

Corporate Challenge Regulations

Citrosuco

1. ABOUT THE HARVEST SOLUTIONS CHALLENGE: “CHALLENGE – HARVEST SOLUTIONS” has the objective of bringing Citrosuco closer to the startups ecosystem to form a network and discuss ideas, projects, and possibilities for future partnerships based on the resolution of issues of interest to Citrosuco.

The manual harvesting of orange is performed with the use of ladders and bags, and is highly labor-intensive. The role of the fruit picker goes beyond the simple picking of the fruit: he needs to visually select those fruits that are best suited for being picked at that specific moment.

Usually, two to three visits to the orange tree are conducted in order to completely harvest the tree. In a certain period of the year, flowers can also be found on the trees. They will turn into fruits for the next harvesting period.

With the exodus of labor from the rural areas and increasing labor costs, finding people to harvest while maintaining the competitiveness of Brazilian production is becoming increasingly difficult. This is why Citrosuco has been systematically investing in harvesting solutions, with a dream of reaching, in the future, the same levels of automation as in other crops, such as sugar cane or soya beans.

Wenovate (Open Innovation Center – Brazil) is responsible for the maintenance and hosting of the online platform. The Center offered the use of its virtual space for the activities, which are based on three pillars: challenge-oriented innovation; network-based innovation; and, a collaborative platform. The platform will function as a network that connects the community through the creation of common context, prospecting processes, combination, and co-creation.

1.1 What the program offers:

- 1.1.1 An online collaboration environment for entrepreneurs to collaborate among themselves and market specialists, especially Citrosuco executives, in the development of ideas and proposals of new businesses within the themes proposed in the CITROSUCO “Challenge – Harvesting Solutions”;
- 1.1.2 Evaluation and feedback on the submitted proposals, conducted by CITROSUCO executives;
- 1.1.3 Opportunity to present proposed solutions to the evaluation committee of the “CHALLENGE – HARVEST SOLUTIONS” competition, composed by Citrosuco executives and guests, for the identification of partners for the potential development of pilot projects and/or partnerships, which may be transformed into opportunities for future contracts with Citrosuco in the form of service delivery or acquisition of innovative products, according to the level of maturity and consistence of the startup and the solution offered.
- 1.1.4 Opportunity to access other entrepreneurial and innovation communities that are among CITROSUCO partners and the 100 Open Startups movement.

1.2 About the phases of the program:

1.2.1 The principal cycle of the program is structured in three phases:

1.2.2 Phase 1 – SUBMISSION – Submission of the Initial Proposal. During this first phase, the entrepreneur or the interested party will submit the basic information of the innovative idea. The participant can submit ideas to any of the proposed themes, each under separate cover. The entrepreneurs who are also participating in the Great Challenges of the 100 Open Startups can be invited to participate, as they will be pre-registered, by authorizing CITROSUCO access in the startup's proposal and accepting the rules of the "CHALLENGE – HARVEST SOLUTIONS".

1.2.3 Phase 2 – EVALUATION – In this phase, which is also conducted online, the group of CITROSUCO evaluators will identify the most promising proposals in terms of innovation partnerships and those with greater adherence to the challenge's objectives.

1.2.4 Phase 3 – PRESENTATION – The best proposals will be invited for a meeting at Citrosuco headquarters and will have the opportunity to network with CITROSUCO executives and invited guests.

2. PARTICIPATION

2.1 Pre-requisites

2.1.1 Those who have ideas related to the themes of the "CHALLENGE – HARVEST SOLUTIONS" are invited to participate in the program. CITROSUCO understands the startup concept is that of an organization that is temporarily set up to search for a business model that is repetitive and scalable, and capable of delivering new products or services under uncertain conditions.

2.1.2 Ideas of projects that have not been formally established, or companies that already exist and fit into the definition of startup above, will be able to participate in the "CHALLENGE – HARVEST SOLUTIONS".

2.1.3 Participants must accept all of the rules and conditions set forth in this document and the terms of use of the web site.

2.1.4 Participants must be of legal age, according to the parameters of Brazilian legislation.

2.2 Registration

2.2.1 To participate in the "CHALLENGE – HARVEST SOLUTIONS", participants must register at the online platform www.openstartups.net and create a profile to join the network. In the site, choose "CHALLENGE – HARVEST SOLUTIONS" ("DESAFIO- SOLUÇÕES PARA A COLHEITA", in Portuguese) and fill out the form fields. The opening and closing dates of the registrations are posted on the main page of the program (www.openstartups.net/votorantim).

2.2.2 Registration is free of cost.

2.2.3 “CHALLENGE – HARVEST SOLUTIONS” will be launched November 9, 2017, and will be open for registration up to December 5, 2017.

