



1. Application Process

1. What is the application process?

There are three stages to the application process:

- (i) Submission of an online application form answering questions about your solution
- (ii) Submission of detailed proposal of your solution
- (iii) Testing your solution on the ground

All innovators must fill the online form in the first stage for their innovations to be considered for the Challenge.

2. Who is eligible to apply?

The Challenge is open to all innovators in design, technology, behavioural science and more globally.

3. How can I apply?

You must answer questions on your solution and team in the online by 15 January, 2020 by filling the [online application form](#).

4. When can I apply?

Applications open on 20 November 2019 and are open until 15 January 2020.

5. Can teams apply?

The Challenge is open to individuals, teams and organizations.

6. Can I apply for both opportunity areas?

Yes, an innovator can apply to both opportunity areas and as many times.

7. Can I submit more than one application?

Yes, you are free to submit more than one application to an opportunity area.

8. What kind of questions will I need to answer in the application?

Each stage will require answers on the solution (impact, scale-up strategy, financial, evidence of success) and the team's capabilities. During Stage 2, innovators must provide a detailed plan for testing the solution on the ground as well.

2. Review Process

9. What is the review process?

Stage 1 applications will be evaluated by a Technical Panel comprising of ag-tech experts, Better Cotton-Growth and Innovation Fund representatives and Dalberg representatives. The Panel will shortlist ~20 applications for the subsequent stage. Validation interviews may be conducted to better understand your responses, if required.

Stage 2 applications and the impact report based on on-ground testing will be evaluated by the Grand Jury consisting of agriculture experts and BCI implementing partners, BCI, BC – GIF Secretariat, retailers, investors and funders.



Frequently Asked Questions

10. What are the criteria for selection?

Solutions will be evaluated based on the following criteria:

- **Impact.** *Is the solution effective?*
- **Adapt.** *Is it adaptive and improving?*
- **Scale.** *Is it scalable and replicable?*
- **Viable.** *Is it financially sustainable?*
- **X-Factor.** *Is it novel and new to the BCI programme?*
- **Capable.** *Is the team capable to implement the solution?*
- **Pragmatic.** *Is the on-ground test proposed practical?*

3. Challenge Details

11. Can you provide more details about the two opportunity areas?

Additional information on the two opportunity areas can be found in the following Knowledge Packs:

- Customised Learning for Farmers available [here](#)
- Efficiency of Data Collection and Documentation available [here](#)

12. What support will I be provided with during the Challenge?

The Innovation Challenge team will provide you the opportunity to test your solution on the ground to demonstrate its impact and feasibility. To better prepare you to test the solution on the ground and support you in submitting high quality applications, we will provide a Virtual Immersion program. The Immersion aims to provide context, enable collaboration and equip you with the necessary skills to succeed. It will include online coaching via a forum and webinar, field contextualization, and expert mentoring. For online coaching, three modules will be covered namely 'Understanding Better Cotton', 'Business Modelling' and 'Presentation and Communication' by BCI and Dalberg.

4. Expenses

13. Do I have to pay a participation fee?

No participation fee needs to be paid to participate in the Challenge.

14. Who will cover the costs of participation?

Innovators can place a request for funding with the Innovation Challenge team. Subject to approval funding capped at USD 6,000 will be provided for each team.

5. Intellectual Property Rights

15. Who owns the Intellectual Property (IP) rights to the solutions after BCIC?

Kindly view the terms on Intellectual Property in the Official Challenge Rules.

6. Help / Contact

16. Who can I contact if I have a question about the Challenge?



The Better Cotton Innovation Challenge

Frequently Asked Questions



Dalberg

E-mail us at info@bettercottonchallenge.org with your queries.