

IFE LAUNCH 2024

Call Guidelines

The Monterrey Institute of Technology and Higher Education (ITESM), through the Institute for the Future of Education, is in the area of Transfer and Entrepreneurship.

CALLS

To be part of the IFE LAUNCH 2024 program: entrepreneurs with functional prototypes from all over the world who are at the initial stage or research stage whose products and/or services radically improve education in the area of Higher Education or Lifelong Learning with the intention and potential for growth in the Latin American market.

BACKGROUND

The Monterrey Institute of Technology and Higher Education (hereinafter ITESM) is a private, non-profit university founded in 1943, whose vision is to educate leaders with an entrepreneurial spirit, human sense, and international competitiveness.

#1 University in Mexico Source: QS Latin American University Ranking 2021		#3 University in Latin America Source: QS Latin American University Ranking 2021	#55 University in the World Source: QS Latin American University Ranking 2021
#5 University for entrepreneurship in the world Source: The Princeton Review's Top Schools for Entrepreneurship Studies for 2021		#26 In the global ranking of Graduate Employability Source: QS Graduate Employability Rankings 2022	
92,645 students	10,013 professors	575 Universities alliances +300,000 graduates 37% alumni are founders (after 5 years of graduation)	26 campuses in Mexico and 18 locations and offices worldwide

ITESM defines its strategy in its Strategic Innovation Plan for 2025 as promoting research, innovation, and entrepreneurship. The most pressing problems of society are solved through research, innovation, and entrepreneurship. The community's involvement in research activities will help create an innovative environment reflected in the training of students and the activities of Tec. The institution aims to position itself as a global leader on impact topics with innovative solutions that will be formulated in an entrepreneurship ecosystem. This will be achieved through the creation of three high-impact research centers that will cover interdisciplinary research, innovation, and

entrepreneurship focused on finding solutions to social problems.

The first is the Institute for the Future of Education (IFE). To build and transform the education of the future, we focus on: 1. Observing threats and opportunities in educational innovation. 2. Measuring the impact of educational innovation projects from value processes (top-down) and from teachers (bottom-up). 3. Experiment with the launch and operation of pilots that allow us to identify what education will be like in 2030.

To facilitate the development of innovative and scalable learning solutions based on research and evidence, the IFE conducts incubation and acceleration programs and leads the EdTech entrepreneurship track at the International Congress of Educational Innovation, the Edtech Mexico community, the Edtech Transfer program, and the Global Edtech Startup Awards in Latin America.

The Eugenio Garza Lagüera Institute of Entrepreneurship (hereinafter IEEGL) is where ITESM concentrates all efforts to develop and promote the entrepreneurial spirit in its students, professors, employees, and the general community. The IEEGL enhances entrepreneurial skills, strengthens the local entrepreneurship ecosystem, and promotes economic and social growth in Mexico through its various programs.

According to the Global Innovation Index 2021, of the 18 countries that make up Latin America (excluding countries located in the Caribbean region and dependencies of the region as well as the Cooperative Republic of Guyana, the Republic of Suriname, Belize, and the Republic of Nicaragua due to lack of data), 15 are in the top 100 of the global innovation ranking. Similarly, according to the Global Entrepreneurship and Development Index 2018 (Rank), 13 of the 22 countries in Latin America (excluding countries in the Caribbean region and dependencies of the region) are in the top 100.

Regarding the educational sector in Latin America, although the situation, context, and educational challenges vary both among countries and within each country, their current normative frameworks, the structure of their educational systems, and the adaptation to their educational agendas, which take place in a context of ongoing dialogue among the nations that make up the region, create suitable conditions to unify Latin America when analyzing the educational landscape.

