

## TecPrize 2024 Call for Entries

TECNOLÓGICO DE MONTERREY through the Institute for the Future of Education, in the area of Transfer and Entrepreneurship.

### CALL

To join the open innovation program called TECPRIZE 2024: edtech entrepreneurs / educational solutions from all countries of the world, at MVP stage, early traction, and/or pre-seed or seed capital, whose products and/or services significantly improve education in Higher Education or Lifelong Learning with intention and potential for growth in the Latin American market.

### BACKGROUND

TECNOLÓGICO DE MONTERREY is a private nonprofit university founded in 1943, whose vision is to train leaders with an entrepreneurial spirit, human sense, and international competitiveness.

<p>#1 University in Mexico Source: <a href="#">QS Latin American University Ranking 2021</a></p>		<p>#3 Latin American University Source: <a href="#">QS Latin American University Ranking 2021</a></p>		<p>#155 University in the World Fuente: <a href="#">QS World University Ranking 2021</a></p>	
<p>#5 University for entrepreneurship Fuente: <a href="#">The Princeton Review's Top Schools for Entrepreneurship Studies for 2021</a></p>			<p># 26 Global graduate employability ranking Fuente: <a href="#">QS Graduate Employability Rankings 2022</a></p>		
92,645 students	10,013 Faculty members	575 Allied universities	+310,000 Graduate alumni	37% of graduate alumni founders (5 years after graduation)	26 campus in Mexico and 18 offices around the world

TECNOLÓGICO DE MONTERREY in its Strategic Innovation Plan 2025, defines as a strategy: Boosting research, innovation, and entrepreneurship. Through research, innovation, and entrepreneurship, society's most pressing problems are solved. Involving the community in research activities will help create an innovation environment reflected in student formation and Tec's activities.



The institution will seek to position itself as a global leader in impact issues with innovative solutions, formulated in an entrepreneurial ecosystem. This will be achieved through the creation of three high-impact research centers, covering interdisciplinary research, innovation, and entrepreneurship, focused on finding solutions to social problems.

The first of these is the Institute for the Future of Education (IFE). To build and transform future education, we focus on:

1. Observing threats and opportunities in educational innovation.
2. Measuring the impact of educational innovation projects on value processes (top down) and teachers (bottom up).
3. Experimenting 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 carries out incubation and acceleration programs and leads the EdTech entrepreneurship track at the International Congress of Educational Innovation, EdTech Mexico community, EdTech Transfer program, and the Global EdTech Startup Awards in Latin America.

Currently, we are immersed in the Fourth Industrial Revolution, a period of accelerated transformation driven by technological advances such as artificial intelligence, automation, robotics, and digital connectivity. This phenomenon is drastically reshaping the job market and, consequently, redefining how people must acquire and apply skills throughout their lives.

The job market is evolving at a dizzying pace, which implies the constant emergence of new skills demanded by industry and society. This means that the learning process is no longer limited to obtaining a university degree or technical diploma; it has become a lifelong learning journey. Occupations, careers, and professional skills are constantly being reconfigured, and people must adapt to remain competitive in the job market.

In this context, the notion of skills has evolved significantly. It is no longer just about theoretical and technical knowledge but a set of abilities, competencies, qualities, talents, and knowledge necessary to excel in the world of work. Moreover, how we acquire these skills is being transformed by the proliferation of new technologies and educational innovation that can trigger it.

Universities, technical institutes, online platforms, and workplaces play crucial roles in this lifelong skills acquisition process. These institutions and environments are expected to be agile and adaptable, capable of providing personalized and accessible learning for a variety of people, including those who were previously excluded from the traditional educational system, such as vulnerable groups and minorities.



In this dynamic context, skill acquisition becomes an accumulative process, where people must be willing to learn constantly and adapt as the demand for labor evolves. This challenge extends from youth to adulthood, and its understanding and approach are essential to thrive in a constantly changing work environment.

For all these reasons, ideal conditions have been created in the region for the development and scaling of edtech solutions that provide and improve lifelong learning and training.

TECPRIZE 2024 emerges as a program led by the Institute for the Future of Education (IFE) aimed at showcasing, supporting, and promoting innovative educational solutions that contribute to closing the skills gap in Latin America and the Caribbean. This document corresponds to the Call for Entries for the open innovation program TECPRIZE 2024.

## **OBJECTIVE OF THE CALL**

To strengthen the Edtech entrepreneurship ecosystem in Latin America and the Caribbean, generating economic and social impact in the region, through attracting innovators interested in transforming the educational field, to showcase, support, and promote scalable edtech solutions that solve relevant educational problems.

