



OPEN CALL FOR TEAM
APPLICATIONS FOR
BIOSTARTUP LAB – 4th
BATCH



OPEN CALL FOR TEAM APPLICATIONS FOR BIOSTARTUP LAB'S 4th BATCH

Considering that Biominas Brasil, among other activities, has as a goal fostering and supporting the generation of new businesses in the life sciences sector,

Considering that Biominas Brasil and Sebrae Minas idealize BioStartup Lab and established a partnership to implement it,

Considering that, starting from BioStartup Lab's 4th Batch, Biominas Brasil and Sebrae Minas implemente BioStartup Lab in a strategic partnership with Minas Gerais' Government by SEDECTES secretary,

Considering that Biominas Brasil is the institution responsible for coordinating and execution of BioStartup Lab and counts on anchor-companies participation for that matter,

Considering that within this partnership Biominas Brasil is the institution responsible for coordinating and executing BioStartup Lab,

Biominas Brasil makes public the present Open Call, both nationally and internationally, for the selection of teams that will participate in BioStartup Lab's fourth batch.

Scope

1. BioStartup Lab is an initiative powered by Biominas Brasil and Sebrae Minas aimed to foster the life sciences sector, through the creation of a new generation of entrepreneurs. It is a specialized program that aims to stimulate the creation and to accelerate the development of business ideas and startup companies in the areas of human health, agribusiness/animal health, environment and digital health.
2. BioStartup Lab is structured around four pillars: **Inspiration** (providing free content - e-books and videos on the Internet), **Drive** (holding events and initiatives to spread entrepreneurial attitudes); **Pre-acceleration** (short-term immersion program) and **Impact** (results of the program: new startups and / or spinoffs and new partnerships for technology transfer, co-development, corporate venture and open innovation)
3. This call is dedicated to the **pre-acceleration** pillar: a program that, in each round (edition), selects up to 20 teams to test and validate solutions, go-to-market strategies, discover market / users and develop new skills based on methodology which combines training, modeling and competition, with a duration of approximately 10 weeks may vary according to edition.

Do you have any question regarding BioStartup Lab?

Before moving on, visit the page "Quick Answers" (F.A.Q.) on the program's platform.

Goal

1. This present Open Call, of national and international character, has the following topics as principal goals:



a) Summon applicators of groups of people who have ideas, projects, research, technologies and startup companies in the life sciences sector and areas that meet the requirements for participation in the Fourth Batch of BioStartup Lab

b) Guide the process of selecting the teams that will participate of the Fourth Batch of BioStartup Lab.

Pre-acceleration

1. Pre-acceleration is one of the four pillars of BioStartup Lab and consists of a 06 weeks entrepreneurial immersion program (weeks and may vary according to edition) which offers support of the construction of appropriate strategies for the inclusion of a new solution (technology / product / service) in the market and the development of entrepreneurial skills.

2. The Pre-acceleration is set in four stages:

Team Selection: starts with the publishing of the open call for applications and ends with the announcement of the selected teams;

BioBusiness Model: during this stage, the selected teams receive support in order to develop and to test the viability of the proposed business model of the solution they want to bring to the market. By the end, the team will present the developed work to an evaluation board and receive their first score;

Labs: during this stage, teams receive support to develop a strategy to start or to improve their market performance and elaborate their first *pitch paper* (simplified business plan), which will be evaluated by a board of specialists who will give new orientations and a new score;

DemoDay: event in which the teams with higher accumulated score from the past stages present their solution and their strategy for investors and potential partners. The event marks the end of the Pre-acceleration batch and it is also the moment of the announcement of the winning team, which will receive support for strengthening their business plus the rest of the benefits in order to execute the strategy built during the program.

