website.
- Applications submitted via regular mail, facsimile, or email will not be accepted.
- Complete applications must be submitted by the deadline of the Prize call (**5 p.m. Bangkok local time, GMT +7, on January 29, 2020**) using the online platform. No additions or modifications to the applications will be accepted after the submission deadline.
- USAID bears no responsibility for data errors resulting from transmission or conversion processes associated with electronic submissions.
- If no qualifying application can be verified at the completion of the eligibility screening the WE4F Asia EDGE Ag-Energy Prize competition may reopen to new enterprises and innovators, at the sole discretion of USAID and partners.
- USAID will not be responsible for any costs associated with the development of applications.

### 3.3.2 General Applicant Information

The WE4F Asia EDGE Ag-Energy Prize application requires applicants input details about their business. The information is being collected for demographic and promotional purposes only and will have no bearing on the evaluation of the application. The following information will be collected:

- Eligibility
- General business information
- Registration documents (if existing enterprise)
- Problem/Solution Fit
- Team Capacity and Capability
- Demand/Target Market Share
- Finance and Prize Award Information
- Potential Impact
- Willingness to share learnings

## 3.4 Eligibility Requirements

Prospective competitors should read the eligibility criteria outlined here to confirm their entries will be reviewed by the judges.

### 3.4.1 Mid-Stage Enterprises Prize Eligibility

To be eligible for Mid-Stage Enterprise Prize, enterprises must have existing services or products in the renewable energy - agriculture nexus. Enterprises with unit costs of \$100 or less must have a minimum of 2,500 customers; while enterprises with a unit cost of greater than \$100 must have a minimum of 1,000 customers to be eligible.

### 3.4.2 Youth Innovators Prize

For the Youth Innovators Prize, applicants must be under the age of 30 with a pre-revenue or post-revenue business model innovation in the renewable energy - agriculture nexus. The company must have a working prototype or minimum viable product along with a demonstrated BOP market segment being targeted, and be registered and operating within the countries in section.

### 3.4.3 General Rules for Eligibility (applicable to both Mid-Stage and Youth)

- **Organization type:** Applicants from any category of organization or institution, U.S. or non-U.S., are welcome to apply. This includes, but is not limited to, for-profit organizations. Not-for-profit organizations, foundations, educational, industrial, and academic institutions, civic groups, and regional organizations are eligible to apply IF and only if they have a sustainable and financially viable business model for their innovation or if they are partnering with a registered business working at the nexus of renewable energy, and agriculture. Note that the public sector and government entities (excluding universities) are not eligible to apply.
  - Innovators new to prize competitions, including non-development experts and applicants from low- and middle-income countries are particularly encouraged to apply.
  - Women-led and women-owned businesses are encouraged to apply.
  - Businesses that focus on the base of the pyramid customers are encouraged to apply. If you're unsure of who base of the pyramid customers are, please review the [WE4F BOP Guidebook](#)
- **Country of Implementation:** The WE4F Asia EDGE Ag-Energy Prize seeks applications that have an operational focus in low-income and middle-income countries in Southeast Asia, including Cambodia, Laos, Indonesia, Malaysia, Myanmar, the Philippines, Thailand, Timor Leste, Vietnam.

Note: Applicants based in, or applications with an operational focus in countries in which USAID is restricted from providing foreign assistance are not eligible (see Footnote[1]).

(<http://data.worldbank.org/about/country-classifications/country-and-lending-groups>).