## **ACCEPTANCE OF THE TERMS**

TECNOLÓGICO DE MONTERREY may freely update or unilaterally modify these Terms at any time. In such case, although not obliged to do so, TECNOLÓGICO DE MONTERREY 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 [rodrigo.correa@tec.mx](mailto:rodrigo.correa@tec.mx).

Failing to communicate their intention to exclude their Application from consideration, it will be understood that the Applicant agrees and accepts to be bound by the Terms of the Call. It is the responsibility of the Applicants to review these Terms of the Call before applying to the TECPRIZE 2024 program.

TECNOLÓGICO DE MONTERREY reserves the right to cancel, modify, or proceed to the suspension of the application process or leave vacancies for the number of selected candidates in any of the selection stages it deems appropriate, without further responsibility for it.

It is the responsibility of all Applicants to comply with the Terms set forth herein. The submission of information, data, and/or documentation required to apply for TECPRIZE

2024 will be considered an irrevocable acceptance of these Terms.

The data provided by the Applicant must be correct, truthful, and complete, assuming all responsibility for the lack of truthfulness or accuracy thereof. In case the data provided by an Applicant proves to be false, inaccurate, or misleading, TECNOLÓGICO DE MONTERREY will be empowered, without prejudice to other legal measures available to it, to withdraw, deny, or suspend the rights granted to the Applicant by these Terms.

The Applicant agrees that TECNOLÓGICO DE MONTERREY has final authority regarding the Application and during the selection process of the Applications.

## **PROFILE AND PARTICIPATION REQUIREMENTS**

Any natural person, national or foreign, with an educational project/entrepreneurship/educational solution may participate in the Call, provided they meet the requirements set forth below:

- Be of legal age and have legal capacity to bind themselves under Mexican law.
- Demonstrate fluency in Spanish.
- In the case of teams, all members must meet the first requirement, and additionally at least one team member must demonstrate fluency in Spanish.
- Have a valid email address and website of the project/entrepreneurship/solution.
- Have an edtech venture/project/solution that addresses educational challenges in the area of the challenge of the TecPrize year.
- Startups/Entrepreneurship at MVP stage or more advanced (first sales, pre-seed capital or seed capital onwards)
- Open to all types of entrepreneurship (for profit/non-profit, social entrepreneurship, NGOs, civil associations, etc.)
- In case of being a finalist, availability to travel to Monterrey, Mexico in January 2025 to participate in the IFE Conference and the IFE Edtech Summit.
- In case of winning, comply with the commitments of the accompaniment program for 6 months.

The following applications will be automatically excluded from this call:

- Those that do not meet the requirements of this call.
- Those that do not adhere to the challenge of the year and/or any of the four dimensions of expected solutions.
- With the intention of developing ideas or projects primarily focused on sectors other than education.
- That are sub-projects or sub-ideas of innovation from well-established companies in the Latin American territory.
- That go against the legislation, morals, or the environment.

The TECPRIZE 2024 Call will admit Applications both individually and in teams. Teams must select a single representative from among their members, designated and authorized to act on behalf and representation of the team, serve as a valid interlocutor for communication purposes with the rest of the team, and link to these Terms 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 of any other team applying to this Call, thereby avoiding any conflict of interest.

TECNOLÓGICO DE MONTERREY may, at its sole discretion, consider applications that do not meet one or more of the aforementioned requirements.

## TECPRIZE 2024 PROGRAM BENEFITS

The benefits that the 10 finalists selected for the TECPRIZE 2024 program may access, include but are not limited to:

BENEFIT	DESCRIPTION
ECONOMIC PRIZE	Economic prizes of \$30,000, \$20,000, and \$10,000 USD for the top 3 winners.
IFE EDTECH SUMMIT	Prominent participation for the 10 finalists at the IFE Edtech Summit to be held in January 2025 in Monterrey, Mexico. The benefit includes plane tickets, hotel accommodation, entrance to the IFE Conference and a booth at the IFE EdTech Summit.
IFE CONFERENCE	Final Pitching of TecPrize live in the mainstage at IFE Conference 2025
VINCULATION	Access to experts, mentors and valuable connections at Tecnológico de Monterrey and the edtech ecosystem.
MENTORSHIP PROGRAM	Six month mentorship program for the 3 winners with the Institute for Entrepreneurship Eugenio Garza Lagüera and Sniper Canvas.
USC	Admission of 1 out of the 3 TecPrize winners to the edtech acceleration program at the University of Southern California – Rossier School of Education.

To receive the services and benefits of the program, selected finalists must sign a SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM, which will establish the rights and obligations of the parties.