Participation

1. The selected teams for BioStartup Lab will have access to:

Interaction with anchor companies: This Biostartup Lab's round is being carried out in partnership with anchor companies that are interested in practicing open innovation relating to startups, thus seeking the formation of partnerships to accelerate the development of Products, solve internal demands or expand their business. If the selected startups are developing something that is aligned with the strategies and interests of the anchor companies, they will have the opportunity to interact with them, receive their feedback and support in validating and modeling the business, and participate in negotiations that may result in partnerships;

Access to a network of investment funds and angel investors interested in opportunities in the sector promoted by Biominas Brasil;

Specific methodology that combines the latest tools in business modeling and design thinking, with a focused approach to validate opportunities, create strategies in life sciences and develop new skills in an agile and experimental way;



Support and accompaniment of technical and business specialists;

Workshops and training in the topics of Entrepreneurship, Technology, Legal & Regulatory and Business & Market. These activities will take place in the coworking space of BioStartup Lab, located in Belo Horizonte over 06 weeks (may vary according to edition). It is expected that these activities will be concentrated in three days a week to facilitate the movement and attendance of teams from other locations.

Mentoring and connecting to potential partners, stakeholders and members of leading companies in the life sciences market;

Coworking space and the opportunity to socialize every day with different generations of entrepreneurs in one of the best business incubators in Brazil (Anprotec and Sebrae National Award 2015) and that is a reference in the development of new life sciences enterprises;

Easy access to open laboratories and fast prototyping that are partners connected to the program.

Length

1. The fourth BioStartup Lab's batch will last for 06 weeks with activities expected to take place on three consecutive days a week, yet to be defined (eg: from Wednesday to Friday), in the afternoon and night periods, starting on October 23th and ending on December 01st, 2017. From the total of 06 weeks.

Award

1. The finalist team that obtains the higher score during the Pre-acceleration will be the winner of the batch.
2. BioStartup Lab is an initiative endeavoured with the support of partners that can, at any time, offer and add benefits and prizes to the teams. Furthermore, participating in BioStartup Lab's Pre-acceleration program also brings intangible benefits for all teams supported by the fact that they have been selected and have participated of an initiative backed by institutions such as Biominas Brasil and Sebrae Minas, and other relevant partners, as well as the exposure and visibility that might bring advantages for partnership and investment prospection.

Who can participate

1. Applications can come from all Brazilian states and from any country in the world are eligible if made by teams:
 - a. which are formed by, at least, two individuals;
 - b. who aim to validate and to insert in the market a solution in one of the following life sciences sector areas: human health and digital health;
 - c. holding a solution/technology/project that can be considered as belonging to one of the following stages:
 - i. **Alpha:** the team is still structuring their idea/research and hasn't performed any sort of testing or validating attempt;



- ii. **Beta:** the team's idea/research is under testing and validating exercises, which may include (but is not limited to): prototype building, lab bench activities, pilot-tests, proof-of-concept and Minimum Viable Product (MVP) construction;
 - iii. **Launched:** the team has finished testing and validating, has already inserted their solution/technology in the market, but hasn't gained commercial traction yet. It could have users or paying customers, but still needs to improve their market reach.
 - iv. **Scale:** A team with product / service with established sales and growth of the customer base.
- d. with ideas and projects formally and legally constituted or not;
 - e. which accept and commit to all the rules and conditions of this Open Call;
 - f. which have, at least, one member available to take part of the Pre-acceleration activities and who masters and understands Portuguese and is able to express herself/himself in Portuguese or English.
2. Applications made by teams having underage member (under the age of 18) and, if selected, the participation will be accepted as long as information of the legal guardian for each member is submitted, therefore claiming acknowledgement and full compliance with the content present in the Open Call and the responsibility for the participation of the member.
 3. Can not participate in this initiative and propose projects:
 - a) Members and employees of Biominas can not be part of the project.