During the 2000s decade (and in several cases the 1990s), significant progress in key aspects such as global development, economic growth, and to a lesser extent, poverty reduction favored the advancement of education in the Latin American region. For instance, regarding coverage for children aged 6 to 14 years, nearly universal coverage was achieved in the region, reaching more than 95% in 2015 (IDB 2015). Similarly, access to pre-primary, upper secondary, and higher education has increased (the attendance rate for the first two educational levels was around 80% in 2015, and the number of students in higher education programs almost doubled from 2000 to 2010), which places the region in a comparatively favorable position in the international context. However, despite the effort of international organizations and some governments, the offer of lifelong education has not undergone substantial changes in Latin America, reducing to the old paradigm of adult education, an alternative form of "non-formal" education to remedy the deficits of formal education systems (UNESCO 2012b).

Another significant educational advance in the region, which reveals achievements but

challenges, is the general trend of public and private spending on education. Regarding the former, public spending as a percentage of GDP increased from 42% in 2005 to 51% in 2017 (a percentage above the minimum reference value of 4% defined in the Action Framework for Education 2030 and the 44% that was globally allocated to this sector according to the UNESCO Global Education Monitoring Report 2019); however, the vast majority of the governmental educational budget in Latin American countries was allocated to salaries (according to a report by the Organization for Economic Co-operation and Development in 2017, Argentina allocated 93% of its educational budget to salary payments, while Mexico allocated 92% of its resources to wages, and Brazil 73%). On the other hand, in terms of private spending, the percentage of the family budget allocated to education in the region amounts to 3.4% (a percentage above the 2% invested in this concept by American households); and in 2017, IFC - the World Bank's private investment arm invested in distance learning providers and institutions in Brazil, Chile, Colombia, Mexico, and Peru with a total of 450 million dollars.

Likewise, the region's educational advancement has manifested in the closing of the digital divide. Thanks to the sustained efforts of the countries in the region, there has been widespread and ubiquitous penetration of the internet and smartphones (the percentage of the total population in the region with access to the Internet rose to 66.1% in 2017 (Internet World Stats 2018) and smartphone penetration was 65% in 2018 (GSMA Intelligence 2019)). Additionally, 15-year-old students per computer went from 16 per unit in 2009 to 14 in 2015 (IDB 2015).

Despite these and other educational advances in the region in recent decades, Latin America still faces major educational challenges, especially in terms of quality, equity, and inclusion; these are exacerbated by the rapid pace of technological and social changes that transform the work environment worldwide. In the region, 264 million Latin Americans are looking for a job without success (Labor Outlook for Latin America and the Caribbean 2017), while more than four out of ten companies in Latin America say they have difficulty finding workers with the necessary skills to complement their workforce (ManpowerGroup 2017). Also, while the number of robots per 100 industrial workers in Latin America is lower than in other regions, Latin American workers spend half of their time on tasks that can be automated (IDB 2018).

With the advent of COVID-19 in regions of the world, education was an element that underwent adaptations to continue functioning even with the challenges presented. In Latin America and the Caribbean, the massive closure of educational institutions impacted students in the region. According to World Bank data (2021), approximately 120 million children lost or were at risk of losing an entire educational year, with negative impacts due to the difficulty of continuation. The system and the students were not prepared for such a situation, and the dropout rate is estimated to increase by 15%. UNESCO (2021) also discusses the problem. In a study in the region with 18 participating countries, 83% mentioned that there was a mixed or remote modality for education, with very volatile student participation, most of them indicating irregularity of the students. Problems with technology and lack of internet connection are some of the main obstacles to carrying out proper planning to continue the studies of millions of young people around the continent.

The above, combined with a population that doubles that of the United States (more than 600 million in 2017, according to World Bank data), has created the ideal conditions in the region for developing and scaling edtech solutions that provide and

improve training and lifelong learning.

IFE LAUNCH 2024 emerges as a program led by the Institute for the Future of Education (IFE), which seeks to support and guide people passionate about transforming the educational sector in the development of innovative solutions with high potential to reinvent the way we educate and learn through the use of exponential technology. This document corresponds to the Call Guidelines for the IFE LAUNCH 2024 program.

