

ESG 2022 Rules and Format

Timelines for ESG 2022 Spain

Application outreach for Entrepreneurs	1st Week September- 3rd Week September
Date of Applications Closing	25th September, 2022
Outreach to Judges	2nd Week September - 3rd Week September
ESG UK National Finals	30th September, 2022 (<i>Subject to Discussion</i>)
ESG Europe Confederation Finals	2nd Week October, 2022
ESG 2022 Global Finals	26th December, 2022

Our Process

Eligibility

- Any entrepreneur based in Spain is welcome to apply and become an Applicant.
- There is no entry fee chargeable on the application.
- Enterprises must be legally registered or will be registered in Spain, but the business presence in Spain is also enough
- Enterprises must be less than seven (7) years old at the date of the Global Finals.
- ESG Global Winners from previous editions are not eligible to participate again in ESG 2022.
- Individuals are also allowed to participate
- Only one person is allowed to pitch during the event

Rules

- Applications must be entered on the official platform – www.esgx.global – to be considered.
- Applications must be entered as a Team, according to the categories of the competition (see ‘Categories’ section below).
- Applications must have a minimum of one (1) representative.

- Team members must be 18 years old, except if applying to the idea stage category.
- Submissions must be the original work solely of the Participating Team.
- Only completed applications will be considered.

- The ESG Global Finals will be conducted exclusively in English.
 - Registrations can be completed in any language.
 - Applications must be completed in English whenever possible.
 - National Organizers reserve the right to accept applications in their country's official language and even conduct their National Finals in that same language. However, all confederations will be competing in English.
- Applicants must take all necessary steps to ensure adequate protection of any intellectual property described in their submissions (i.e. appropriate intellectual property filings, patent and copyright notices, etc.).
- Any participating team engaging in unethical activities, including lying, misrepresentation, non-disclosure of material information, or any activity that may adversely affect the image of ESG or Organizers, will be disqualified and barred from participation in all ESG related activities.
- Applicants agree to participate in media and press opportunities related to the Competition.

Section 1: Categories

- **Idea Stage:** Building a team and initial product/prototype
 - Does not have a Minimum Viable Product (MVP)
 - Does not have any revenue
 - Raising funds to develop an idea, product or concept

- **Early-Stage:** Building a product, establishing product-market fit and early revenue
 - Has a Minimum Viable Product (MVP)
 - Has not raised Post Series A
 - Initially commercializing their product/service in one or more target markets
 - Successfully incorporated/registered their venture

- **Growth Stage:** Scaling customer acquisition and revenue
 - Has raised Post Series A
 - Generating recurring revenues (for the past 3 years) and experiencing solid growth
 - Showing clear, growing and measurable user / market traction in a large or rapidly expanding market

- **Late Stage:** Dependable financing sources and is executing on the business plan
 - Any growth stage company that has raised over USD 50 million in investments
 - Had annual revenue over USD 100 million at any point in the past

Specific ESG Tracks

1. Gender Equality Track (GET) :

- At ESG, we are dedicated to making the entrepreneurship ecosystem **more diverse and inclusive**. We have always believed that no efforts to achieve sustainable development can be successful without ensuring everyone has equal access and representation. This track aims to achieve a unique intersectionality of gender equality, entrepreneurship and sustainable development goals.
- Requirements to be eligible for Gender Equality Track (GET) :
 - One of the members of the founding team must be female.
 - Is the gender distribution of your organization 50% female or more?

2. Social Entrepreneurship Track (SET) :

- ESG strongly believes in mobilizing the power of conscious entrepreneurship to build a better tomorrow for the people and planet. To that purpose, we have a special segment dedicated to honor the top 3 social enterprises that are doing some exceptional work to promote the 17 UN SDGs and maximize social impact in their communities and globally.
- Requirements for being eligible for the Social Entrepreneurship Track (SET) :
 - An enterprise with social objectives as its primary goal while using a commercial structure to run the organization.
 - Aim to fulfill a business purpose while creating a strong social impact.
 - Priority to reinvest profits into the social mission over redistribution of profits for

individual gains.

Section 2: Phases of Participation

- **Phase 1: Registration**

Applicants are on-boarded automatically by the competition website and segmented into appropriate categories based on their stage: Idea, Early, Growth, Late.

- **Phase 2 : ESG events (City, National & Confederation finals)**

Applicants are invited to participate in ESG City finals, the winner(s) of ESG city finals move on to the next round - the ESG national finals. The winner(s) of the ESG national finals represent their country in the ESG Confederation finals.

- **Phase 3: ESG Global Finals Pool**

Winners of the confederation finals as well as other chosen applicants from the pool of participants are selected to be part of the ESG Global Finals Pool. Up to 100 participants may be part of the global finals pool.