Applications

1. The applications for this batch must be carried in accordance with the rules and requisites set in this Open Call and imperatively by filling the form indicated on **BioStartup** Lab's website until September 17th 2017 at 11:59 p.m.
2. The application form indicated on BioStartup Lab's website is the only channel for apply. There are no other channels for the application of the required information or of any additional material. If any material is sent from a different channel rather than the application form, it will not be considered, under any circumstances, during the selection process.
3. The application form is composed of questions aiming to collect as much information possible, regarding the idea/project/startup company and the proponent team in order to help the selection process. Therefore, most of the information is mandatory. All of them must be answered in Portuguese or English.

The link to access the application form is: www.biostartuplab.org.br/inscrições

The selection process and the criteria of evaluation

1. The conduction of the selection process is under the responsibility of Biominas Brasil.
2. The selection process will be held by a commission of evaluators formed by technical and business specialists and the anchor-companies. Both Biominas Brasil and the evaluating commission members guarantee complete impartiality to the candidates.



3. The process will be held in two phases:

Phase I - Evaluation of the application forms

It consists of evaluating the set of information sent through the application form by at least two evaluators and will have as final score the average of the points generated by them. The following criteria will be taken into account:

a) Framework criteria:
availability of members for participation.

b) Qualifying Criteria:

Nº	Criteria	Definition	Scoring Scale - From 1 to 5	Weight
1	Problem	Evaluates the problem to be solved has relevance and potential impact. And if the team had the ability to define and present the problem clearly and objectively.	1 – It shows no relevance and there was no clarity in the presentation.	1,5
			2 to 4 - There was clarity in the presentation of the problem, but it seems to be of little relevance. Or even if there is no clarity in the presentation of the problem, it is possible to identify the opportunity and relative relevance of the problem.	
			5 - The problem has relevance and impact and was presented in a clear and objective manner.	
2	Solution	The proposed solution has development potential and appears to be feasible to execute. And the team was able to define and present with clarity and objectivity the proposed solution.	1- The proposed solution has no development potential, and there was no clarity in the presentation of it.	1
			2 to 4 - There was clarity in the presentation of the solution, but it has little evidence to be promising / feasible. Or despite not having clarity of presentation, it is possible to identify development potential of the feasible solution form.	
			5 - There was clarity in the presentation of the solution and it appears to be promising / doable.	
3	Innovation	The scope of innovation proposed evaluation in relation to its uniqueness, relevance, impact on the market, society and / or the company. In this regard, it is still considered incremental innovation an improvement or evolution in the characteristics of something already existing and radical innovation, something that brings about a great technological, structural or operational change in the market.	1 to 2- Based on the information presented, the idea / solution / startup has low or no degree of innovation.	1,5
			3 to 4 - Based on the information presented, the idea / solution / startup has degree of median innovation or innovation in the business model.	
			5 - Based on the information presented, the idea / solution / startup has high degree of innovation or disruptive innovation in technological terms.	
4	Differential	Evaluates information about the differential against existing competitors, products and / or substitute services and their performance in the current market.	1 - The differential (competitive or innovative) is not defined / explicit / clear.	1,5
			2 to 4 - Differential (competitive or innovative) is partially defined / explicit / course.	



			5 - The differential (competitive or innovative) is defined / explicit / clear.	
5	Customer / User Definition	Evaluates the clarity on the definition of potential customers and has customer coherence presented with the problem and the solution.	<p>1- The potential customers of the solution are not clear and have no consistency with the problem and solution presented.</p> <p>2 to 4 - Potential customers of the solution are clear, but they do not seem consistent with the problem and solution presented. Or, although there is no clarity in the definition of the clients, it is possible to infer a potential and relevant public in relation to the problem and solution presented.</p> <p>5 - Potential customers of the solution are clear and appear to be consistent with the problem and solution presented.</p>	1
6	Team Profile	Evaluates the profile of the team members, if they present expertise, experience and knowledge in a complementary and multidisciplinary way for the execution of the project.	<p>1 - Based on the information presented, it is believed that the team does not have complementary characteristics and does not have execution capacity.</p> <p>2 to 4 - Based on the information presented, it is believed that the team has complementary characteristics or has the capacity to execute.</p> <p>5 - Based on the information presented, it is believed that the team has complementary characteristics and execution capacity.</p>	2
7	Coherence of information set	Evaluate the consistency of information provided in the application. If they contributed to the understanding and defense of the project for participation in the program.	<p>1 - There is no coherence in the set of information presented.</p> <p>2 to 4 - There is coherence in part of the set of information presented.</p> <p>5 - There is coherence in the whole set of information presented.</p>	1,5