CALL OBJECTIVE

To strengthen the Edtech entrepreneurship ecosystem and the generation of economic and social impact in the region by attracting innovators interested in transforming the educational field to support them and guide them in the development of edtech solutions from the validation of a functional prototype to market launch.

ACCEPTANCE OF THE GUIDELINES

ITESM may freely update or unilaterally modify these Guidelines at any time. In such a case, although not obliged, ITESM will notify Applicants by email to the email address provided in the online Application Form. If, after the modification of this Call, the Applicant does not agree and/or does not accept the modifications made to the Call, they may request that their Application be excluded from consideration by sending an email to cesar.sanchez@tec.mx with a copy to marisoldia@tec.mx. If the intention to exclude their Application from consideration is not communicated, it will be understood that the Applicant agrees and accepts to be bound by the Call Guidelines. The Applicants are responsible for reviewing these Call Guidelines before applying to the IFE LAUNCH 2024 program.

ITESM reserves the right to cancel, modify, or proceed with the suspension of the application process or to leave vacant the number of selected candidates at any stage of the selection process it deems appropriate without further liability for it.

It is the responsibility of all Applicants to comply with the Guidelines established herein. The submission of information, data, and/or documentation required to apply to the IFE LAUNCH 2024 will be considered an irrevocable acceptance of these Guidelines.

The data provided by the Applicant must be correct, true, and complete, assuming all responsibility for the lack of truthfulness or accuracy. If the data provided by an Applicant turns out to be false, inaccurate, or misleading, ITESM will be authorized, without prejudice to other legal measures at its disposal, to withdraw, deny, or suspend the rights granted to the Applicant by these Guidelines.

The Applicant accepts that ITESM has the final authority with respect to the Application and during the application selection process.

PARTICIPANT PROFILE AND REQUIREMENTS

Any natural person, national or foreign, who already has a functional prototype, whether young or elderly, of any gender, with or without business experience, may participate in the Call as long as they meet the requirements established below:

- Be of legal age and with legal capacity to bind oneself according to Mexican legislation.

- Legal capacity to travel to the United States.
- Demonstrable fluency in Spanish and English.
- In the case of teams, all members must meet the first requirement and at least one team member must demonstrate fluency in Spanish.
- Have a valid email address and access to a computer device connected to the Internet: PC/laptop, tablet, or smartphone with an office suite that allows opening files in DOC/DOCX/TXT/XLS/XLSX/PPT/PPTX/PDF formats, among others.
- Have the motivation and genuine interest in solving some problem in the educational sector by developing educational solutions based on the applications of scientific or technological discoveries or developments.
- Be willing to be challenged, question and explore one's own assumptions and ideas and those of others, actively listen, train oneself through a self-taught method, and be curious and inquisitive.
- If you have a functional prototype at the time of applying, it must be a creation NO older than 3 years and be the absolute property of the Applicant.

Applications will be automatically excluded from this call:

- That do not meet the requirements of this call.
- With the intention of developing ideas or projects primarily focused on sectors other than education.
- These are sub-projects or sub-ideas of innovation from companies solidly established in the Latin American territory.
- That violates legislation, morals, or the environment.

The IFE LAUNCH 2024 Call will accept Applications both individually and by teams. Teams must select from among their members a single designated and authorized representative to act on behalf of the team, serve as a valid interlocutor for communication purposes with the rest of the team, and bind them to these Guidelines and the Privacy Notice of this Call. The single representative designated and authorized by a team (hereinafter the "Applicant") may not act as a representative for any other team applying to this Call, thus avoiding any conflict of interest. ITESM may, at its sole discretion, consider applications that do not meet one or more of the previously mentioned requirements.

