



The Beat Waste Startup Challenge

Challenge Brief

Overview

The Beat Waste Startup Challenge is a competition for businesses and social enterprises that reduce or eliminate waste. It is sponsored by Adventure Ecology, organizers of the Plastiki expedition, and the Sculpt the Future Foundation. The challenge is for early stage ventures seeking funding to grow, as well as feedback from our world-class panel of judges. A prize pot of \$25,000 is available for the winners.

The Plastiki is sailing across the Pacific on an unusual mission. She's charged with inspiring us all to re-think waste. How? Well for starters, she is built out of trash. Old two liter plastic bottles keep her afloat while reclaimed irrigation piping stands as her mast. Altogether she is a 100% recyclable boat that explores uncharted waters in her endeavor to show there's no such thing as waste.

Now it is your chance to join in and kick the 'take-make-waste' life style to the curb. We're looking for enterprises with an innovative and scalable solution to the problem of waste – regardless of whether you're using a for-profit, more-than-profit, or not-for-profit enterprise model.

To enter, simply upload a short video of your elevator pitch.

There is also a \$500 prize for the Myoo Create member who provides the best quality of feedback during the Challenge. So everyone should join in, comment, share ideas, and share with your friends.

Entry criteria

1. Your enterprise must be a startup or early stage venture and have received no more than \$200,000 in revenue, income or funding up until 31 December 2009.
2. Your enterprise must contribute to the challenge of reducing or eliminating waste. Waste comes in many forms. We are talking here about both waste and pollution that ends up in places it shouldn't be, like plastics in the oceans!

How to enter

By no later than 23.59 (PST) on June 27th, 2010:

1. Provide a description of your enterprise in no more than 200 words
2. Upload to YouTube an 'elevator pitch' video of no more than 3 minutes and provide us with the embed link



Make sure you cover:

- what your enterprise does
- the problem your enterprise solves
- your market
- what makes you different
- your team
- how your enterprise will be funded
- your implementation plan

See detailed judging criteria below.

Most Valuable Myoo Create Member

We believe that collaboration is at least as important as competition in stimulating breakthrough innovation. To recognize this and to encourage collaboration between community members, we are offering a \$500 prize for the Most Valuable Myoo Create Member.

The prize will be awarded to the community member who, in the opinion of the judges, provides the best quality and most valuable feedback on the challenge entries.

Anyone is eligible for this prize - all you need to do is join in the conversation and contribute useful ideas and feedback on the challenge entries.

The Challenge timetable

Round 1: April 7th - June 27th (voting: April 7th – July 2nd)

First round

The Challenge is open for entries until June 27th. Community members have until July 2th to watch the pitches, vote for their favorite, provide feedback, and share with friends.

The prizes for Crowd Favorite and Most Valuable Myoo Create Member will be awarded based on Round 1.

Round 2: July 10th – August 12th

Second round for top ten entries

After all the votes are in, the top seven ranked entries, and three wildcard judges picks (like separation of government, it's good to have checks and balances) will be notified via e-mail on July 9th and invited to submit a summary enterprise plan of no more than 10 pages for review by our judges (the shorter the better!).

info@myoocreate.com



Finals: date in mid September to be confirmed

The top 4 enterprises (as decided by the judges) will join a one hour global online webinar where they will present their pitches directly to the panel of judges and respond to questions, leading to the selection of a winner. The final four will be notified of their qualification no later than August 31st, 2010.

Prizes

Prizes will be paid to the winning enterprises:

- \$15,000 First Prize
- \$7,500 Second Prize
- \$2,000 Crowd Favorite - for the top ranked entry in round 1

Prize paid to most valuable member of the Myoo Create community:

- \$500 Most Valuable Myoo Create Member - decided by the judges based on the Member who contributes the most valuable ideas and feedback to other entrants during Round 1 of the Challenge

Judges

Lynell Cameron – Director of Sustainability, [Autodesk](#)

[Paul Hawken](#) – environmentalist, entrepreneur, and author

Graham Hill – Founder of [Treehugger](#)

Zem Joaquin – Founder of [EcoFabulous](#)

Adam Lowry – Founder of [Method](#)

Blake Mycoskie – Founder of [TOMS Shoes](#)

David de Rothschild – Founder of [Adventure Ecology](#)

Premal Shah – President of [Kiva](#)

Adam Werbach – CEO of [Saatchi & Saatchi S](#)

Judging criteria

The panel of judges will evaluate the enterprises as if they were considering putting their own money into it – and will use their own judgment in deciding on a winner. The criteria they will include such factors as:

Environmental and Social Impact

- Potential to reduce or eliminate waste
- Cradle to cradle or closed loop production potential
- Run on a responsible basis and potential for social benefit



Products/Services

- Meets a clear need
- Evidence of demand
- Improvement on alternative existing solutions
- Scalability

Markets & Differentiation

- Clearly identified market
- Attractive market in terms of size and growth
- Viable growth strategy

Team

- Management team with appropriate expertise, track record, evidence of required skills

Financial

- Clear pathway to financial sustainability
- Likely attractiveness of proposition to other funders

Implementation

- Roadmap for implementation
- Feasibility of implementation

Contact Us

You can find more information on <http://myoocreate.com>. Please contact us with any questions info@myoocreate.com.