Phase II – Interview

Consists in a face-to-face or a distance interview with the 40 best ranked teams in Phase I. Each interview will be conducted by, at least, two evaluators and will have as final score of this stage an average of the scores given by each evaluator. The following criteria will be taken into account, adding, together, up to 25 (twenty-five hundred) points:

Nº	Criteria	Definition	Scoring Scale - From 1 to 5	Weight
1	Problem	Evaluates the problem to be solved has relevance and potential impact. And if the team had the ability to define and present the problem clearly and objectively.	<p>1 – It shows no relevance and there was no clarity in the presentation.</p> <p>2 to 4 - There was clarity in the presentation of the problem, but it seems to be of little relevance. Or even if there is no clarity in the presentation of the problem, it is possible to identify the opportunity and relative relevance of the problem.</p>	1,5



			5 - The problem has relevance and impact and was presented in a clear and objective manner.	
2	Solution	The proposed solution has development potential and appears to be feasible to execute. And the team was able to define and present with clarity and objectivity the proposed solution.	1- The proposed solution has no development potential, and there was no clarity in the presentation of it.	1
			2 to 4 - There was clarity in the presentation of the solution, but it has little evidence to be promising / feasible. Or despite not having clarity of presentation, it is possible to identify development potential of the feasible solution form.	
			5 - There was clarity in the presentation of the solution and it appears to be promising / doable.	
3	Inovation	The scope of innovation proposed evaluation in relation to its uniqueness, relevance, impact on the market, society and / or the company. In this regard, it is still considered incremental innovation an improvement or evolution in the characteristics of something already existing and radical innovation, something that brings about a great technological, structural or operational change in the market.	1 to 2 - Based on the information presented, the idea / solution / startup has low or no degree of innovation.	1,5
			3 to 4 - Based on the information presented, the idea / solution / startup has degree of median innovation or innovation in the business model.	
			5 - Based on the information presented, the idea / solution / startup has high degree of innovation or disruptive innovation in technological terms.	
4	Team Profile	Evaluates the profile of the team members, if they present expertise, experience and knowledge in a complementary and multidisciplinary way for the execution of the project.	1 - Based on the information presented, it is believed that the team does not have complementary characteristics and does not have execution capacity.	2
			2 to 4 - Based on the information presented, it is believed that the team has complementary characteristics or has the capacity to execute.	
			5 - Based on the information presented, it is believed that the team has complementary characteristics and execution capacity.	
5	Convencimento no conjunto de informações	Evaluate the coherence of the information provided, if the team presented in a clear and objective, with good arguments to defend the project.	1 to 2 - Low or nonexistent	1,5
			3 to 4 - Medium	
			5 - High	

4. The anchor company may select up to 4 teams to participate in the program and the others will follow the steps described above.
5. Thus, from the process described above will be selected up to 21 teams that obtain the highest score.
6. In case of a tie at the final scores, the tie-breaker will be based on the Phase II, following the order below:



Innovation > Team > Persuasion > Solution > Problem

If a tie still exists, the team that had the highest number of participants who will be available to participate in the activities indicated on the application form will be selected. If still the situation persists, the tie-breaker will be made from the choice of the team which obtained the highest score in Phase I considering the following criteria:

Innovation > Team > Coherence > Differential > Problem > Solution > Client/User

Announcement of the selected teams

1. The announcement of the selected teams for BioStartup Lab Fourth batch is set to be on October 19th, 2017 at BioStartup Lab's website.