BENEFITS OF THE IFE LAUNCH 2024 PROGRAM

The services and benefits that selected ventures will be able to access in the IFE LAUNCH 2024 program include, but are not limited to:

SERVICIO	DESCRIPCIÓN
Visit to Silicon Valley	The objective is to bring the entrepreneur closer to the most important investment ecosystem. A Bootcamp of workshops and visits will be held over 5 days. The program will cover the expenses for airfare, transportation, lodging, breakfast, and lunch for 1 member of the entrepreneurial team—dates to be defined.
Technology validation process	The objective is to experiment with educational technologies with students, professors, and collaborators of the Tecnológico de Monterrey to validate the operation. At the end of this process, a report with scientific validity on the

	results of the process will be drafted.
Mentors	The objective is to support and follow up on both investment-raising processes and product improvement. Each Startup will have 10 hrs with experts to be used in a personalized way
IFE Conference	They will have 1 access to the IFE Conference, one of the most critical events in educational innovation, where they will connect with university directors and investors. The event is in Monterrey, Mexico. Expenses related to flights, lodging, breakfast, lunch and dinner will be covered by the program. The event is from January 23 to 25, 2024.
Stand at the IFE EdTech Summit	The objective is to promote and connect with the education ecosystem in Mexico. Each Startup will have an exclusive stand in the EdTech Park within the IFE EdTech Summit, an event within the IFE Conference that focuses on investment and exposure to the educational entrepreneurial ecosystem.
Demo Day at IFE EdTech Summit	The objective is to promote and connect with the education ecosystem in Mexico. During the event, they will have the opportunity to make a pitch in front of a live audience and receive valuable feedback for their startup.
Impact measurement bootcamp	The objective is to learn about impact measurement and investment raising. After the IFE Conference, a boot camp will be held with entrepreneurs from the ecosystem. Dates: January 26 and 27, 2024. Expenses for lodging, breakfast, lunch, and dinner will be covered by the program.
Linking	Approach to different areas of the Tecnológico de Monterrey to generate projects, develop pilots, and/or commercial relationships.

To receive the services and benefits of the program, selected Applicants must sign a SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM, where the rights and obligations of the parties will be established.

PROGRAM ACTIVITIES

In order to ensure the proper advancement of the selected applicants and the achievement of the program's objectives during the program period, the selected applicants or at least one member of their team must actively participate in the activities listed below:

- **Intro Day:** Introduction to the IFE LAUNCH 2024 program where selected applicants will be able to meet and interact virtually with the program team and the official program calendar.
- **Discussion:** To promote the establishment of meaningful interaction among the members of the IFE LAUNCH 2024 community and the exchange of experiences and knowledge, selected applicants must share their progress with their direct support network at least once a week through the selected channel (WhatsApp).
- **Report progress** on the EOS platform for project tracking.
- **Monthly follow-up meetings** to see progress and doubts about the program.
- **Asynchronous Resources.** Training resources that include, but are not limited

to, videos, presentations, step-by-step guides, key questions by module, templates, and tools will be available under a 24/7 scheme, i.e., 24 hours a day, 7 days a week (except for unforeseen problems on the training platform).

In founded and exceptional cases, ITESM may authorize accepted applicants not to participate in any of the aforementioned activities and determine the necessary measures to ensure compliance with the program's goals.

NUMBER OF APPLICATIONS TO BE ACCEPTED IN THE PROGRAM

This Call seeks 10 edtech startups, which will be selected from the process described in the following section.

SELECTION PROCESS

The selection of Projects will be carried out in 3 stages by a team of ITESM collaborators, allies, and strategic partners (hereinafter "Selection Committee").

The decision made by the Selection Committee in each of the 4 stages will be communicated to the Applicants on the dates indicated in the "RELEVANT DATES" section. All notifications will be sent to the Applicant's email as entered in the online Application Form. The Applicant is responsible for regularly checking their email, verifying the information provided, and sharing it with the rest of their team members, if applicable.