- **Local Right to Operate:** Competitors will be asked to share registration documents in one of the countries in section 3.4.3 to demonstrate a legal status to operate in the Southeast Asia country in which their innovation is being implemented or sold.
- **Language:** The official language of the WE4F Asia EDGE Ag-Energy Prize competition is English. The WE4F Asia EDGE Ag-Energy Prize Application and all communications must be in English.
- **Focus on the Base of the Pyramid:** Innovations must directly or indirectly benefit the BOP (income, products, environment, opportunities, and gender equality). In addition, applications must avoid negative environmental effects and local market distortions.
- **Eligible to receive USAID funds:** USAID will conduct a responsibility determination prior to award, to ensure that award to the individual or organization meets applicable U.S. laws and policies, including but not limited to regulations administered by the Office of Foreign Assets Control (OFAC) of the U.S. Department of Treasury. Organizations must have a DUNS number and be registered in the SAM system.
- **Intellectual property:** Applicants must clearly mark any confidential or proprietary content (including intellectual property and trade secrets) that they wish to protect. The applicant will retain ownership of such confidential or proprietary content. The Prize Administrators will protect such marked confidential or proprietary content and will only use it as necessary to administer the competition. Applicants must have rights to all of the intellectual property in the submission. It is the Applicants' responsibility to ensure that they are not infringing on the intellectual property of others.
- **Completeness:** Incomplete entries will not be accepted.
- **On time:** Late entries will not be accepted.
- **Currency:** All references to a currency in the WE4F Asia EDGE Ag-Energy Prize call should be in United States Dollars (USD).

USAID welcomes proposals from organizations that have not previously worked with USAID.

#### 3.4.4. Judging Panel

After the internal eligibility screen, expert judges from among USAID's Missions and Bureaus and affiliated partners will review the remaining applications and assess them against the evaluation criteria in Section 3.5. All decisions will be final and not subject to review. Each eligible submission will be assessed and judged for inclusion in the competition.



The official judges of the WE4F Asia EDGE Ag-Energy Prize competition will be called the “Judging Panel.” The Judging Panel will be responsible for evaluating applications for technical merit, viability and for assessing performance during the competition demonstrations at the co-creation workshop in Bangkok. The Judging Panel is comprised of highly qualified and impartial judges with expertise in renewable energy, investment, agriculture, development, innovation, enterprise development, and economic growth. The Judging Panel will have the relevant background necessary to ensure thorough and rigorous evaluation during all phases of the WE4F Asia EDGE Ag-Energy Prize competition. USAID retains sole and absolute discretion to declare a winner of the competition and otherwise award all prizes. Any such decision may not be challenged by any of the applicants participating in this contest.

All members of the Judging Panel will be required to sign Non-Disclosure Agreements (NDA), as well as statements acknowledging that they make no claim to the intellectual property developed by applicants or relevant partners.

### 3.5 Evaluation Criteria

The Judging Panel will assess each eligible application across six criteria areas, and recommend up to 15 submissions to be invited for finalist interviews.

Criteria	Details	Youth Innovator Prize	Mid-Stage Enterprises Prize
Problem/ Solution Fit	Articulation of the problem and overall understanding of the sector at the nexus of renewable energy, and agriculture.	20	20
Team Capacity and Capability	Overall strength of management team to deliver a sustainable ag-energy business	20	20
Demand / Target Market Share	Articulation of the resiliency and demand for the business model in the target market	20	20
Finance and Prize Award Information	Strength of financial background and clear articulation on how prize money and technical assistance would be utilized to drive the growth of the business model innovation	20	20
Potential Impact	Articulation of their access and traction to key populations at the WE4F nexus.	20	20
Willingness to share learning	Applicants must be willing to share learning in order to qualify for the WE4F Asia EDGE Ag-Energy Prize. This will be evaluated based on a simple yes or no response and is not weighted into the other criteria percentages.	Yes/No	Yes/No
<b>TOTAL</b>		<b>100</b>	<b>100</b>

### 3.5.1 Finalist Interviews

Finalists will be invited to participate in phone, video, or in-person (at the co-creation workshop in Bangkok) interviews by a panel of USAID staff, judges, experts, and affiliated partners. These interviews will address the above-referenced illustrative questions across the evaluation criteria and present an opportunity for finalists to discuss any questions, feedback, or concerns from the judging panel. Travel sponsorship will be available for one participant from each of the 15 finalist organizations.

Every effort to schedule the interviews at a reasonable time for all applicants and judges. These interviews will be mandatory to advance to the next round of the competition.