Communication with the teams

1. All the official communication with the participating teams will be done exclusively via e-mail, directed to the addresses submitted on the application form.

Entering BioStartup Lab's Pre-acceleration program

1. The teams selected will sign a contract of adhesion which will relate the duties and rights of the participating teams and of BioStartup Lab's promoting institutions.

Participation costs

1. BioStartup Lab does not charge any kind of fee from the participating teams nor any kind of financial or economic compensation.
2. BioStartup Lab does not cover personal expenses, such as housing, food and commuting nor does it offer grants or scholarships. The program is exempt of any costs regarding the team's participation or stay on the Pre-acceleration process. It is up to the team and its members to support themselves financially during the Pre-acceleration program.

Intellectual property and confidentiality

1. The teams take full responsibility for the information submitted by them at the online application. This information must be original – plagiarism is expressly forbidden. Not only plagiarism is illegal, it is a prerogative for disregard of the application or the elimination of the team from the program. When registering, the teams' members certify that the information is original and that it does not infringe others' intellectual property.
2. The information submitted by the candidate teams will be kept in the platform used by BioStartup Lab. Only the coordination members and the Evaluation Commission – which have all signed confidentiality agreements with Biominas Brasil - will have access to it.



3. The intellectual property of the information submitted will continue to belong to their authors.
4. As usual in this type of application (especially in idea competitions, business competitions and accelerators), the nature of the information requested in the application form does not require the disclosure of details that might compromise the strategy of intellectual property protection of the object that is being presented (whether it is an idea, technology or research, for example). The form was made to be easily filled with direct answers, brief content and few details, in order to facilitate and make the evaluation more objective for the commission members.
5. In case the team members do not feel comfortable presenting their idea/technology/project/research/startup, BioStartup Lab offers within its website (in the “Quick Answers” session – F.A.Q.) a link to request a standardized confidentiality agreement model. Once requested, the confidentiality agreement model is ought to be filled with the team information, signed by the legal representatives of Biominas Brasil and sent to the submitted email address.
6. We strongly recommend the team to only reach for a confidentiality agreement solicitation in very specific situations. We also recommend the team to plan and adapt the content aiming to only present the non-confidential information at the application, since this is the kind of information expected.

General Arrangements

1. Omission situations will be decided by Biominas Brasil, which deliberate over the activities developed at BioStartup Lab.
2. At any moment, the present Open Call might be revoked or annulled, either partially or completely and the schedule may also be altered, which does not imply rights to compensation or complaint of any nature.
3. All the decisions taken by Biominas Brasil cannot be object of appealing and, therefore, cannot be contested in any entity within the judicial sphere.
4. The non-fulfilment of the rules described in this Open Call for the application of teams offers Biominas Brasil the right to disqualify candidates in the selection process.
5. The submission of applications in response to this Open Call configures the acceptance of the terms of the present document by the candidates.

Schedule

Open Call Launch	October 03 rd , 2017
Application Deadline	Until October 17 th , 2017
Announcement of the selected teams	Until October 19 th , 2017
Start of the Batch	October 23 rd , 2017

Additional information



1. Additional information can be found in the program's website (www.biostartuplab.org.br) at the link "Quick Answers" (F.A.Q.) or requested at the link "Contact", through the e-mail biostartuplab@biominas.org.br , or in weekdays from 10am to 5pm (Brasilia time zone) through phone: +55 (31) 3665-8450.

Belo Horizonte, August 28th, 2017.