The stages of selection of applications are:

First stage: "Application"

All individuals or teams interested in joining the IFE LAUNCH 2024 program must complete and submit the online Application Form available at www.edtechlaunch.com promptly. The Applicant must complete all applicable sections and provide all information, documentation, videos, and images in the form or format specified in each question. To know the application deadline, consult the "IMPORTANT DATES" section. By completing and submitting the online Application Form, the Applicant guarantees that:

1. they have been authorized to act on behalf of and represent the members of their team and bind them to these Guidelines and to the Privacy Notice of this Call, if applicable;
2. all the information they provide in relation to the IFE LAUNCH 2024 program is accurate, true, and complete; and
3. all their decisions, actions, and/or omissions do not interfere with or infringe the intellectual property rights of a third party or violate any norm of any kind. Under no circumstances will ITESM be liable to the Applicant or any third party for any error or omission or for direct, indirect, incidental, special, exemplary, or consequential damages (including, among others, those corresponding to the acquisition of replacement goods or services; loss of use, data, or profits; or business interruption) in any manner they occurred and the theory of liability that applies, whether in contract, strict liability, or tort (including negligence or other type) arising in connection with and/or related to the IFE LAUNCH 2024 program, even if ITESM had been advised of the possibility of such damages or could have reasonably foreseen the possibility of such damages.

Second stage: Evaluation of Applications

The Selection Committee will analyze the Applications based on the following criteria:

- **APPLICANT PROFILE:** Self-awareness, relevant background, qualities, skills, and alignment with the program.
- **CLARITY OF VISION AND MOTIVATION:** a clear sense of purpose, deep motivation to generate a lasting and significant change in education, and use the program's offer to produce a future impact by developing an edtech solution.
- **COMMITMENT AND DISPOSITION:** Interest in self-managing their learning and actively contributing to a community-oriented towards enriching their work and that of others, as well as achieving goals through the exchange of ideas and creation of support relationships.

The decision made will be communicated to the Applicants and sent to the email of the Applicant as entered in the online Application Form. The Applicant is responsible for regularly checking their email, verifying the information provided, and sharing said information with the rest of their team members.

The reasons for this resolution are exclusive to the Selection Committee without further liability for them and/or for the companies to which they belong. The program staff are not obliged to communicate the reasons that motivated their resolution nor to provide any type of feedback to the Applicants.

Third Stage: Interview

Selected applicants for this stage will be notified by the email provided and a virtual interview will be requested (the platform will be indicated at the time of selection) where an interview will be conducted to get to know the applicants and the proposed venture in-depth.

In the absence of a response within the established deadline, ITESM will assume that the Applicant in question rejects the offer and invitation from ITESM to join the IFE LAUNCH 2024 program.

Fourth Stage: Notification of Acceptance and Formalization of Participation

The 10 applicants accepted into the IFE LAUNCH 2024 program will receive a draft of the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM for their review and validation. Applicants who decide to accept our offer will have 7 calendar days (from the date of notification of our offer) to request modifications to the Contract and send by email a copy of the legal background listed below:

- **LEGAL ENTITY:**
 - Articles of Incorporation/Decree Law
 - Power of the Legal Representative (this may be included within the Articles of Incorporation)
 - RFC (Federal Taxpayer Registry) of the Legal Entity or the equivalent to the tax identification certificate of the country where the company was established.
 - Official Identification of the Legal Representative.
 - Proof of Address of the Legal Entity.
- **NATURAL PERSON:**
 - Official Identification

- o RFC or the equivalent to the tax identification certificate of the country of origin
- o Proof of Address

In the absence of a response within the established deadline, ITESM will assume that the Applicant in question rejects the offer and invitation from ITESM to join the IFE LAUNCH 2024 program.

Having all the legal background in order, the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM will be drafted in Spanish and/or English to be held between the selected applicant and ITESM, a document in which the rights and obligations of the parties will be recorded. The SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM will be made available to the Applicant for their signature within 7 days counted from the receipt in accordance with the legal background.

The Applicant must deliver the signed SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM within a period not exceeding 5 calendar days counted from the sending of the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM to the Applicant. The Applicant's acceptance into the IFE LAUNCH 2024 program is conditioned on signing the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM. If the Applicant decides not to sign the Contract, they will be disqualified from the Call.

