

REPUBLIQUE DU CAMEROUN
Paix-Travail-Patrie

MINISTÈRE DE L'AGRICULTURE
ET DU DÉVELOPPEMENT RURAL

MINISTÈRE DE L'ÉLEVAGE, DES
PÊCHES
ET DES INDUSTRIES ANIMALES

Programme de Promotion de
l'Entreprenariat Agropastoral des Jeunes
(PEA-Jeunes)

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REPUBLIC OF CAMEROON
Peace-Work-Fatherland

MINISTRY OF AGRICULTURE
AND RURAL DEVELOPMENT

MINISTRY OF LIVESTOCK,
FISHERIES
AND ANIMAL INDUSTRIES

Youth Agropastoral Entrepreneurship
Program
(AEP-Youth)

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“AgriStartup Challenge” Contest rules

Article 1: The Organizers and Partners

The Agropastoral Youth Entrepreneurship Promotion Program (AEP-Youths), headquartered in Yaoundé-Bastos Yaoundé, Phone: +237 222 20 90 90. Mail: contact@pea-jeunes.org
Hereinafter collectively referred to as "The Organizers",

As part of the technical and financial assistance of IFAD (International Fund for Agricultural Development),
Hereinafter referred to as “Partner”,

And Under the distinguished patronage of the “MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT” and the MINISTRY OF LIVESTOCK, FISHERIES AND ANIMAL INDUSTRIES.
Hereinafter referred to as “The Ministries”,

Organize,

From October to December 2020, the multi-session competition called "AgriStartup" Hereinafter referred to as "The Competition",
In accordance with the procedures described in these Rules (hereinafter referred to as "The Rules").

Article 2: Object of the competition

The main purpose of the “AgriStartup” competition is to highlight innovations identified along the agricultural value chain and aims to promote technological solutions in favor of more sustainable, inclusive agricultural models that respect humanity and the environment in Cameroon.
Its aim is to promote the creation and development of innovative businesses, through the incubation and financing of various projects.

Secondary objectives of the Competition:

- Inspire: Through the presentation and media coverage of the profiles, farms and projects of the Competition Winners. The Competition aims to demonstrate by example that a sustainable agricultural model associated with technology is possible.
- Connect: The Competition aims to create innovative synergies between the different stakeholders of the Competition (start-ups, Organizers, Partners, mentors, Juries, etc.).

Article 3: Eligibility for the Competition

The "AgriStartup" Contest is open to any physical person of at least 18 years old, or to any moral person represented by a physical person, whose project will be carried out in the SOUTH, LITTORAL, CENTER or NORTH WEST regions.

The following are particularly concerned:

- The agricultural world in the broad sense (farmers, agricultural workers, agricultural stakeholders, cooperatives, CIGs, agricultural companies, etc.);
- Companies in the creation phase or existing for less than 3 years as of December 31, 2019 OR with less than 10 employees as of December 31, 2019;
- Project owners who must have a project likely to give rise to technological or commercial development.
- Start-ups with digital projects related to the agricultural sector are in high demand.

In the event that a team or a company is awarded, the prize will be given to the representative duly appointed by it and whose name will appear in the application form.

Engineering schools and universities, public or semi-public structures, associations (...) can compete, but only within the framework of a collective project carried by an entrepreneurial structure meeting the criteria defined above. In the event that this collective project is awarded, the prize will be awarded to the representative of this entrepreneurial structure, or to the private project leader designated.

Neither the agents nor elected officials of the organizing structures of the competition, nor the members of the jury and the mentors, as well as the members of their families can compete.

Article 4: Sector of activity

The files presented by the candidates must state a project which falls within a theme linked to the activities located upstream or downstream and related to agriculture. For example (non-exhaustive list):

- Machinery, mechatronics, technical and technological innovations, new information and communication technologies (NICT), precision agriculture ...
- Fertilization, plant protection, agronomy and tillage, cultivation practices, new technical routes, work on ergonomics ...
- Financing, security, insurance, etc.
- Covid-19 management, Water, energy, ecologically intensive agriculture, aquaculture, sustainable development ...
- Interdisciplinary: transversal skills ...

Article 5: Participation

The application link is posted online over two weeks, before the start of the regional selection sessions. Candidates can apply directly on AEP-Youths website (www.peajeunes.org) or on its social network pages (Facebook, Twitter and LinkedIn).

Applications must be made before midnight of the fixed deadline, against acknowledgment of receipt, using the contact details indicated on the aforementioned website.

The information collected on the form will be subject to computer processing intended to constitute a database. The recipient of the data can be the organizer or its partners.

Article 6: Selection criteria

The projects proposed must have an innovative character linked to a product, a process, a service or a method of marketing agriculture aimed at promoting production, ergonomics, land cultivation, etc. The level of advancement and maturity of these projects will not be a selection criterion.