2.3 Costs

2.3.1 “CHALLENGE – HARVEST SOLUTIONS” is not accountable or responsible for any of the teams’ costs related to the participation and continued participation in the program, with each member bearing the costs from participating in the competition that are not related to the proposed awards.

2.4 Media Collaboration and Image Rights

2.4.1 The participants of the “CHALLENGE – HARVEST SOLUTIONS” agree to be available for the relationship with media and communication channels. Participants agree to provide interviews and participate in news reports that eventually may be requested - it is not possible to refrain from these forms of relationships with communications channels involved with the program.

2.4.2 No participant will be forced to release any information that they may consider secret, confidential, or not related to their respective proposals.

2.4.3 The “CHALLENGE – HARVEST SOLUTIONS” reserves the Rights to the Images of every participant. The images licensed in this contract may be linked and disclosed in the following types of media: print, television, video, virtual, and telephone, especially for the use of the images in materials: company name, logo, names of the entrepreneurs, company description, videos and photographs, as well as videos containing the images of the team, the company’s presentation, website address, social media (Facebook and Twitter), testimonials and any media material produced during the event or provided by the participants.

3. ABOUT THE “CHALLENGE – HARVEST SOLUTIONS”

3.1 Documents required

3.1.1 General Guidelines

3.1.1.1 The documents delivered to the organizers of the “CHALLENGE – HARVEST SOLUTIONS” must be original, innovative and entrepreneurial in nature. Plagiarism is expressly forbidden. According to the Brazilian Federal Constitution, plagiarism, in addition to being unconstitutional, may result in the elimination from the competition. By registering in the competition, participants attest that the material is original and does not break intellectual property ownership from third parties.

3.1.1.2 Lack to comply with the deadlines established by the organization of the “CHALLENGE – HARVEST SOLUTIONS” for the delivery of required documents in each phase of the program may result in immediate elimination from the competition. In addition, lack of complying with the formatting and restrictions proposed for each type of document required throughout the competition may also result in the immediate elimination from the program.

3.1.1.3 Intellectual Property and Confidentiality

3.1.1.3.1 The material sent by the participants will be stored in the “CHALLENGE – HARVEST SOLUTIONS” database and Wenovate, but will remain the property of its authors. The content registered as “Startups” will be divulged only to the evaluation team members, mentors, organizers, and CITROSUCO. However, as usual in this kind of competition, despite those involved being experienced professionals (lawyers, entrepreneurs, executives, investors, among others) who understand the confidential nature of the material, terms of confidentiality will not be required. In this way, the participant must assume that any information sent will not be protected and, therefore, should plan accordingly. The participant must adapt his material to present only what is necessary, without revealing information that can compromise his Intellectual Property protection strategy.

3.2 Final considerations

3.2.1 Every decision made by the organizer’s team and judges of the competition “CHALLENGE – HARVEST SOLUTIONS” will be final and recourse is not possible.

3.2.2 The organizers of the “CHALLENGE – HARVEST SOLUTIONS” guarantee an equal playing field to all participants, as well as feedback, as they advance through the process.

3.2.3 Every official communication with the participants will occur exclusively through the official online platform of the “CHALLENGE – HARVEST SOLUTIONS”, or during the phases in which physical presences occur.

3.2.4 It is expressly forbidden to transmit, exchange, or publish any type of obscene, defamatory, or illegal content in the website, as well as include texts or creations by third parties without previous authorization from the author.

3.2.5 The platform can monitor the public areas of the site, and may, based mainly on complaints by other users of the site, remove any published information and content that is not compliant with the site’s terms of use.

3.2.6 Every submitted proposal/idea must adhere to the themes of the “CHALLENGE – HARVEST SOLUTIONS” available in Annex I of this document and the site.

Annex I – THEMES OF THE “CHALLENGE – HARVEST SOLUTIONS” CHALLENGE

Description of the challenges

Orange harvesting is a labor-intensive activity, performed with the use of ladders and bags. The fruit picker’s role goes beyond the picking of the fruit: he needs to visually select the most appropriate ones for picking at that particular moment.

Usually, between two and three visits to the orange tree are needed to fully harvest it. In a certain period of the year, the plants will also present flowers that will form the fruits of the next harvest.

With the exodus of labor from the rural areas and increasing labor costs, finding people to work on the harvest while maintaining the competitiveness of Brazilian production is increasingly difficult. This is why

Citrosuco has been systematically investing in harvesting solutions, with a dream of reaching, in the future, the same levels of automation as the ones found in other crops, such as sugar cane or soya beans.