## 3.6 WE4F Co-Creation Workshop

USAID believes the WE4F Asia EDGE Ag-Energy Prize can further build Asia's innovation ecosystem in the renewable energy, and agriculture nexus in the region to strengthen networks, intelligence, collaboration, and learning among innovators, investors, donors, business owners, and thought leaders.

The [WE4F Co-creation Workshop in Bangkok from March 9-11, 2020](#) is an opportunity for prize finalists to network and co-create solutions with a diverse group of stakeholders to discuss the challenges and opportunities in the region. 15 prize finalists (five for the youth prize and 10 for the mid-stage prize) will be provided with travel sponsorship to participate in the event.

One additional representative from the 15 finalists will be invited but without travel sponsorship. In addition to the round table discussions, finalists in attendance at the workshop will benefit from sessions on:

- Business model / plan refinement
- Networking
- Preparing for investment (for mid-m finalists)
- Mentorship opportunities
- Overcoming scaling challenges in agriculture in frontier markets (based on the WE4F BOP workbook)
- Working with women (based on the SWFF Missing Markets Report)

The co-creation workshop will also serve as the final stage of evaluation for the finalists by the expert judging panel. However, teleconferences will also be made available after the event in case some applicants are not able to join the co-creation workshop. During the 30-45 min interviews, judges and finalists will have a structured conversation about their business model innovation. All finalists will receive constructive feedback on their business model innovations to support the learning and iteration process that is critical for all entrepreneurs. This will mark the final phase of judging.

Finalists will be notified via email about their selection to participate in the WE4F Co-Creation workshop on or before [February 17, 2020](#).

### 3.7 Asia Clean Energy Forum

Following the Finalist Interviews, winners of the WE4F Asia EDGE Ag-Energy Prize will be selected and unsuccessful applicants will be notified by [April 30, 2020](#).

There will be three winners for the mid-stage prize and two winners for the youth prize as described above. All finalists will be contacted via email about the final decision by the judges and the five winners will be invited to attend the [Asia Clean Energy Forum in Manila, Philippines from June 15-20, 2020](#). The winners will be publicly announced at the event and the prize money will be awarded thereafter. USAID will pay for the travel costs for the selected winners.

### 3.8 Acceleration Services from the WE4F Hub

To be launched in 2020, the [WE4F Asia Regional Hub](#) will provide prize winners with non-financial support in the form of a brokering unit and technical assistance unit. The integration of these functions is expected to support innovators more holistically, facilitate quick feedback loops, agile management and mutual learning processes.

Winners will receive a minimum of three months of technical assistance and a maximum of three to five years depending on their needs and relationship with the WE4F Hub. Acceleration services to winners are anticipated to begin in Summer 2020.

Acceleration services may include one or more of the following types of support:

- Business Development: Business Mentorship; Business Modelling; Technical Writing and Scope of Work Development; Supply Chain Development; Product Development, Refinement, and Diversification;
- Market Assessment: Holistic Environmental Assessment; Market Research and Market Analysis (including base of the pyramid); Missing Markets; Partner Identification and Partnerships;
- Operations: Human Resources Management; Legal Services; Organizational Capacity Building; Smallholder Farmer Marketing and Sales;
- Public Relations and Communication: Graphic Design, Branding, and Website Development; Media Training and Presentation Coaching; Policy and Advocacy;
- Technical Expertise: Materials Science; Gender;
- Travel Services: Conferences/Investor Workshops/Meetings.

## 1. What is the Clean Energy Asia Forum?

ADB, USAID, and the Korea Energy Agency will be organizing the Asia Clean Energy Forum (ACEF) 2020 with the aim of sharing best practices in policy, technology, and finance to meet the region's climate and energy challenges.

## 4. ANNEXES

### 4.1: Terms and Conditions of Participation (Annex I)

The WE4F Asia EDGE Ag-Energy Prize is being implemented by the USAID Catalyst Project (implemented by Resonance). Please read these terms and conditions carefully before submitting an entry. By submitting an entry, you accept these terms and conditions and agree to comply with them.