Once the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM is signed, a member of the program staff will contact the Applicant to give them access to the Tecnológico de Monterrey's EOS platform and relevant program information.

IMPORTANT DATES

Etapas Fecha
Opening of the Call May 6, 2024
Closing of the Call June 20, 2024
Evaluation of Applications - July 2024
Notification of Acceptance to the Program - July 2024
Deadline for formalizing participation - August 2024
Start of Program - August 12, 2024

The end of the Program will be in March 2024

The dates indicated above will be duly published on the website www.edtechlaunch.com. Notwithstanding the foregoing, ITESM reserves the right to modify them without further liability should it deem it convenient. In such an event, the changes will be reflected in a timely manner on the website and in these Guidelines.

DECLARATION OF APPLICANT PROJECTS

By applying to one of our open online cohorts, the Applicant guarantees to ITESM that:

- they have been authorized and are responsible for the strategic leadership of the functional prototype to act on behalf of and represent the Project and link said Project to these Guidelines and the Privacy Notice of this Call;
- they are of legal age and with full legal capacity to bind themselves according to Mexican legislation;
- all the information they provide in relation to the IFE LAUNCH 2024 program is accurate, true, and complete;
- all the information they provide in relation to the IFE LAUNCH 2024 program is their own work/property and/or they have the free disposal of any ideas, images, or any other element they incorporate in their Application;
- they have the consent of those third parties whose personal data are provided in the Call and/or in connection with the IFE LAUNCH 2024 program;
- the information provided does not contain confidential information or trade secrets of the Applicants and/or third parties;
- none of their decisions, actions, and/or omissions interfere with or infringe the intellectual property rights of a third party or violate any norm of any kind;
- under no circumstances will ITESM be liable to the Applicant or any member of their team or any third party for any error or omission or for direct, indirect, incidental, special, exemplary, or consequential damages (including, among others, those corresponding to the acquisition of replacement goods or services; loss of use, data, or profits; or business interruption) in any manner they occurred and the theory of liability that applies, whether in contract, strict liability, or tort (including negligence or other type) arising in connection with and/or related to the IFE LAUNCH 2024 program, even if ITESM had been advised of the possibility of such damages or could have reasonably foreseen the possibility of such damages;
- if selected, the Applicant or at least one member of their team will actively participate in the IFE LAUNCH 2024 program and all the advisories, mentorships, tutorials, trainings, delivery of progress according to the instructions of "ITESM".
- if selected, the Applicant will provide "ITESM" with the information it requests related to the incubation program and its results and allow "ITESM" to use such information for statistical purposes even after their program ends.
- if selected, the Applicant will register their incubation project on the digital portal indicated by "ITESM" and, if applicable, use those electronic platforms indicated by "ITESM" for communication between "THE PARTIES".

ITESM reserves the right to disqualify any Candidate who defrauds automatically, alters, or fails to comply with the regulations of the selection or incubation process, engages in improper practices for any purpose not established in this contract, such as the use of insider information, improper manipulations, etc., and/or uses any type of practice that may be considered contrary to the spirit of ITESM, current legislation, public order, ethics, and good customs.

In case of non-compliance with the commitments assumed in these Guidelines, the Applicant will be liable for the damages that their decisions, acts, or omissions may cause to ITESM. The extent of this liability will extend to the consequences.

CONFIDENTIALITY

ITESM will not be obligated to maintain confidentiality about the information sent by the Applicants, notwithstanding the provisions of the current Mexican legislation on the protection of personal data. Notwithstanding the foregoing, ITESM may offer Applicants in the second-third selection phases the possibility of signing a confidentiality agreement in order to share more information and details about the content of their proposals.

What is expressed in these Guidelines in no way prevents ITESM from developing similar projects or businesses alone or with other entrepreneurs or partners based on technologies, products, services, or ideas developed by it, its associates, or other entrepreneurs. In such an event, ITESM must always observe the confidentiality to which it is committed by this act.

