

Krypto Labs EdTech 2018: RESHAPE EDUCATION THROUGH AI

EdTech Innovation Startup Contest 2018
Details, Terms & Conditions



Krypto Labs has set a global challenge to cast light on the importance of technology in the context of education with a focus on leveraging the power of Artificial Intelligence to positively impact existing educational ecosystems. **Krypto Labs EdTech 2018** will grant the winners an opportunity to obtain up to US\$270,000 prize and enrolment in the incubator.

Online applications can be submitted between August 15 and October 14, 2018. Submissions will be reviewed by the Krypto Labs team who will select a maximum of 20 shortlisted entries by November 1. From these shortlisted businesses, a jury of global experts in education technologies will select six semi-finalists who will be invited to pitch to the Final Day Jury at our EdTech 2018 Final Event in Abu Dhabi on December 12. Apply at <https://kryptolabs.com/contests/edtech-2018/>.

I. Contest Timeline

Applications open

August 15, 2018

Deadline

October 14, 2018

Up to 20 shortlisted announced

November 1, 2018

Up to six semi-finalists announced

November 25, 2018

Final Event

December 12, 2018

Up to six semi-finalists will pitch live onstage at our **Krypto Labs EdTech 2018** Final Event. A panel of industry experts will decide who will be offered up to \$270,000 in prizes and enrolment in the Krypto Labs incubator

II. Award and Benefits

All six semi-finalists will receive:

- An opportunity to receive Krypto Labs incubator services.
- Increased visibility for their start-up.
- A round-trip for up to two team members from home country to Abu Dhabi.

The final winners will receive:

EdTech 2018 Entrepreneur Hero (winner of the contest) will receive US\$150,000.

EdTech 2018 Category Stars (for each of the 6 categories) will receive US\$20,000 for each category (total of US\$120,000).

III. Criteria

Krypto Labs EdTech 2018 is open to entrepreneurs, startups, R&Ds, university students, and companies from around the world. Applicants should offer an innovative, inventive, or disruptive product/service, which is original, and has scalable commercial applications.

The represented business by the applicant must meet the following conditions:

1. It must be categorised as part of the EdTech industry.
2. It must have Artificial Intelligence on the forefront or as part of the application.
3. Fall within one of the listed categories.
4. It should impact learning or enable better management of the education process.
5. It can disrupt or supplement current education settings or ecosystems.
6. It must be for-profit.
7. It must have commercial applications.
8. It must be inventive, innovative or disruptive.
9. The business proposal must be original work and applicants must hold all applicable rights.
10. It must be submitted in English.
11. A team of up to three people, or the individual representing the idea or startup, must be available to pitch the project in person on December 12, 2018 at Krypto Labs Abu Dhabi.

What other considerations need to be taken into account?

Selected applicants must:

- Be able to travel to Abu Dhabi for attendance at the **Krypto Labs EdTech 2018** Final Day in order to pitch their projects and undertake related media activities (provisional dates are December 9 – 13, 2018).
- Possess a passport that is valid up to six months beyond the period of the trip.
- Be able to apply for and obtain a visa to the UAE if necessary for the purposes of the contest and the award.

For the up to six semi-finalists, Krypto Labs will:

- Provide an official invitation letter;
- Arrange and pay for economy class return travel tickets to Abu Dhabi from the finalists' country of residence for a team of up to two people; and
- Arrange and pay for hotel accommodation whilst in Abu Dhabi for a team of up to two people (provisional dates are December 9 – 13, 2018).

IV. Review Criteria & Stages

Initial Internal Review Phase

Applications will be reviewed by the Krypto Labs team who will score the applications based on the criteria below. Some teams will be asked to provide additional materials to support the initial entry. The reviewers' identities will not be disclosed. The scores will be used in combination with our funding priorities to select a maximum of 20 shortlisted entrants.

- The business proposal – How unique, viable, and relevant is the applicant's idea? To what extent is the problem addressed by the entry significant?
- The product or services – What is the potential impact of the product or service on its intended users?
- Application – Does it leverage education technology to solve a problem that society faces today?
- Competitor analysis – To what degree is the proposed product or service competitive, compared to current solutions?
- Target market – What are the market opportunities? Who are the potential customers?
- Marketing plan – What is the distribution plan for the project? What are the marketing objectives?
- Business costs and financials – What is the revenue model and the plans for using the capital?