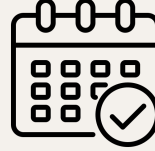
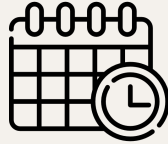
- **Phase 4: Assessment + Global Finalist Selection**

ESG Global Pool stage contestants are evaluated based on the results of due diligence and other factors tied to the various stages of the competition. The participants are selected as the “ESG Global Finalists”.

- **Phase 5: Global Finals**

The best 12-15 Global finalists are showcased at the highest level of the competition to present their pitch to a global audience of the Global Finals telecast that goes live in December 2022.

Section 3: Timeline



ESG Registration	ESG Events	ESG Global finals pool	ESG 2022 Global finals
<p data-bbox="103 696 304 775"><i>May – August 2022</i></p> <ul data-bbox="113 831 392 1240" style="list-style-type: none"> <li data-bbox="113 831 392 909">• Open call for registrations. <li data-bbox="113 965 392 1240">• Applications are reviewed on an on-going basis. Early registrations are highly encouraged. 	<p data-bbox="467 696 724 775"><i>August – October 2022</i></p> <ul data-bbox="467 808 716 1368" style="list-style-type: none"> <li data-bbox="467 808 716 1368">• Competitions happening around the world, with entrepreneurs competing for national prizes and a chance to qualify for the ESG Global Finals. 	<p data-bbox="906 696 1027 775"><i>October 2022</i></p> <ul data-bbox="879 842 1145 1473" style="list-style-type: none"> <li data-bbox="879 842 1145 1272">• Upto 100 entrepreneurs are selected to be part of the ESG Global finals pool. <li data-bbox="879 1043 1145 1473">• The selected entrepreneurs are then evaluated by a panel of experts from the ESG ecosystem. <ul data-bbox="922 1279 1145 1473" style="list-style-type: none"> <li data-bbox="922 1279 1145 1473">• 12-15 entrepreneurs are selected to participate in the Global finals. 	<p data-bbox="1273 696 1430 775"><i>December 2022</i></p> <ul data-bbox="1254 831 1501 1339" style="list-style-type: none"> <li data-bbox="1254 831 1501 1339">• ESG Global finalists (Top15) compete in a gamified competition on stage for \$1million worth of prizes, rewards and support services.

- **Phases 1: Registrations** – *May through August 2022*

- Open call and registrations.
- Applications are reviewed on an on-going basis and early applications are highly encouraged.

- **Phases 2: ESG Events** – *August through October 2022*

- Once registered to participate in ESG, a National organizer will be in contact with applicants.
- All information will be sent to the email address provided in the registration – applicants are responsible for ensuring that the email provided is

functional and that correspondence is read on a regular basis.

- The National Organizer reserves the right to extend or shorten the application period at its sole discretion within the global calendar and ESG guidelines.
- The competition is curated in a league format having 3 stages as follows:
 1. City finals: Participants at the city level are divided into teams, corresponding to their respective cities, to compete at the ESG City Finals in order to win and represent their city at the ESG National Finals.
 2. National finals: The ESG National Finals is the second leg of the ESG events, where participants compete at the national level to earn a spot in the ESG Confederation Finals.
 3. Confederation finals: The last leg before the ESG Global Finals is the confederation finals. The winner(s) of the ESG National Finals represent their country in their respective confederations. The winner(s) of the Confederation finals earns a place in the top 15 in the ESG Global finals.

Only countries with mature entrepreneurial ecosystems/large populations and subject to their national organizer having the bandwidth to execute multiple city finals will have the city-level competitions. All countries will begin at the national level competition.

● **Phase 3 : ESG Global Finals Pool – October 2022**

- Up to 100 entrepreneurs are selected to be part of the ESG Global finals pool.
- The selected entrepreneurs are then evaluated by a panel of experts from the ESG ecosystem.
- From the ESG Global finals pool, 12-15 entrepreneurs are chosen to proceed to the ESG Global Finals.

● **Phase 4 : ESG Global Finals – December**

- ESG Global finalists (Top15) compete in a gamified competition on stage to

earn the title of the best entrepreneur as well as rewards worth \$1 million and exposure to a global audience. The live telecast of the ESG Global Finals is on 26th December, 2022.

Section 4: Rewards for ESG 2022

- Up to \$1 Million price package in services
 - Global finalists - \$850,000
 - Confederation finalists - \$100,000
 - National finalists - \$50,000
 - City finalists - \$25,000
 - Registration - \$10,000
- Features on our ESG global finals with exposure to a global audience of over 30 Million.
- Access to global networks of mentors, VC's, experts and judges.
- To become a part of the ESG Ecosystem with 600,000+ entrepreneurs.