FUNDAÇÃO BIOMINAS (Biominas Brasil)

**List of attachments****Attachment I** - Application Form Description**Attachment II** - Program Schedule**Attachment I** - Application Form Description**A - STARTUP INITIAL INFORMATION**

1. You are entering a:
 - a) idea
 - b) Project
 - c) startup
2. What is the name of your project / idea / startup?
3. Which of these areas does your project / idea / startup belong to?
 - a) Digital Health
 - b) Agribusiness
 - c) Human Health
 - d) Animal Health
 - e) Environment
4. Do you have CNPJ? What?
5. Since what year does the project exist?
6. At what stage are you?
 - a) Alpha
 - b) Beta
 - c) Launched
 - d) Scale
7. Describe your project / idea / startup in just one sentence:
8. Describe your trajectory with this idea / project so far

B – TEAM

1. How many members does your team have?
2. How many of these members will participate in the program?

C - INDIVIDUAL INFORMATION - MEMBERS

1. Full name
2. Age
3. Email
4. Telephone
5. CPF
6. Full Address
7. Which profile best describes your skills?
 - a) Scientific / researcher / technician
 - b) Marketing / Communication / Design
 - c) Entrepreneur / Business / Market
 - d) Finance



- e) Programmer
8. Link to LinkedIn
9. Training / Specialization
10. Are you a researcher? Are you linked to any university / research institution? If so, which one?
11. Are you a student? In which university / school?
12. Do you work in any company / institution? What?
13. What is your dedication of time to startup?
- a) Partial
- b) Integral

D - INFORMATION – TEAM

1. Which of the members is the main contact?
2. Why is this the ideal team to develop the idea / project / startup?
3. Have you ever participated in any program to support entrepreneurship, idea or business competition, acceleration or incubation program?
- a) Yes
- b) No
4. If yes, what programs, and when?
5. What is your main objective when participating in BioStartup Lab?
- a) Relationship with Biominas partner companies
- b) Access to mentoring
- c) Access to investment
- d) Product / service development
- e) Coworking space
- f) Specific methodology for developing new business and entrepreneurship in life sciences
- g) Networking with former BioStartup Lab participants
- h) Support and hands on of the BioStartup Lab team
- i) Workshops and training in Entrepreneurship, Technology, Legal & Regulatory, Business and Market
- j) Development of entrepreneurial skills and business management
- k) Access and expansion of customers / market / users
- l) Construction of the marketing strategy or strategy oriented to the market insertion of new solutions

E –PROBLEM

1. What problem or opportunity in the market is the objective of the performance of your project / idea / startup?
2. How do people / companies currently deal with this problem? What methods do they use? Are there any flaws in this process? Which are?

F – SOLUTION

1. What solution (product / service) does your team intend to develop? How will it solve the above problem?
2. Why is this an innovative, interesting or different solution? What is the differential of your solution? Where is innovation?
3. Has your solution been developed within any university / institution?
4. When was your solution initially thought? By whom?

G – MARKET

1. Who is the user of your product / service? Who will benefit?
2. Who you identify as your main competitors. Talk a little about them and their differentials, as you intend to win the fight.



3. How big is your market in Brazil and in the world? Please explain your rationale.

H - COMPLEMENTARY INFORMATION

1. What are / will be the main challenges in the way of your team to bring your product / service to market?

2. How many team members will participate in BioStartup Lab activities?

a) 1

b) 2

c) 3

d) 4

3. How did you find BioStartup Lab?

4. BioStartup Lab has created a new community of life science entrepreneurs. How can your team collaborate to make it stronger and more vibrant?

5. Is there anything else you would like to tell us?

6. Confirmation

a) We confirm the reading and science of the call and we are in agreement with the rules and conditions contained therein

7. Permission

a) We allow the use of the information registered in this form for the evaluation of our idea / project / startup for the participation of BioStartup Lab in accordance with the conditions established by the call

8. Confirmation

a) We confirm that all information registered is original and does not infringe the intellectual property of third parties.



Attachment II - Program Schedule

Week 1	October 23 rd -26 th
Week 2	October 30 th to 1 st November
Week 3	November 6 th - 8 th
Week 4	November 13 th – 17 th
Week 5	November 20 th – 22 th
Week 6	November 27 th to 1 st Decem

In this batch every week are mandatory. This means that the presence of at least one team member will be mandatory for the evaluation points.

The dates between 23/10 and 01/12 are days of work and development of the projects in the coworking space of BioStartup Lab.