#### 4.1.1 Participating in the Prize

Entries received by the relevant deadline that are compliant with this prize call will be assessed against the entry criteria for the Prize set out in the WE4F Asia EDGE Ag-Energy Prize Rules. USAID is not responsible for lost, late, stolen, misdirected, illegible, erroneous, or incomplete applications or other documentation due to computer, network or telecommunications failure.

Employees of USAID, USAID contractors, other individuals working on the Catalyst project, and their immediate families, are not eligible to enter. Unless otherwise stated, you may make up to three district entries for different business model innovations to the Prize Call and must bear all your costs of entering and participating in the prize, including travel costs, unless otherwise stated in the supported materials.

Eligible entries will be assessed against the publicized evaluation criteria. Entries may be shortlisted and asked to complete further activities as described in the promotional materials, and performance will then be assessed against the relevant judging criteria. Participation in interviews and other events are a condition of participation in the prize competition.

We will use the contact details you provide to contact you about the prize. If you do not respond within seven days, you may be removed from consideration for the prize. If you are removed, or if you otherwise withdraw from the prize for any reason, we may select another entry in your place, but we are not obliged to do so.

The judges' decision about shortlisting and selection, including the methodology used to assess entries, validity of any claims and data submitted, is final. By choosing to participate in the prize, participants waive the right to challenge the outcome and agree to be bound by the determinations of the Prize judges and USAID. We have no obligation to provide further information or to engage in conversation/correspondence about such decision.

While we encourage that the prize award be used in ways that continue to be of public benefit and in the primary health care sector, you are under no obligation to do so. The prize will be paid in U.S. dollars and the winner is responsible for payment of tax and other charges in relation to the award of the prize.

We reserve the right at our sole discretion to refuse to accept any entry; to suspend or withdraw the prize at any time; to vary the form and substance of the prize including dates for deadlines, activities and events; to reduce or increase the number of entries selected for any phase, including the final prize; not to award the prize; and/or to reject or withdraw a place on the prize competition for any reason whatsoever, including if in our reasonable opinion, you are in breach of these terms and conditions, fail to participate fully, or do anything to damage the reputation of USAID or our partners.

We reserve the right to vary these terms and conditions at any time. Variations will take effect from the date they are posted on our application platform, so please check regularly to see the current version.

#### 4.1.2 Your Promises to Us

By submitting an entry to the prize, you confirm that: Your concept satisfies the relevant criteria and all information submitted by you is true, accurate and complete. We reserve the right to ask for additional evidence of claims made by you, to validate claims by any means we see fit, and/or to reject claims at our sole discretion.

Your entry is your own original idea, is not copied from anyone else, and to the best of your knowledge, does not infringe any intellectual property or other third-party rights. We may withdraw your entry if we receive notice that it infringes any third-party rights.

You have, or will obtain, all consents and permissions necessary to submit your entry, participate in the prize and comply with these terms and conditions.

You will act lawfully, ethically and in good faith and comply with the rules of the prize and any relevant laws, regulations, guidelines and codes of practice. You will comply with our reasonable instructions while participating in the prize, including in relation to health & safety and security.

Your organization and entry adheres to existing protocols for environmental protection and sustainability.

Your organization and approach does not exacerbate or cause direct or indirect harm to marginalized groups including, but not limited to, women/girls, low income, ethnic minorities, and landless groups.

Your organization identifies and mitigates potential unintended consequences that may cause direct or indirect harm to marginalized groups.

We reserve the right to remove you from the prize competition if you do not comply with these rules, if you cheat or behave in a way which is disruptive, inappropriate or potentially dangerous.

If you are entering as part of a group or team, the person completing the entry form is responsible for compliance with these terms & conditions by other team members.

### 4.1.3 Use of Your Personal Information

We are committed to protecting your privacy and have established processes and policies to adequately safeguard the personal information you give to us.

If you submit an entry, we will ask you for personal information such as your name, email address, and other contact details such as a contact phone number. The personal information we collect will be used as outlined in detail below; generally, to process and consider your application for funding, to contact you about the Prize, and to award the Prize.