## **NUMBER OF APPLICATIONS TO BE ACCEPTED INTO THE PROGRAM**

This Call seeks 10 innovative, scalable educational solutions with impact aligned with the TecPrize educational challenge, which will be selected based on the process described in the following section.

## **SELECTION PROCESS**

The selection of finalists will be carried out by a team composed of TECNOLÓGICO DE MONTERREY collaborators, as well as allies and strategic partners (hereinafter "Selection Committee").

The decision made by the Selection Committee 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 address as entered in the Online Application Form. The Applicant is responsible for regularly checking their email, verifying the information provided, and sharing such information with the rest of their team if applicable.

The application selection process consists of the following stages:

### **Stage One: "Application"**

All individuals or teams interested in joining the TECPRIZE 2024 program must complete and submit, in a timely manner, the Online Application Form available at [www.thenextdecade.com](http://www.thenextdecade.com)

The Applicant must complete all applicable sections and provide all information, documentation, videos, and images in the form or format specified for each question. For the Application deadline, refer to the "IMPORTANT DATES" section.

By completing and submitting the Online Application Form, the Applicant guarantees that:

1. You have been authorized to act on behalf and represent the members of your team and bind them to these Terms and the Privacy Notice of this Call, if applicable.
2. All information you provide regarding the TECPRIZE 2024 program is accurate, truthful, and complete.
3. All your decisions, actions, and/or omissions do not interfere with or infringe upon the intellectual property rights of any third party or violate any law of any kind. Under no circumstances shall TECNOLÓGICO DE MONTERREY be liable to you or any third party for any errors or omissions, or for direct, indirect, incidental, special, exemplary, or consequential damages (including, among others, damages for procurement of substitute goods or services; loss of use, data, or profits; or

business interruption), regardless of how they arise and the theory of liability applicable, whether in contract, strict liability, or tort (including negligence or otherwise), arising in connection with the TECPRIZE 2024 program, even if TECNOLÓGICO DE MONTERREY has been advised of the possibility of such damages or could reasonably foresee the possibility of such damages.

## **Second Stage: Application Evaluation**

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

- **ALIGNMENT:** The solution addresses the program challenge question using technology and aligns with one or more relevant dimensions of TecPrize.
- **IMPACT POTENTIAL:** The solution's implementation has the potential to impact lives and drive economic growth in Latin America and the Caribbean.
- **VIABILITY:** The implementation and scalability potential are feasible, and the team has a plan/strategy for financial sustainability.
- **INNOVATIVE APPROACH:** The solution includes new technology, a new application of technology, a new business model, and/or a new process to address the challenge question.
- **HUMAN-CENTERED INCLUSIVE DESIGN:** The solution is designed for the target population mentioned in the challenge or one of its dimensions. The solution team demonstrates proximity to the community, embodies and addresses diversity, equity, and/or inclusion through its solution.

The decision will be communicated to the Applicants and sent to the Applicant's email address as entered in the Online Application Form. The Applicant is responsible for regularly checking their email, verifying the information provided, and sharing such information with the rest of their team.

The reasons for this decision are exclusive to the Selection Committee, without further liability for them and/or the companies they represent. The program collaborators are not obligated to communicate the reasons for their decision or provide any feedback to the Applicants.



### **Third Stage: Acceptance Notification and Formalization of Participation**

The 10 finalists selected in the TECPRIZE 2024 program will receive a draft of the SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM for review and validation. Applicants who decide to accept our offer will have 7 calendar days (from the date of our offer notification) to request modifications to the Contract and email a copy of the legal background listed below:

- **LEGAL DOCUMENTS REQUIRED:**
  - **LEGAL ENTITY:**
    - Certificate of Incorporation/Bylaws
    - Power of Attorney of the Legal Representative (may be included in the Certificate of Incorporation)
    - Tax Identification Number (RFC) of the Legal Entity or equivalent to the tax identification number in the country of incorporation
    - Official Identification of the Legal Representative
    - Proof of Address of the Legal Entity
  - **NATURAL PERSON:**
    - Official Identification
    - Tax Identification Number (RFC) or equivalent to the tax identification number in the country of origin
    - Proof of Address

In the absence of a response within the established timeframe, TECNOLÓGICO DE MONTERREY will assume that the Applicant rejects TECNOLÓGICO DE MONTERREY's offer and invitation to join the TECPRIZE 2024 program.

Upon receipt of all compliant legal backgrounds, the SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM will be drafted in Spanish and/or English between the selected Applicant and TECNOLÓGICO DE MONTERREY, detailing the rights and obligations of the parties. The SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM will be provided to the Applicant for signature within a period of 7 days from the satisfactory receipt of the legal documents.

