

# RULES OF PARTICIPATION

## Let's Raise the Bar

## Alianza Team®

### Organiser

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**Let's Raise the Bar** is organised by **Team Caribe Colombia S.A.** – hereinafter referred to “Alianza Team®”- as a global company including its strategic business groups Team Foods, Team Solutions, Team Caribe and BredenMaster– **and managed by Eatable Adventures, S.L.**

Further information of Alianza Team® is available on [www.alianzateam.com](http://www.alianzateam.com)

### Introduction

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Alianza Team® is a Colombian food solutions company with more than 70 years in the vegetable fats and oils derivatives market aimed to nurture a better future. Through innovation, Alianza Team® has created sustainable products and business models to bring wellness to clients, consumers, employees and stakeholders. With presence in Colombia, Mexico and Chile, the company has managed to operate the majority of the Latin-American market and take an advantage in expanding in America.

Alianza Team® is launching the Let's Raise the Bar Challenge with the aim of identifying innovative, specific and feasible solutions generated by startups operating in the mainland US, capable of addressing the challenges established by the company.

Let's Raise the Bar is divided into the following stages:

**Stage 1 – Call for projects**

**Stage 2 – Evaluation and selection of projects**

**Stage 3 – Final decision**

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## Who is this call for projects aimed at?

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Start-ups with commercially-validated products with market traction operating in mainland US – especially in the Texas, California, Florida and New York states – and capable of addressing the challenges raised, developing their value proposals in the same business areas as Team Caribe as part of Alianza Team® and adding scalable business models.

## Main areas of interest

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Let's Raise the Bar, with its firm commitment to innovation in the food segment of the industry, raises the following challenges, mainly focused on alternative applications of leftovers from the lipids industry and more specifically on:

- Startups and small companies deliver high-quality soaps in cosmetics, petcare and household.

The startups must consider the characteristics of the company as regards the potential implementation of an operation model within Alianza Team®'s structure.

Let's Raise the Bar is launched in the mainland US and the startups must be capable of being implemented in the Alianza Team® business markets.

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## Participation process and selection

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All participating **startups** must fill out the Let's Raise the Bar form on the specific site where they may officially present their project.

Projects will be evaluated as they are received.

The **evaluation criteria** applied to **startups** to be applied are as follows:

### **Innovation criteria as regards the technology, business model and product**

- Value proposition
- Level of innovation and differentiation of the business model of the relevant product or service with respect to current competition
- Application of technology

### **Criteria concerning the team**

- Clear skills and abilities to ensure the success of the project
- Background of the team
- Knowledge of the industry and/or the scope of the project
- Commitment and dedication of the team towards the project

### **Business criteria**

- Market potential: scalability and profitability
- Go-to-market strategy

### **KPI's**

- Sales
- Sales forecasts
- Points of sales / Main customers or clients
- Business Margin

### **Alianza Team®-specific criteria**

- Adaptation to the company's objectives and process
- Strategic adaptation and competitive edge

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It is very important that the startups demonstrate, in the project presented, the market potential and the reasons why they have decided to take part in the Let's Raise the Bar. Moreover, we request that startups provide a brief explanation of their expectations on the Project.

The information requested in the participation form is available in the schedule to these rules of participation.

Upon receipt of the project on Let's Raise the Bar, the latter will be analysed by the relevant **Evaluation Committee**, made up of a team whose members are specially-appointed Alianza Team® 's managers and Eatable Adventures designated team.

Should any further information be required, the startup will be contacted so that it may provide the same.

Upon completion of the evaluation stage, notice of the final project selection shall be given individually.

## What does the Let's Raise the Bar Challenge entail?

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The **first stage** will be the Call for Projects for Let's Raise the Bar, to be published on the week starting 28th November 2022. Projects **will be received up to the week** of 9th of January 2023.

However, Alianza Team® may extend the period of receipt at its sole discretion.

At the **second stage**, on the week of 16th and 23rd of January 2023, **the projects received will be evaluated**. This evaluation will be carried out by an Evaluation Committee, made up of a team appointed by Alianza Team® and a team from Eatable Adventures.