Please make sure that all details you provide are accurate and up to date and let us know about any changes. If during the application process, you provide us with aggregate information regarding any other individuals, please provide information concerning the informed consent all individuals signed, and applicable IRB materials. Please do not include any personally identifiable information concerning other individuals in your submissions.

Your information will be shared within USAID and with USAID's implementing partners as is necessary to process and fully assess your entry, award the Prize, and celebrate competitors (as outlined in Sections 3, 4, and 5). USAID will follow applicable law, regulation, and policy concerning the collection, maintenance, and use of your data. For more information about the USAID privacy policy, including safeguards and controls around PII, please see <https://www.usaid.gov/privacy-policy>.

We will share your information with judges that help us assess the applications.

If you give us consent to do so, we will also let you know about other USAID opportunities, events and activities. Consent to be added to our outreach list can be emailed to: [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com).

When this Prize process has ended, we will retain your information for six years beyond the termination of the funding agreement supporting this Prize for the purpose of fulfilling our obligations under that agreement, for our own evaluation and business development purposes, and to provide you with future opportunities to apply for similar Prizes in the future. If you do not wish us to contact you about future opportunities, please let us know by writing or emailing us at [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com).

We may keep your information for up to six years for the agency to conduct statistical analysis of the data, so we can review, develop and improve our business activities, consistent with applicable law, rule, and regulation.

If have any questions about this privacy notice, please email us at [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com).

By submitting an application, you also consent to the collection, retention, usage and distribution of your personal information for the purposes outlined in the Sections 4 and 5 below.

#### 4.1.4 Publicity

We won't publicly publish full details of your entry. However, by submitting an entry, you give us permission to use and publicly publish your name, a summary of your entry and photographs/recordings of your participation in the prize, which may include events, in any media and online. If you have any concerns about the publication of information about your entry, please contact us before submitting an entry.

Any public statements which you make in relation to the prize must acknowledge USAID and be approved by us in advance.

USAID intends to celebrate the shortlisted and winning approaches online, in online forums, and as case studies about new ways to engage the private sector to address development challenges. Prior to the communications being published, USAID will contact any featured teams to affirm their consent to the communications.

While competitors and winners of the prize are under no obligation to engage in further correspondence with USAID after the award of funds, USAID hopes they will continue to respond to requests for updates on the approach's evolution, success, or learning.

#### 4.1.5 Limitation of Liability

We are not liable for any direct or indirect loss or liability, costs, claims, taxes, charges or expenses resulting from your participation in the prize or your reliance on statements made or advice given by us, our partners or contractors.

## 4.2: Communication (Annex II)

### 4.2.1 Inquiries

Inquiries about the prize may be submitted via email to [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com). We will publish all questions and answers about the prize on the application platform to ensure transparent communication.

### 4.2.2 Application

The application form must be submitted via the application platform at [we4f.org](http://we4f.org). Paper, faxed, emailed, or mailed applications will not be accepted.

Prize staff may correspond with competitors either via the email account [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com) or via the application platform.

### 4.2.3 Prize sponsor



On behalf of the American people, we promote and demonstrate democratic values abroad, and advance a free, peaceful, and prosperous world. In support of America's foreign policy, the U.S. Agency for International Development leads the U.S. Government's international development and disaster assistance

through partnerships and investments that save lives, reduce poverty, strengthen democratic governance, and help people emerge from humanitarian crises and progress beyond assistance.

## 4.3 Application Form (Annex III)

WE4F Asia EDGE Ag-Energy Prize Contestant Application

### 4.3.1 Eligibility

- A. Please indicate that you have read and accept the terms outlined in the Prize Rules document.
- B. Can you confirm that, to the best of your knowledge, you comply with all the eligibility criteria (link) for the prize?
- C. Please affirm that all content and intellectual property in the submission is your own or you have explicit permission to use it.
- D. Has your business/organization completed or leveraged any of the following types of tools or technical assistance? Select all that are applicable.