Evaluation Criteria - 4Ps (Early, Growth, Late-stage)

PRODUCT - 25%

- **Traction:** How is the company's market traction and organic growth? Is their growth accelerating or has it plateaued over a period of time?
- **Customer Validation:** Is there evidence that this company has customer satisfaction, loyalty and retention?
- **Value Proposition:** Is there a clear product roadmap to increasingly provide excess value to users/customers?
- **Differentiation:** Does the company have a clearly differentiated and sustainable advantage or claim to fame? What is their USP?
- **Exclusivity:** Does the team own or have access to the intellectual property of the product or technology proposed for the venture?

POTENTIAL - 25%

- **Market Need:** Is there a clear market need to be presented?
- **Market Potential:** Is the company attacking either a massive addressable market or a small, but rapidly growing market?
- **Tailwinds:** Is the market opportunity being propelled by technology, economic or cultural tailwinds? Does it get easily influenced by external factors/ other players in the marketplace?
- **Network Effect:** Is the company positioned to benefit from network effects or natural virality?
- **Competitive Advantage:** Has the team articulated a clear competitive advantage (first-mover advantage, network effect, etc.)?
- **Growth:** How sustainable is their growth rate? What are the underlying assumptions to maintain

such a rate?

PREDICTABILITY (BUSINESS MODEL) - 20%

- **Scalability:** Is the business model scalable? Can it be scalable in the near future or in the coming years?
- **Revenue:** Does the company have a business model that generates recurring revenues or a formula that produces predictable operating results?
- **Economics:** Do unit economics make sense? How feasible is the company's roadmap towards profitability?
- **Market Share:** Is the company positioned to be the obvious leader/acquire the highest share in the given market?

PEOPLE - 30%

- **Experience:** What is the experience and reputation of the Founding Team? Do they have a mix of experience, skills and vision to build a breakthrough company?
- **Track Record:** What is the team's track record? Does the founding team have experience solving problems and accomplishing things together?
- **Talent:** Has the company shown its ability to attract and retain top talent (as employees, advisors, etc.)?

● **Judges**

- Judges agree to score Applicant(s) thoroughly and impartially, based on the technical quality and evaluation criteria without regard to nationality, age, gender, religion, or other discriminatory factors of the participating teams.
- Each application will be evaluated by a maximum of 3 judges on the ESG platform.
- Judges provide feedback in the National Finals and Global Finals to assist participating teams in identifying areas for improvement.
- All judges agree to Terms of Confidentiality prior to judging applications and pitches, and they agree to abide by the Terms and Conditions.
- Under any circumstance, mentors of participating teams cannot be judges.
- Judges will participate on a voluntary basis and are not paid by Organizers.

Judging process :

1. The judging process is divided into two rounds :
 - a. Round 1 (Screening) : In round 1 of judging an application, 2 judges are allotted to an application. In this round, the application is screened by the judges and the judges decide whether or not the application moves onto the final round.

b. Final round : In this round, an application is judged by 3 allotted judges. The judges rubric is to score the application out of a 5 star rating system based on the evaluation criteria (4P's) mentioned above.

Criteria	Round 1 (Screening)	Final round
Maximum number of judges	2 per application	3 per application
Judging rubric	Yes/No	Star rating option out of 5, on the basis of the evaluation criteria (4P's)
Total number of judges per application	5	

TERMS AND CONDITIONS

- **Global Organizers**
 - The Entrepreneurship Sports Generation is hosted globally by tGELF.
- **National Organizers**
 - There is only one (1) National Organizer per country coordinating national and regional competitions towards one global final. However, in the case of certain countries with relatively mature ecosystems, there may be more than one national final competition driven by multiple organizers. National Organizers agree to be inclusive of different elements of their national ecosystem and, where possible, develop a National Leadership Team to ensure that there is a coordinated strategy for the country, and that diverse communities and regions are represented.
- **Acceptance of the Terms and Conditions of the Entrepreneurship Sports Generation**
 - Registration to the Entrepreneurship Sports Generation constitutes acceptance of the Applicant(s) to the Rules and Terms and Conditions included at ww.esgx.global

- **Cancellation of ESG**

- tGELF, in its sole and absolute discretion, can cancel the Entrepreneurship Sports Generation at any time and immediately terminate the competition without case. In the event the competition is canceled, competitors shall have no claim for damages against the tGELF national organizers, or third party vendors.

- **ADDENDUM:**

- Due to the COVID-19 pandemic and to ensure the ESG global community's safety, the global finals and all related events may be organized virtually at the organizers' sole discretion.

