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REPUBLIC OF CAMEROON
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MINISTRY OF POSTS AND
TELECOMMUNICATIONS

**UNDER THE DISTINGUISHED PATRONAGE OF THE PRESIDENT OF THE
REPUBLIC**

THIRD EDITION OF THE ICT INNOVATION WEEK

Theme : "Cybersecurity and ICT Innovation: what challenges for Cameroonian youth".

RULES OF THE DIGITAL CHALLENGE

Yaounde, 31 January - 04 February 2022



PREAMBLE

These rules lay down the conditions for participation in the "**DIGITAL CHALLENGE**", organised by the Ministry of Posts and Telecommunications, with the aim of selecting start-ups to be admitted to the internal incubation programme of the Digital Economy Development Centre.

Registration to the DIGITAL CHALLENGE implies the full acceptance by each participant of all the rules and regulations in force on the Internet as well as the laws and regulations applicable to competitions in force in the Republic of Cameroon.

ARTICLE 1.- THE ORGANISER

In a bid to select start-ups to be admitted to the internal incubation of the Digital Economy Development Centre, a selection test for candidates entitled "DIGITAL CHALLENGE" is launched by the Ministry of Posts and Telecommunications.

ARTICLE 2. - PURPOSE

- (1) The purpose of the DIGITAL CHALLENGE is to detect start-ups that have reached an advanced level of development on the technical, organisational and commercial aspects, in order to accompany them in the cyberpark, on the "go to the market" process.
- (2) The DIGITAL CHALLENGE is open to all project holders who meet the eligibility criteria set out in these rules.
- (3) The access right to the DIGITAL CHALLENGE is free.
- (4) Projects submitted must be innovative and have a high potential in terms of innovative products, services, processes, organisation, etc.
- (5) The project to be submitted may be :
 - either a project created ex-nihilo;
 - or a project of new activities implemented by existing structures.

ARTICLE 3.- DEFINITIONS

START-UP : Young innovative company seeking for substantial fund to boost or start its activity.

PRODUCT INNOVATION : the development and/or marketing of a new product (good or service) or of an existing product but incorporating a novelty.

PROCESS INNOVATION: the implementation of a new or substantially improved method of production or distribution (this notion implying significant technical, hardware or software changes), which excludes minor changes or improvements, increases in production or service capacity achieved by the addition of manufacturing or logistical systems that are very similar to those already in use, the discontinuation of the use of a process, simple replacement or extension of equipment, changes resulting solely from changes in factor prices, customised production, adaptation to local markets, seasonal, regular and other cyclical changes and trading in new or substantially improved products;

ORGANISATIONAL INNOVATION : the implementation of a new organisational method in business practices, workplace organisation or external relations of the enterprise, which excludes changes based on organisational methods already in use in the enterprise, changes in management strategy, mergers and acquisitions, the discontinuation of the use of a process, the simple replacement or extension of equipment, changes resulting solely from changes in factor prices, customised production, adaptation to local markets, regular or seasonal and other cyclical changes, and trading in new or substantially improved products.

BOOTCAMP : Period during which pre-selected candidates are getting set.

PITCH : At this stage of the competition, each short-listed candidate will present and defend his/her project/product/service in front of a Grand Jury.

CDIC : Cameroon Digital and Innovation Center

ARTICLE 4.- VENUE AND SCHEDULE

(1) The DIGITAL CHALLENGE will be held from **31 January to 04 February 2022** in Yaoundé, in different stages according to the schedule below:

No.	ACTION	DATE
1	Launch of the DIGITAL CHALLENGE by a press briefing	17 December 2021
2	Online registration	18 December 2021 – 28 February 2022
3	Sessions of the internal committee responsible for short-listing projects	20 December 2021 – 27 January 2022
4	Publishing of the list short-listed projects	28 January 2022
5	Arrival and installation of participants in Yaounde	29 - 30 January 2022
6	Bootcamp and Open Days at CDIC	31 January - 02 February 2022
7	Final pitch	03 February 2022
8	Official ceremony to publish the results of the <i>DIGITAL CHALLENGE</i> (in situ and relayed live)	04 February 2022

(2) However, the Ministry of Posts and Telecommunications shall reserve the right to extend, shorten, modify or cancel the organisation of the *DIGITAL CHALLENGE* without prior notice, and without being held responsible for the consequences. As such, it shall inform the public by any means. And candidates shall refrain from making any claim or request for compensation in this regard.

ARTICLE 5.- ELIGIBILITY AND SELECTION CRITERIA

The DIGITAL CHALLENGE is evaluated using three types of criteria: personal eligibility criteria, **project pre-selection criteria and evaluation criteria before the Grand Jury (final pitch)**.