As the **benefits** from being selected for the Let's Raise the Bar the startup(s) will have the opportunity to negotiate collaboration models with the company such as:

- Raw material supplier
- Co-creation agreements on new products
- Potential investment

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Besides, the selected startups will have the opportunity to obtain value from:

- R&D Alianza Team® teams to optimize formulas
- Access to premises for production
- Supply chain management teams to optimize logistics

Given the extensive scope of this scouting and the different types of solutions that may be proposed, the final outcome will be adapted to the products or services of the selected startups and also to the resources available to Alianza Team® in the time of the programme.

Alianza Team® reserves the right to declare the final selection null and void if it deems expedient at its sole discretion, in which event the participating startups will not be entitled to claim any damages whatsoever.

## Conditions for participation in the Let's Raise the Bar

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All participating startups must be legally incorporated and be up-to-date with their tax and social security obligations.

The representative of each startup must be an individual of legal age who has the capacity to undertake legal obligations.

All participating startups must provide evidence that their product is currently available on the market and is commercially proven, with their customer traction and proven sales.

### (\*) Dates of the Let's Raise the Bar

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**Period for receiving projects.** Between week of 28th of November 2022 and week of 9th January 2023, with an additional 15 days if required.

**Evaluation of the projects received.** Between week of 16th and 23rd of January 2023, with an additional 15 days if required.

**Individual notice to the shortlisted start-ups.** Week of 30th of January 2023, with an additional 15 days if required.

(\*) Alianza Team® reserves the right to modify these dates without prior notice or justification.

In the event of modification of any of these dates, timely notice thereof will be given to the companies participating in the Let's Raise the Bar

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## Reserves and restrictions

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When filling out the registration form, you expressly accept your registration in the Let's Raise the Bar and consent to the information submitted in this form being reviewed by Alianza Team®.

Pursuant to the rules of participation in Let's Raise the Bar, the data provided must be accurate and comprehensive. Alianza Team® assumes no liability for the accuracy of the data provided by participating startups.

Alianza Team® will assume no liability if, on account of an error in the data provided, it is not possible to contact the persons responsible for the participating startups to inform them of the final selection.

By registering in the Let's Raise the Bar, the participating startups expressly accept that Alianza Team® may use their name when communicating with the top shortlisted startups with no obligation to provide them with any remuneration in this respect.

In addition, all startups registering to participate in the Let's Raise the Bar expressly accept that Alianza Team® may use their image, name, logo or commercial name, by any means whatsoever and solely for corporate, advertising or promotional purposes, with no time or territorial restrictions and without these startups being entitled to any type of remuneration in this respect.

Alianza Team® reserves the preferential right to negotiate with the startups, without any obligation to reach an agreement, in respect of the acquisition, commercialization, license, distribution and any kind of exploitation of the outcomes, the products or the services of the startups during the term of the collaboration and within a period of one year following termination thereof.

The selected startups and Alianza Team® must sign an agreement formally regulating their relationship throughout the implementation stage.

The startups selected to participate in the Let's Raise the Bar must meet the conditions for participation established. Failure by any startups to comply with these obligations will entitle Alianza Team® to cancel, at its sole discretion, its participation in the Let's Raise the Bar, in which event the participating startup will have no claim whatsoever against Alianza Team®.

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All travel, accommodation and subsistence expenses that may be incurred in connection with the activities concerning the Let's Raise the Bar if any will be borne by the participating startups unless otherwise agreed in writing by Alianza Team® stated by both parties. Furthermore, Alianza Team® will not recognize or pay any expenses incurred in by the Startups in connection to their participation.

## Consent and data protection

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When filling out the participation form, you expressly accept your registration in the Let's Raise the Bar and consent to the information submitted in this form being reviewed by Team Foods Colombia S. A., with a registered office at Bogotá D.C, solely for purposes relating to the Let's Raise the Bar. You also accept the sending of newsletters and updates for which you may be registered and the sending of future commercial communications that may be of interest to you. The information submitted will only be processed while the Let's Raise the Bar continues. Your rights of access, rectification, erasure, cancellation, opposition, restriction, portability and withdrawal of consent, as well as the right to be forgotten and the right to object to the Supervisory Authority, as set forth in the General Data Protection Regulation (GDPR), the Organic Act on Protection of Data and Guarantee for Digital Rights (LOPD), the Colombian Personal Data Protection Law (Ley 1581 de 2012) and the Data Protection Policy of Alianza Team® available in the website

<https://alianzateam.com/politica-de-datos-personales-alianza-team/>, may be exercised as established by law by sending a communication, by post or by email, to Team Food Colombia S.A [notificaciones@alianzateam.com](mailto:notificaciones@alianzateam.com) The information collected shall not be assigned to any third party, other than to comply with any legal or judicial obligation.