All data requested in the online Application Form and in connection with the IFE LAUNCH 2024 program that are applicable to the Applicant are mandatory for the realization of this, considering them essential for the development of the Application process.

INTELLECTUAL PROPERTY RIGHTS

- Applicants authorize ITESM the right to review and analyze the Application by itself or by the evaluators and judges determined by ITESM.
- ITESM does not claim any ownership over the information provided by the Applicant about or in connection with this Call and/or over any intellectual property disclosed by the applicant in relation to or in connection with their participation in the IFE LAUNCH 2024 program. The Applicants do not transfer to ITESM rights to any patent or patent application related to the information, technology, data, etc., described through the application form.
- Selected Applicants authorize ITESM to use the name and title of their project for the maximum period of time legally established to be mentioned on the incubation program's website and/or ITESM's or in any channel or format related to them in some way, as well as for its reflection in the historical archives and supports of various kinds of ITESM.
- Selected Applicants authorize ITESM to publish on the incubation program's website and/or ITESM's or in any channel or format related to them in some way a succinct summary of the proposal (provided by the Applicant in the participation form) and accept that visitors to the incubation program's website and/or ITESM's or in any channel or format related to them have access to such information according to the conditions of use of such website.
- Selected Applicants accept that nothing in these Guidelines authorizes or gives them the right to use ITESM's trademarks and logos or those others that are owned by these without express and written consent of the same. Notwithstanding the foregoing, selected projects may use the generic denomination "With the support of Tecnológico de Monterrey (ITESM)". Such right may be denied by ITESM at any time.
- Applicants and ITESM agree that the signing of the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM does not grant them any license or any type of right with respect to the "Intellectual Property" of the opposite party, including those recognized by legislation and the information about the business idea of the Applicants. Therefore, they are obliged not to use, commercialize, reveal to third parties, distribute, give away, or in any other

way dispose of any development made by the other party or any material or surplus material that is the result of the Intellectual Property without prior written permission from the titleholder party.

- Applicants accept and acknowledge that all material and/or resource provided by "ITESM" for the fulfillment of the program's objectives are the property of the latter and/or its partners, and their application and/or acceptance to the program does not give them any right over such materials and/or resources.
- Applicants and the rest of their team are obliged not to reproduce without permission from the owner party any type of material that has been provided by ITESM or its partners under the program IFE LAUNCH 2024.
- Applicants undertake not to make believe or assume the existence of an association or relationship between the Applicant and "ITESM" or that access to a product and/or the provision of a service is carried out under certain standards, license, or authorization from "ITESM". Applicants release "ITESM" from all liability to third parties for any violation of copyright and property rights committed by "ITESM" as a result of their participation in the program.

BRANDS

Selected Applicants may use the ITESM logo for their commercial activities and inform third parties that the company has ITESM as a partner, if applicable, only after having submitted it for approval by ITESM, who will give their authorization in writing or email through its legal representatives. Without such authorization, the foregoing is absolutely prohibited.

ITESM may freely disseminate and without any limitations, mentioning the authorship when applicable, all non-confidential information about the selected Projects. Likewise, the projects selected by the Applicant authorize by themselves to ITESM so that within the terms indicated in the SERVICE PROVISION CONTRACT FOR THE IFE LAUNCH 2024 PROGRAM, they may use their name and image in advertising material related to this Application and/or with the activities that it deems appropriate.

TRANSITORY

Any matter not foreseen in these operating rules and special cases will be resolved by the team in charge of the IFE LAUNCH 2024 program.

If any provision of these Guidelines is invalid, void, illegal, or unenforceable, this will not affect the validity and enforceability of the remaining provisions, and the invalid, void, illegal, or unenforceable provision will be interpreted in the manner that most closely approximates the object and purpose of these Guidelines.