### 4.3.2 General Information

1. What Prize are you applying for:

- a. Mid-Stage Prize - I represent an enterprise that has unit costs greater than \$100 and at least 1,000 customers. Or, I represent an enterprise that has unit costs of \$100 or less and at least 2,500 customers.
- b. Youth prize - I am currently under 30 years of age with a pre-revenue or post-revenue solution in renewable energy for food nexus

2. Founder/Owner/CEO Age (only applicable if applying to youth prize)

- a. Under 30 years old
- b. Over 30 years old

3. Please provide the following information

- a. Name of Applicant
- b. Name of Organization
- c. Contact Email Address
- d. Type of Organization
- e. Type of business model (e.g. B2C, B2B, C2C, BG2)
- f. Women-owned business - Yes / No
- g. Total number of employees/staff
- h. Primary industry (e.g. food processing, renewable energy)
- i. Country of registration (if existing enterprise)
- j. Country(ies) of targeted operation in Southeast Asia

### 4.3.3 Registration documents (if existing enterprise)

4. Could you please explain your team's relevant expertise and experience in the field of energy for food in emerging markets in Southeast Asia?

5. Please visit the following site (<https://we4f.org/wp-content/uploads/2019/11/WE4F-Lean-Canvas.pdf>) to download and complete a lean canvas for your business model innovation and upload it here or email to [WE4FAGEnergyPrize@gmail.com](mailto:WE4FAGEnergyPrize@gmail.com) if exceeding file size of 10 MB.

#### 4.3.4 Problem/Solution Fit

6. What is transformative or game-changing about your proposed business model innovation? Please highlight the way(s) in which your proposed business model will be profitable while also promoting the use of more efficient and/or increase access to renewable energy to promote food production in emerging markets in Southeast Asia.

7. Why do your customers or end-users think that there is an urgent need for your solution? What problems are you solving for them? Please note any primary market end-user research.

8. What are the weaknesses and risks of your proposed business model innovation?

#### 4.3.5 Team Capacity / Capability

9. Please provide the names and roles of each member of your management team.

#### 4.3.6 Demand / Target Market Share

10. How many customers do you have? What has been your customer growth and sales rates for the last year and also last five years (if applicable)?

11. How much does your product or service cost for customers/clients in your target market(s)? How did you come up with this price? Is the price dependent or inclusive of a government subsidy?

#### 4.3.7 Finance Support Sought

12. Have you ever received debt or equity investments before? If so, which and from whom? Who are your investors?

13. Have you accepted grants or prizes before for this business model innovation? If so, please list the name of the funder(s) and estimated amount.

14. How would you leverage the prize money and technical assistance if you won this contest?

#### 4.3.8 Potential Impact

15. How does your innovation directly or indirectly benefit or impact vulnerable groups and the base of the pyramid market segments in energy for food related sectors, such as women, migrants, low-income communities, and stateless citizens?

16. How could your business model innovation potentially create additional jobs in value chains in related sectors, such as food processing, logistics, or the renewable energy sector?

#### 4.3.9 Business Development Services Support Sought

17. What types of transaction advisory or business development assistance would be helpful to you for your expansion plans? Select all that are applicable:

- a. Sales & Marketing
- b. Financial functions, accounting, audit
- c. Transaction advisory and fundraising
- d. Environmental assessment and review
- e. Technical capacity building
- f. Product development (incl. R&D)
- g. Recruiting and human resource support
- h. Legal
- i. Strategy
- j. Other

#### 4.3.10 How did you hear about the WE4F Asia EDGE Ag-Energy Prize?

18. How did you hear about the WE4F Asia EDGE Ag-Energy Prize? Select all that are applicable:

- a. Twitter
- b. Facebook
- c. LinkedIn
- d. Email
- e. Blogs/Articles
- f. Search engine
- g. Word of mouth
- h. Other

#### 4.3.11 Acknowledgment

19. Can you confirm that, to the best of your knowledge, the information you have supplied is true and accurate?