Final Review Phase

Our EdTech industry expert panel will select six semi-finalists who will attend our **Krypto Labs EdTech 2018** Final Event. The six semi-finalists will have up to 5 minutes to pitch their ideas to a jury consisting of independent experts and business leaders, who will select the winners of up to \$270,000 in prizes and enrolment in the incubator.

V. How to Apply and Application Materials

To apply, complete and submit an application package at <https://kryptolabs.com/contests/edtech-2018/> before 18:00 Abu Dhabi Time (GMT+4) on October 14, 2018. By applying you confirm your eligibility to apply and to agree to our terms.

VI. Contest terms

The contest is subject to our terms and conditions. By submitting the application, you acknowledge and agree that you have been given ample opportunity to read, and have carefully read and understood, the contest terms. Submission of the application shall constitute a binding and enforceable agreement between the applicant and Krypto Labs. We advise that you review the terms with legal counsel.

1. The promoter of this contest is Krypto Labs Limited.

2. The application for this contest will run online from 12:00 AM GMT August 15, 2018 until 14:00 GMT on October 14, 2018. Any entries received outside of this period will not be considered.
3. Contest entries shall be made by submitting a completed application pack at <https://kryptolabs.com/contests/edtech-2018/>. The information submitted in the application pack must be original and must not have been submitted or published anywhere else. The promoter shall not be responsible for any failure in the transmission and receipt of entries.
4. By entering the contest, you represent and warrant that you are the sole author of and rights holder in all material and ideas submitted within the application pack, that it is accurate in all material respects and that it complies with all applicable laws. You acknowledge and agree that it is your responsibility to ensure all rights in any business proposal or idea submitted within the application pack have been properly secured and will not be prejudiced by your participation in the contest.
5. You must not enter this contest if you are from a jurisdiction where it is prohibited to do so.
6. The contest is only open to all individuals aged 18 years or over, as well as any individuals, teams, university students and companies from around the world.
7. Any employees (or family member of such employees) of the promoter or any of its group companies are prohibited from entering the competition.
8. Maximum of one entry per person or company.
9. The contest is split into three stages:
 - a. Based on the applications submitted, up to thirty of the best 'shortlist' winners will be chosen by the Krypto Labs team in accordance with the review criteria set out in the application pack and any other guidelines that the Krypto Labs team deems appropriate on behalf of the promotor on October 24, 2018. The shortlisted winners will then be invited to participate in calls with the Krypto Labs team between the October 24, 2018 and October 28, 2018. On October 28, 2018, the top 20 shortlist winners will be selected and asked to submit a video demo or pitch by November 1, 2018.
 - b. Following the vetting process, 6 shortlisted winners will be selected by expert judges on November 25, 2018 based on their enhanced business proposal.
 - c. The chosen 6 shortlist winners will then be invited to pitch their business proposal to a panel of industry experts on December 12, 2018. The panel of industry experts will determine the final winners of the awards based on the pitch.
10. The decision of the judges and the expert panel is final, and no correspondence or discussion will be entered into.
11. Insofar as is permitted by law, the promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss,

damage, personal injury or death occurring as a result of entering into the contest or taking up the prize except where it is caused by their negligence. Your statutory rights are not affected.

12. By entering the contest, you completely release all social media platforms (including Facebook) from any liability in relation to it and acknowledge that the contest is in no way sponsored, endorsed or administered by, or associated with, any social media platform.

13. If you are one of the shortlist winners of the contest, you agree that the promoter may use your name, image and town or region of residence to announce you as the winner of this contest and for any other reasonable and related promotional purposes. Further, the shortlisted winners agree that the information submitted within the application pack is not provided in confidence and consent to the disclosure of such information by the promotor for publicity purposes.

14. You agree that you will not disclose to any third party any information which you have had or will have access to concerning the promotor or other applicants, except as required to fulfil your obligations hereunder or as required by law. Further, you agree not to make any disparaging remarks about the promotor or the contest.

15. You acknowledge that the promotor is in the process of designing new products, business plans and methods for conducting business which may be the same or similar to your business proposal or idea. You warrant and agree that in no event shall you assert against the promotor or any of its employees any claim or action based on plagiarism, idea theft, infringement of intellectual property, confidential relationship, implied contract, unfair competition or any other theory arising out of the examination of the application or business proposal or any alleged use or exploitation of the same or any elements of it.

16. Failure to adhere to these terms will result in exclusion from the contest.

17. These terms shall be governed by and construed in accordance with the local laws of the Emirate of Abu Dhabi and the federal laws of the United Arab Emirates and all entrants submit to the non-exclusive jurisdiction of the courts of Abu Dhabi.