CONTACT

For more information, sending suggestions, and possible complaints, please write to cesar.sanchez@tec.mx with a copy to marisoldia@tec.mx

PRIVACY NOTICE

Identity and address of the Responsible

The Responsible for the processing of the personal data you provide is the Instituto Tecnológico y de Estudios Superiores de Monterrey (hereinafter "ITESM") with an address located at Av. Eugenio Garza Sada Sur No. 2501, Colonia Tecnológico in Monterrey, Nuevo León, C.P. 64849.

Personal data and sensitive personal data processed by ITESM

ITESM, as part of its participation in the IFE Launch PROGRAM, will collect and process personal contact, identification, employment data, and information related to the startup with which you participate.

On the other hand, we inform you that ITESM will collect and process personal identification and contact data of the people you designate as co-authors (co-founders) of the startup and third parties whose personal data you voluntarily provide. In this way, by providing the personal data, you acknowledge having the consent of these individuals for ITESM to process them to comply with the primary and necessary purposes stated in this notice.

Furthermore, we inform you that to comply with the primary and necessary purposes stated in this Notice, ITESM will not collect or process sensitive personal data.

Primary purposes

ITESM may process your personal data to fulfill the following primary and necessary purposes:

- To register and manage your participation as an applicant in the call.
- To contact you to provide information regarding your participation, follow-up, and/or results of your application in the call.
- In the event that your startup is accepted into the IFE Explora program, to provide and manage the services, discounts, and benefits described in the call.
- To contact you to understand your perception and learning as an applicant in the call and/or as an accepted startup.

We inform you that you cannot object to ITESM ceasing the processing of your data for the primary and necessary purposes previously mentioned, as the processing is necessary to comply with the obligations arising from your participation in the project.

Secondary purposes

We inform you that ITESM will use your personal information for the following secondary purposes, which, although not necessary for your participation in the project, allow us to provide you with better service:

- Where applicable, to invite you to participate in other calls.

Transfers

ITESM will not transfer your personal data to any third party.

ARCO Rights and/or Revocation of Consent

You or your legal representative may exercise any of the rights of access, rectification, cancellation, or opposition (hereinafter "ARCO rights"), as well as revoke your consent

for the processing of your personal data through email and following the procedure, requirements, and deadlines for the exercise of your ARCO Rights and/or revocation of consent on our website: <https://tec.mx/es/derechos-arco-yo-revocacion-del-consentimiento>.

Please consider that for the revocation of your data, we may not always be able to comply with your request or conclude the use immediately, as we may be legally obligated to continue processing your personal data. Also, you should consider that for certain purposes, the revocation of your consent means that you cannot continue participating in the project.

Limitation and/or Disclosure of Your Data

When you have provided your data electronically and the form does not have an option to state that you do not want your personal data to be processed for one or all of the secondary purposes, you have 5 (five) days from the day you provided your personal data to send us your official identification to the email: datospersonales@itesm.mx and indicate in the body of the email: your full name, the project you participated in, the date you provided your personal data, the campus that organized the project, and for which secondary purpose(s) you wish to limit the use and/or disclosure of your data. If you have exceeded the previously mentioned period, please follow the process indicated in the section: "ARCO Rights and/or revocation of consent" of this Privacy Notice.

Use of Cookies

We inform you that on some of our web pages, we use cookies and other technologies, through which it is possible to monitor your behavior as an internet user and provide you with a better service and experience when browsing our page. The personal data that can be obtained through the use of these technologies include the following: Identifiers, usernames, and passwords of a session, region in which you are located, type of browser, type of operating system, date and time of the start and end of a session, visited web pages, performing searches, and reviewed advertising. These technologies can be disabled following the procedures of your internet browser.

Changes to the Privacy Notice

ITESM reserves the right to modify the content of this Privacy Notice at any time. Additionally, although not required, ITESM will notify you of any changes to this Privacy Notice via email sent to the email address you have provided in the Application form.

Date of last update: May 2,
2024