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How do we pick Entrepreneurs?

CLIX is a global marketplace for sustainability, therefore ideas rule.

Ideanco picks entrepreneurs based on their application but also with a target for a fair split across regions and between the pillars of CLIX. Entrepreneurs coming from the academia and not-for-profit are also welcome to apply. The ideas, insights and passion are the most important to us whereby an assessment formula is in place to assess the entrepreneur for “eligibility” prior to the selection and potential investment commitment.

Eligibility Criteria

Entrepreneurs with the tiers listed below are eligible and welcome to apply.

| Tiers | Years in Business | Raising Capital (USD) |
|-----------|-------------------|-----------------------|
| Concept | 2+ | Up 300,000 |
| Start-ups | 2 – 3 | 500,000 to 1.5M |
| Roll-out | 4 – 8 | 2M and 12M |
| Growth | Over 9 | Over 12M |

For legally registered companies:

- The entrepreneur is in the Climate Change, Sustainability and Renewable Energy industry ONLY with special highlight on the pre-identified pillars of CLIX:
 - Air Pollution
 - Clean Mobility
 - Innovation in Agriculture
- The team should have a working prototype and ideally user traction and sales.
- The entrepreneur must have been operational for at least 2 years.

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Selection Criteria:

All applicants will go through the selection criteria as described below:

Internal Committee: The internal committee will meet, provide due diligence and appraise all applicants that applied to the CLIX platform. Applicants that do not meet the eligibility criteria will be excluded from the CLIX platform and notified.

Selection Committee: The selection committee consists of prominent and elite players from the sustainability and climate change industry (private and public sectors). The selection committee will choose the top entrepreneurs (up to 30 Semi-finalists) that are suitable for elevator pitch at the CLIX platform. The selection committee criteria is based on the following:

- **Innovation:** The idea must be either new (original), or demonstrates a marked improvement to an existing solution. Innovation does not necessarily mean technology. The entrepreneur takes up an important part of the total grade.
- **Scalability:** A startup should not be limited to a local market. At a minimum, a nationwide market should be targeted. Preferably, the business should be easy to replicate regionally or globally as the company expands.
- **Team:** Judges look for experience, value added, and the relevance of each team member to the project.

Semi-finalists:

Up to 30 entrepreneurial projects from the tiers will be shortlisted for the CLIX startup platform at the World Future Energy Summit in Abu Dhabi on January 15-18, 2018. Qualified semi-finalists will be notified at least 45 calendar days prior to the event. Entrepreneurs are expected to work on and submit specific deliverables prior to the event.

Reed Exhibition will be allocating a free and prominent stand at the CLIX platform for all semi-finalists that had made commitment to be in Abu Dhabi. The CLIX stand area is a state-of-the-art zone made for the entrepreneurs but also will give investors the opportunity to glance and in details into the entrepreneur innovative ideas. Such networking place is made available for both entrepreneur and investor.

Expenses:

The organizers of the event (Reed Exhibition) will cover expenses for one member per semi-finalist such as accommodation, lunch and coffee breaks, ground transportation to and from the event venue and airport. Each of the Semi-finalists (one member only) is expected to pay for their own flight ticket (return) and will be "refunded" back the full return ticket as per budget assigned per person once confirmed his/her presence in Abu Dhabi during the CLIX on January 15 – 18, 2018. Airline tickets receipts to be claimed during the CLIX platform. Semi-finalists from the United Arab Emirates are excluded from accommodations (if they are within the territory of Abu Dhabi) and excluded from the travel expenses within the UAE.

Please note: Each semi-finalist will be going through security clearance prior to entering the country and during the Selection Committee phase. A special security clearance form will be submitted to all semi-finalists to complete and send back to the organizers of the CLIX for security clearance. The organizers of the event will assist with the visa process if needed, in order to enter the United Arab Emirates for the CLIX event.

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Judging Criteria

At CLIX the investor will evaluate semi-finalists during the elevator pitch of the entrepreneur and results will be given on the same day to all semi-finalists as per judging criteria below:

IDEA

- Impact on big problem
- Value proposition
- Originality and innovation

PRODUCT/SERVICE

- Competitive Advantage

BUSINESS MODEL

- Target market and customer identification and segmentation
- Pricing model and Revenue Model

EXECUTION PLAN

Marketing strategy

Sales strategy

Roadmap to scale

PROGRESS/TRACTION

Traction-to-date (relationships with key market participants, sales, downloads, website traffic, etc.)

TEAM

Expertise, passion and commitment of founding team

Strategy to attract additional key people

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Terms and Condition

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