



CHALLENGE GUIDELINES

Please note that the [Official Rules](#) are binding and supersede the Guidelines below.

PARTICIPATION

- The Rockefeller Foundation Cassava Innovation Challenge (“Innovation Challenge”) is open to all organizations, whether for-profit or not-for-profit, including governmental and inter-governmental organizations.
- Collaborations between organizations are encouraged. In the case of such collaborations, the application should be made by a single organization (the ‘lead applicant’) who would then sub-contract part of the award to its collaborators (see [Official Rules](#) for more information).
- Applicants can submit more than one entry. Each application should be for a unique solution. The degree of the similarities between applications will be evaluated at the sole discretion of the judges.
- By entering the Innovation Challenge, the entrant certifies that he / she does not infringe on any third party intellectual property rights and has permission from any individual(s) or organization(s) whose work appears in the submitted solution.

APPLICATION PROCESS

- All applicants are required to apply online. Submissions will not be accepted via email. All applications must be completed in English.
- Applications should include a concise explanation of how the proposed solution will increase shelf life and thereby reduce spoilage. Issues of shelf life in the cassava value chain include (see the [Overview of the Cassava Value Chain](#) document for more information):
 - **Limited access to existing cassava varieties.** Though varieties that extend shelf life do exist, farmers lack access to/knowledge about them
 - **No or limited preservation between harvesting and processing.** Poor and inefficient handling, storage and transport either damages roots or leaves them exposed to the elements
 - **Far-away processing.** Processors are far from cassava farms and use inefficient manual peeling, allowing more time for root to spoil
- The application period is divided into two main phases: 1) submission of an initial concept note, 2) submission of a subsequent full application following initial screening by the Judging Panel.

Phase 1 application:

- Content: A three (3) page concept note summarizing the proposed solution, precise means of achieving impact, location for scaling solution (within Nigeria and beyond, if applicable), team members and funding requirements for initial testing and scaling of the solution. Relevant charts / graphs can be included separately, but should not exceed three (3) pages.
- Deadline: The initial application deadline is July 8, 2016 at 11:59 pm (ET). All application materials and documents must be received by this date.
- Decision: Judges will screen concept notes and applicants will be notified of the outcome by July 31, 2016 at 11:59 pm (ET).

Phase 2 application:

- Content: Successful applicants in Phase 1 will be invited to submit a longer application providing more detailed information on the solution, scaling strategy and anticipated limitations, capacity to deliver in terms of current team members and local partners, intended impact and evaluation metrics, and funding requirements. Relevant charts / graphs can be included separately, but should not exceed three (3) pages.
- Deadline: The timeline for submission of the longer application will be no later than August 26, 2016 at 11:59 pm (ET), although the timeline may be revised and, if so, will be shared with shortlisted candidates.
- Decision: Winners will be announced by November 14, 2016 at a location and time to be determined.

JUDGING CRITERIA

- Applicants must explain why their solution should be considered innovative, propose a means of identifying and measuring the success of their solution, indicate how the solution will generate revenue once the Challenge award is depleted, profile key team members responsible for execution and outline how and where the solution will expand beyond its initial implementation. Additional requirements and guidance are included in the application form.
- Applications will be evaluated on the following criteria:
 - Innovation
 - Degree to which solution introduces new practices, products and processes to the cassava value chain that will enhance overall competition and quality;
 - Level of improvement on existing products and / or methods and extent to which cassava maintains quality post-innovation;

- **Development impact**
 - Extent to which the solution addresses the problem of spoilage;
 - Ability to measure impact of solution;
 - Degree to which solution improves smallholder farmer livelihoods;
- **Replicability and scalability**
 - Likelihood that solution can be successfully and affordably scaled, both nationally within Nigeria and in other developing countries;
 - Having the team and / or structure in place to execute the idea and being able to easily source inputs for solution;
 - Potential for successful implementation of the solution
- **Financial sustainability**
 - Ability of solution to become commercially viable once grant funding is depleted;
 - Evidence of market demand for solution;

Judges will make the final decision on shortlisting. The Rockefeller Foundation will determine the final award(s).

AWARDS

- The Innovation Challenge will have a maximum grant award amount of up to US\$1 million to be used to implement the solution.
- We would advise you to specify an amount that is less than the award amount. If funding requirements must exceed the maximum value, applicants should provide written evidence of ability to secure additional funds (letter of commitment from partner, letter of guarantee from a bank, etc.)
- In addition, technical assistance from Dalberg Global Development Advisors and the International Institute of Tropical Agriculture will be provided. See [FAQs](#) and [Official Rules](#) for additional information.
- Applicants must specify two discrete milestones at which funding is required: 1) initial testing and implementation and 2) significant scaling within Nigeria. Applicants are free to define what each of these milestones will entail, as well as the funding required. Awards will be disbursed according to these milestones, subject to agreement with the Innovation Challenge organizers.
- Winners must sign a grant agreement with The Rockefeller Foundation, which will include reporting requirements, in order to receive funds.
- The anticipated results / impact are expected to be achieved during the lifetime of the award, which in this competition is two (2) years.



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- As the problem of shelf life involves barriers at different points in the cassava value chain, more than one award may be given, and combinations of solutions may be encouraged for greater impact. The decision on the number and type of awards will depend on the number, diversity and quality of applications.
- Applicants cannot transfer their awards to others.