The Applicant must return the signed SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM within 7 natural days from the date the CONTRACT is sent to the Applicant. The Applicant's acceptance to the TECPRIZE 2024 program is contingent upon signing the SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM. Failure to sign the Contract will disqualify the Applicant from the Call.

Once the SERVICE PROVISION CONTRACT FOR THE TECPRIZE 2024 PROGRAM is signed, a member of the program team will contact the Finalist to provide relevant information about the program and the next steps.



## IMPORTANT DATES

Stage	Date
Opening of the Call	Monday, July 1st, 2024
Closing of the Call	Thursday, August 29th, 2024
Evaluation of Applications	September 2 - 27, 2024
Notification of Acceptance into the Program	September 30, 2024
Deadline for Formalization of Participation	October 7, 2024

## DATES

The aforementioned dates will be duly published on the website <https://tecprize.tec.mx/en>. Notwithstanding the foregoing, TECNOLÓGICO DE MONTERREY reserves the right to modify them without further liability if deemed necessary. In such event, changes will be promptly reflected on the website and in these Terms.

## DECLARATION OF APPLICANT PROJECTS

By applying to one of our open calls online, the Applicant guarantees to TECNOLÓGICO DE MONTERREY that:

- They have been authorized and are responsible for the strategic leadership of the idea or business model, acting on behalf and in representation of the Project, and binding said Project to these Terms and the Privacy Notice of this Call.
- They are of legal age and have full legal capacity to bind themselves under Mexican law.
- All information provided regarding the TECPRIZE 2024 program is accurate, truthful, and complete.
- All information provided regarding the TECPRIZE 2024 program is their own/authored property or they have unrestricted use of any ideas, images, or other elements included in their Application.
- They have consent from third parties whose personal data is provided in the Call and/or in relation to the TECPRIZE 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 upon the intellectual property rights of a third party or violate any rule of any kind.

- Under no circumstances shall TECNOLÓGICO DE MONTERREY be liable, to the Applicant or any third party, for any errors or omissions, or for direct, indirect, incidental, special, exemplary, or consequential damages (including, among others, those relating to obtaining substitute goods or services; loss of use, data, or profits; or business interruption), regardless of the manner in which they arise and the theory of liability applied, whether in contract, strict liability, or tort (including negligence or otherwise), arising from, related to, and/or connected with the TECPRIZE 2024 program, even if TECNOLÓGICO DE MONTERREY has been advised of the possibility of such damages or could reasonably foresee the possibility of such damages.
- They will assume any taxes that may arise from their participation in this Call and/or the TECPRIZE 2024 program.
- Under no circumstances shall TECNOLÓGICO DE MONTERREY be liable, to the Applicant and/or any member of their team or any third party, for any errors or omissions, or for direct, indirect, incidental, special, exemplary, or consequential damages (including, among others, those relating to obtaining substitute goods or services; loss of use, data, or profits; or business interruption), regardless of the manner in which they arise and the theory of liability applied, whether in contract, strict liability, or tort (including negligence or otherwise), arising in relation to and/or connected with the TECPRIZE 2024 program, even if TECNOLÓGICO DE MONTERREY has been advised of the possibility of such damages or could reasonably foresee the possibility of such damages.
- If selected, the Applicant or at least one member of their team will actively participate in all moments marked by the TECPRIZE 2024 program.
- If selected, the Applicant will provide TECNOLÓGICO DE MONTERREY with the information requested related to the TECPRIZE 2024 program, its results, and will allow TECNOLÓGICO DE MONTERREY to use such information for statistical purposes, even after their participation in the program ends.

TECNOLÓGICO DE MONTERREY reserves the right to automatically disqualify any Candidate who defrauds, 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 practice that may be considered contrary to the spirit of TECNOLÓGICO DE MONTERREY, current legislation, public order, ethics, and good customs.

In the event of non-compliance with the commitments assumed in these Terms, the Applicant shall be liable for damages and losses that their decisions, acts, or omissions may cause to TECNOLÓGICO DE MONTERREY. The extent of this liability shall extend to the consequences.

## **CONFIDENTIALITY**

TECNOLÓGICO DE MONTERREY is not obligated to maintain any confidentiality regarding information submitted by Applicants, notwithstanding the provisions of current Mexican legislation on the protection of personal data. In addition to the above, TECNOLÓGICO DE MONTERREY may offer Applicants in the second-third selection phases the opportunity to enter into a confidentiality agreement in order to share more information and details about the content of their proposals.