Challenge Rules

Any challenge is only fair if everyone plays by the same rules. Rules may be boring – but they're important. If you do not follow these Challenge Rules, you could end up losing out. So please read them.

Together with the Terms & Conditions for the Myoo Create Site, these Challenge Rules form a legally binding contract between us. If you do not agree to these Challenge Rules, please do not enter the Challenge.

1 ABOUT THIS CHALLENGE

1.1 To enter this Challenge you must be a registered user of the Myoo Create Site and submit an entry as described in the Challenge Brief on the Myoo Create Site. We must receive your entry for Round 1 by 23.59 on June 27th, Pacific Standard Time. If you are selected for further rounds of the Challenge, Myoo Create will communicate to you the deadlines you will be required to meet.

1.2 This Challenge is run by Myoo Create, a division of Sculpt The Future Limited, a company registered in England and Wales under company registration number 05671544 and whose registered address is at Lion House, Red Lion Street, London WC1R 4GB ("we", "us", or "Myoo Create") and is sponsored by Adventure Ecology and the Sculpt the Future Foundation (the "Sponsors").

2 ELIGIBILITY

2.1 If you are younger than 18, your parent or guardian must consent to you entering this Challenge based on these Challenge Rules. In the event that you are a winner of the Challenge we will require a signed consent form from your parent or guardian.

2.2 Your entry must be made by one registered user of the Myoo Create Site (the "Entrant") either in their personal capacity or as a representative of your company, organization or team.

2.3 This Challenge is not open to our employees or contractors or those of any named Sponsor. Additionally, any person directly or indirectly involved with organizing this Challenge, or their direct family members, may not take part.

2.4 If you have not complied with these Challenge Rules, we may not accept your entry.

2.5 For those Entrants outside England & Wales, you may not enter into the Challenge if entry is prohibited or restricted by any laws in the jurisdiction in which you're located.

3 YOUR ENTRY

3.1 You are responsible for all material you submit in relation to the Challenge including your Challenge entries and any associated questions or information (collectively the "Entry Material"). We cannot accept responsibility for any Entry Material which is lost, delayed or damaged due to technical problems or any other interference.

3.2 All Entry Material must be provided in the English language.



3.3 You understand that your Entry Material may be made available for viewing and comment by any Sponsor and other users of the Myoo Create Site.

4 SUBMISSION OF ENTRY MATERIAL & EXCLUSIVITY

4.1 You are solely responsible for your Entry Material. You will ensure that the Entry Material will be accurate and will not infringe any third party rights (including intellectual property rights) or be libelous or in breach of any applicable laws. In particular, you agree that you are legally entitled to submit the Entry Material and that you have obtained any necessary consents or approvals from anyone else such as your employer, any collaborator or anyone whose work you may use in preparing the Entry Material.

4.2 We reserve the right to take any action with respect to your Entry Material that we reasonably think necessary or appropriate if we believe that it is inappropriate for the Myoo Create Site or the Challenge, may create liability for Myoo Create or may have a negative effect on Myoo Create's relationship with its business partners.

4.3 You agree not to attempt to circumvent or manipulate the operation of any Challenge or any associated prizes or fees (including, for example, by communicating direct with a named Sponsor). In particular, you must not submit an entry or other information relating to the subject matter of a Challenge other than through the Myoo Create Site.

5 PAYMENT OF PRIZE FUNDS

5.1 You agree that as a condition of receiving any prize funds you may be asked to make more detailed legally binding warranties and representations to Myoo Create to confirm and provide evidence of your compliance with these Challenge Rules.

5.2 Payment of prizes will be made to the Entrant. Myoo Create shall not be held in any way responsible for any failure on the part of the Entrant to distribute all or part of the prize to any of his or her team.

5.3 The decision as to qualifying criteria and conditions and whether to accept an entry and/or award a prize fund is entirely for Myoo Create and its chosen judges. Myoo Create does not guarantee the award of any particular prize fund. Each decision is final, and may not be subject to challenge.

6 OWNERSHIP OF ENTRY MATERIAL

6.1 If you are a winner, then Myoo Create and any named Sponsor of the Challenge can use your name and likeness in publicity material. You will work with us as reasonably required to create such publicity material.

6.2 You shall retain ownership of all intellectual property and other rights in the Entry Material.

6.3 You understand and accept that Myoo Create and the Sponsors may have independently created (or have access to) materials and ideas which may be similar or identical to your Entry Material in one or more respects. You acknowledge and agree that you will not be entitled to any fee or other compensation arising from our use of such materials.



7 GENERAL

7.1 We reserve the right to cancel or withdraw this Challenge at any time and for any reason without liability.

7.2 We will not be responsible for any breach of these Challenge Rules caused by circumstances beyond our reasonable control. Our liability shall not in any event include any business losses of any type.

7.3 In the event of any conflict between these Challenge Rules and the Site Terms and Conditions, these Challenge Rules shall take precedence to the extent of the conflict.

7.4 You will at our request and expense execute any document and do anything reasonably necessary to implement the principles set out in Challenge Rules. Where necessary or desirable to transfer or license intellectual property in accordance with these Challenge Rules, you will use all reasonable endeavors to ensure that relevant third parties execute any such document.

7.5 This Challenge will be governed by the laws of England.