In accordance with the GDPR and the LOPD, you are hereby informed that the data provided by you will be stored in Team Food Colombia's automated files and that this data will be processed by this company solely for the purposes specified above. In this respect, you are provided with the following basic information as regards data processing:

- Basic information on the processing of personal data:

Data controller: Team Food Colombia S.A., with registered office at Calle 45 A sur No. 56 – 21, Bogotá, Colombia, and with tax identification code number 860.000.006-4.

**Purpose of the Processing:** The purpose of processing your data is to ensure your registration and participation in the Let's Raise the Bar, as well as to send you the newsletter

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and/or commercial communications/promotions, or to send you the information requested through the relevant forms. Alianza Team® shall not create profiles of users. The type of data processed is that appearing in the Schedule “Information requested in the Let’s Raise the Bar”.

**Time of processing:** Alianza Team® shall store your personal data only while the Let’s Raise the Bar continues. Thereafter, the data shall be blocked and placed at the disposal of courts and other authorities in connection with potential liabilities arising from the processing of the data, and solely until these liabilities are statute-barred.

**Legal basis for processing:** The legal basis for processing your personal data is your participation in the scouting process for the Let’s Raise the Bar, as well as your access to the newsletter or to further information on contents, as provided by Alianza Team®, in respect of which you must give your consent freely and unambiguously, by a clear affirmative act consisting of reading and accepting the form.

**Consent:** By ticking the appropriate box in the data collection form, you give your unambiguous consent to Alianza Team® and Eatable being able to use your personal data for the purposes specified above.

However, you may withdraw, upon justified request, your consent to the processing of the personal data provided. To exercise this right, you should send an email to the following address [notificaciones@alianzateam.com](mailto:notificaciones@alianzateam.com), or send a letter to Team Food Colombia S.A., Cra 11 # 84-19, 4<sup>th</sup> floor, specifying “Datos de Carácter Personal” (Personal Data) as the reference. Consent shall not be given with retro-active effect. In either case, the data subject must provide proof of identity.

**Recipients of the disclosure of your personal data:** The data provided shall not be disclosed to any third-party companies, other than in connection with the collaborations required to fulfill the purposes specified above. No international transfers are envisaged.

**Rights:** You are hereby informed by Alianza Team® that you may exercise at any time your rights of access, rectification, erasure, restriction, portability and/or opposition in respect of the data provided. In this event, you should submit your request to the data controller, by sending an e-mail to the address [notificaciones@team.co](mailto:notificaciones@team.co). You may also exercise the aforesaid rights by sending a letter to Team Food Colombia S.A., Cra 11 # 84-19, 4<sup>th</sup> floor, specifying “Datos de Carácter Personal” (Personal Data) as the reference. In either case, proof of identity must be provided.

**Security measures:** Alianza Team®, in turn, undertakes to process the data provided by you in a strictly confidential manner and to use all security measures established by law, in order to avoid any unauthorised access thereto or processing thereof. Notwithstanding this, Alianza Team® may disclose to the relevant public authorities such personal data and such

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additional information as Alianza Team® may possess through its IT systems and may be requested to Alianza Team®, in accordance with any laws and regulations applicable.

**Confidentiality:** All the information provided by the start-ups will be treated by Alianza Team® and Eatable Adventures (“the Receiving Party”) as Confidential Information. Therefore, the Receiving Party will use the Confidential Information strictly and only as necessary to fulfil the Let’s Raise the Bar, and will keep the Confidential Information confidential and take all reasonably necessary measures (no less stringent than those measures which the Receiving Party applies to its own information) to protect such Confidential Information from theft, loss, copying, use or unauthorised disclosure.

## Frequently asked questions

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**1.- What is the cost of participating in the Let’s Raise the Bar?**

Participation is totally free of charge.

**2.- Is my original product or technology protected?**

The confidentiality concerning the projects received, whether they are selected or not, is fully guaranteed.

The information received through the participation form will only be shared with the members of the **Evaluation Committee**.

**3.- I have doubts concerning the participation form. How can I reach you?**

We are at your disposal on the contact form at the Let’s Raise the Bar website