Nothing stated in these Terms prevents TECNOLÓGICO DE MONTERREY from developing projects or businesses similar, alone or with other entrepreneurs or partners, based on technologies, products, services, or ideas developed by itself, its associates, or other entrepreneurs. In such event, TECNOLÓGICO DE MONTERREY must always observe the confidentiality it undertakes hereby.

All data requested in the Online Application Form and in relation to the TECPRIZE 2024 program, applicable to the Applicant, are mandatory for the completion thereof, and are considered essential for the development of the Application process.

## **INTELLECTUAL PROPERTY RIGHTS**

- Applicants authorize TECNOLÓGICO DE MONTERREY the right to review and analyze the Application themselves or by evaluators and judges determined by TECNOLÓGICO DE MONTERREY.
- TECNOLÓGICO DE MONTERREY does not claim ownership of any information provided by the Applicant in relation or connection with this Call and/or any intellectual property disclosed by the Applicant in relation or connection with their participation in the TECPRIZE 2024 program. The Applicants do not transfer to TECNOLÓGICO DE MONTERREY any rights to any patent or patent application related to the information, technology, data, etc., described through the application form.
- Selected Applicants authorize TECNOLÓGICO DE MONTERREY 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 TECNOLÓGICO DE MONTERREY's website or any related channel or format in any manner related to them, as well as for its reflection in the historical archives and supports of various kinds of TECNOLÓGICO DE MONTERREY.
- Selected Applicants authorize TECNOLÓGICO DE MONTERREY to publish on the Incubation Program's website and/or TECNOLÓGICO DE MONTERREY's website or any related channel or format in any manner related to them, a concise summary of the proposal (provided by the Applicant themselves in the participation form), and agree that visitors to the Incubation Program's website and/or TECNOLÓGICO DE MONTERREY's website or any related channel or format

related to them, have access to such information according to the conditions of use of said website.

- Selected Applicants agree that nothing in these Terms authorizes or gives them the right to use TECNOLÓGICO DE MONTERREY's trademarks and logos, or those owned by TECNOLÓGICO DE MONTERREY, without the express written consent thereof. Notwithstanding the foregoing, selected projects may use the generic denomination "With the support of Tecnológico de Monterrey (TECNOLÓGICO DE MONTERREY)". Such right may be denied by TECNOLÓGICO DE MONTERREY at any time.
- Applicants and TECNOLÓGICO DE MONTERREY agree that the signing of the SERVICE CONTRACT FOR THE TECPRIZE 2024 PROGRAM does not grant them any license or any kind of right with respect to the "Intellectual Property" of the other party, including those recognized by the legislation and to the information on the business idea of the Applicants. Therefore, they undertake not to use, market, disclose to third parties, distribute, give away, or otherwise dispose of any development made by the other party, nor any material or surplus material that is the result of Intellectual Property, without prior written permission from the rightful owner.
- Applicants accept and acknowledge that all materials and/or resources provided by "TECNOLÓGICO DE MONTERREY" for the fulfillment of the program's objectives are the property of the latter and/or its partners and their application and/or acceptance into the program does not give them any rights over such materials and/or resources.
- Applicants and the rest of their team agree not to reproduce without permission from the rightful owner, any kind of material provided to them by TECNOLÓGICO DE MONTERREY or its partners under the TECPRIZE 2024 program.
- Applicants undertake not to make, create, or assume the existence of an association or relationship between the Applicant and TECNOLÓGICO DE MONTERREY, or that access to a product and/or the provision of a service is done under certain standards, license, or authorization from TECNOLÓGICO DE MONTERREY. Applicants release TECNOLÓGICO DE MONTERREY from all liability to third parties for any violation of copyright and property rights committed by TECNOLÓGICO DE MONTERREY as a result of their participation in the program.

## **TRADEMARKS**

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



TECNOLÓGICO DE MONTERREY may freely disseminate, without any limitations of any kind, mentioning authorship when appropriate, all non-confidential information about the selected Projects. Likewise, the selected projects, through the Applicant, authorize TECNOLÓGICO DE MONTERREY themselves so that, within the periods indicated in the SERVICE CONTRACT FOR THE TECPRIZE 2024 PROGRAM, they can use their name and image in advertising material related to this Application and/or with the activities that seem pertinent.

## **TRANSITIONAL PROVISION**

Any matter not provided for in these operating rules and special cases will be resolved by the team in charge of the TECPRIZE 2024 program.

If any provision of these Terms 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 shall be interpreted in a manner that most closely approximates the object and purpose of these Terms.

## **CONTACT**

For more information, suggestions, and possible complaints, please write to [rodrigo.correa@tec.mx](mailto:rodrigo.correa@tec.mx)