The selection will be based on the following criteria:

- Originality of the idea;
- Feasibility of the project;
- Innovation;
- Motivation and involvement of the candidate in the project;
- Economic viability of the project, depending on technical, financial and commercial criteria;
Quality of presentation of the project or company and the candidate's convincing ability.

This list is not exhaustive, the jury, depending on the files and the level of the competitions, may take into account other scoring elements.

Article 7: The jury

The jury is at two levels, at the regional level and during the Bootcamp at the national level. The Jury is independent and sovereign; its decisions are not motivated and are final. It will decide by majority vote whether or not to select the project owner according

to the selection criteria defined in article 6 of these regulations. After the presentations (Pitches) and possible interviews, he reserves the right to assess each project, to see if they sufficiently meet the defined criteria.

Article 8: Prizes

The BOOTCAMP jury will be able to award 10 prizes. All successful candidates files will be submitted to the Regional Validation Committee to follow the process of selection adopted by the Programme.

Each prize will be as follows:

- 12-month incubation and acceleration;
- Provision of the necessary resources for the realization of the project;
- Substantial funding according to the validated Business Plan for the start-up and development of the project;

From the above, we can classify the endowments at several levels:

- The provision of services may include, for example: rent (free for a defined office time, workshop, etc.), technical, legal and IT advice, networking with investors, help in construction, installation or work development, etc.
- The winners will receive a financial endowment after follow-up, the time for the jury to verify the accuracy of the information given by the candidate.
- The attention of the candidates is also drawn to the fact that the jury reserves the right to withdraw the price already awarded and not to proceed with the payment of the endowment if the candidates are not up to date on their debts, or if they are not in order with all the formalities and professional obligations to which they are subject to, or if a dispute related to the winning activity is initiated against them, including during the aforementioned period of six months.

Article 9: Calendar of the competition

- Promotion of the competition and registration of applications online: from **October 26 to November 16, 2020**.
- Closure of online applications: **November 16, 2020 (at midnight)**.
- Regional pre-selections: **November 17-19, 2020**
- Announcement of pre-selected candidates by region: **November 20, 2020**
- Mentoring of pre-selected teams: from **November 23 to December 11, 2020**.
- Bootcamp and national final: **December 17 to 20, 2020**.

Article 10: Engagement of participants

Candidates undertake on their honor to guarantee the veracity and sincerity of the information they provide. They also certify that they have no on-going litigation and that they are in order with all the formalities and professional obligations to which they are subject to. Applicants undertake to provide all the supporting documents necessary to verify this information. In the event of erroneous information or non-transmission of the supporting documents requested, the jury reserves the right to withdraw the price already awarded and not to proceed with the various planned donations.

Any participant submitting an application to participate undertakes to:

- Unreservedly accept these rules;
- In case of obtaining a prize, respond to requests from the organizers and the media to present their project;
- Participate in the prize-giving ceremony if he/she is the winner, or be represented at the places and dates which will be confirmed to him/her (the travel costs are the responsibility of the candidate, but may however be the responsibility of the organizer depending on availability of financial resources);
- Renounce any recourse concerning the conditions of organization of the competition, its results and the decisions of the jury;
- Accept the support of a mentor and the award in the form awarded;

- Provide the organizers of this competition with all the supporting documents necessary for the application or even the endowment obtained.

The participants expressly authorize the organizers to use and disseminate their images (via print media and the Internet in particular) and the characteristic elements of the activity of their project. They renounce, solely for the purposes of this competition, to claim any right over their image; they accept in advance the distribution of photographs, videos and other media that may be produced on the occasion of the award ceremony.

Article 11: Responsibility of the organizers

- The organizers cannot be held legally responsible for the protection of ideas, patents, files, models or brands invented or filed by the candidate.
- The participation files and the technical information transmitted by the contest participants, as well as the deliberations of the jury are confidential.
- In the event of force majeure, the organizers reserve the right to postpone, shorten, extend or cancel this competition without their liability being incurred as a result. The candidates refrain from any complaint or request for compensation on this subject.

Article 12: Disputes

These regulations are subject to the provisions of Cameroonian law. In the event of disputes, the Yaoundé court will be competent to settle any disputes that may arise from the application of these regulations.

Article 13: Participation fees

Access rights to the competition are free. The costs relating to the presentation of an application (candidature) (presentation to the jury, travel costs, the costs related to the constitution of their files, etc.) are the responsibility of the candidate.

Article 14: Deposit of the regulations

This is available free of charge to anyone who requests it. It can be viewed on the website: www.pea-jeunes.org

The Organizers reserve the right to update the competition rules in case of need to update the operationalization of the competition. In this case, it will be subject to a new deposit with the bailiff mentioned above.