(1) Personal eligibility criteria of the applicant

The cumulative conditions to be eligible for the DIGITAL CHALLENGE are as follows:

- Be of Cameroonian nationality;
- Be the holder of an innovative project using ICT, with a mature concept, a developed and functional prototype, at the first stage of marketing;
- Living on Cameroonian territory;

- Fill in the registration form and attach to the application a complete file (project document) including:
 - **the presentation of the start-up and the project;**
 - **the problem to be solved or the market opportunity that motivates the idea;**
 - **the innovative factor;**
 - **the summary of the project;**
 - **the target or beneficiaries**
 - **how can your project generate revenue;**
 - **the working team (profile of the members).**

(2) Project pre-selection criteria

The application files of applicants who have complied with the eligibility criteria of paragraph 1 of this Article will be pre-selected on the basis of the following evaluation criteria:

No.	CRITERIA	NOTE
1	Advanced development of the project: maturity of the concept, functional prototype, digital products/services on the market or ready to be marketed	/20
2	High level of differentiation of the concept, products or services	/20
3	Concept, products or services responding to a well-defined need or issue , with evidence of favourable market feedback	/20
4	Concept, products or services with international development potential	/20
5	Concept, products or services with significant job creation potential	/20
TOTAL		100

Applicants' projects must fall within one of the **7 application themes** of the DIGITAL CHALLENGE:

- **E-health;**
- **E-education;**
- **E-agriculture;**
- **Fintech;**
- **Robotics;**
- **Cybersecurity;**

- **E-Services and Others.**

The selection of the best projects will be done in two phases:

- The first pre-selection is based on a written file describing the project and submitted on the website during registration.
- Hearing before the Grand Jury.

(3) Evaluation criteria before the Grand Jury (final pitch)

The following elements will be assessed by the Grand Jury:

- the updated project document;
- the marketing video of the project;
- the business model;
- the go to market;
- the candidate's oral pitch accompanied by a digital presentation (pitch talk and pitch desk);
- the demo of the product, prototype or application.

The evaluation criteria for this final phase are as follows:

No.	CRITERIA	NOTE
1	General presentation of the application	/15
2	pitch talk and pitch desk	/20
3	Demonstration	/20
4	The innovative and original nature of the project	/20
5	The economic viability	/15
6	Roll-out timing	/10
	TOTAL	100

ARTICLE 6.- CONDITIONS OF PARTICIPATION IN THE DIGITAL CHALLENGE

- (1) Registration for the DIGITAL CHALLENGE is exclusively online, via a form to be filled in on the event website www.ictinnovationweek.cm.
- (2) A start-up should not present more than one project;
- (3) A natural person should not present more than one project;
- (4) A natural person should not represent more than one start-up;
- (5) To ensure transparency, the short-listed candidates will be contacted by the *DIGITAL CHALLENGE* Organiser. In the same light, the list of these short-listed candidates will be published on the website www.ictinnovationweek.cm.

- (6) The travel and accommodation expenses of the pre-selected candidates, within the framework of the DIGITAL CHALLENGE, will be paid by the Ministry of Posts and Telecommunications.
- (7) For start-ups with several members, the Ministry will only pay for the representative of the start-up or project.
- (8) Registration and participation in all stages of the DIGITAL CHALLENGE is free. The Ministry of Posts and Telecommunications cannot be held responsible for any scams that may occur.
- (9) Transfer of image rights: the registration of the candidates to the DIGITAL CHALLENGE implies the transfer to the Ministry of Posts and Telecommunications and to the structure in charge of the operational implementation of the DIGITAL CHALLENGE, in order to reproduce and use their data, as well as their image, and that of the representative in any public promotional activity related to the DIGITAL CHALLENGE, without claiming any remuneration.

ARTICLE 7.- EXCLUSIONS

- (1) The following persons cannot take part in the DIGITAL CHALLENGE:
 - Staff members of the Ministry of Posts and Telecommunications and the members of their families (spouses, brothers, sisters, fathers, mothers and children);
 - members of the Jury and their families (spouses, brothers, sisters, fathers, mothers and children);
 - service providers responsible for the implementation of the event and their families (spouses, brothers, sisters, fathers, mothers and children);
 - companies other than START-UPS;
 - Start-ups with an established reputation whose products and/or services are marketed;
- (2) Any erroneous, incomplete or fraudulent declaration by the participant will result in the cancellation of his/her participation.

ARTICLE 8.- COMPOSITION OF THE JURY

- (1) The **Jury of the DIGITAL CHALLENGE** is made up of a **Pre-selection Commission and a Grand Jury**.
- (2) The **Pre-selection Commission** is responsible for pre-selecting the projects that will compete in the final pitch to the Grand Jury, according to the eligibility criteria described in Article 5.2. Its composition is established by a service note of the Minister of Posts and Telecommunications.

- (3) The Grand Jury is in charge of evaluating the pre-selected candidates during the final pitch and publishing the results of the DIGITAL CHALLENGE.
- (4) The Grand Jury is made up of representatives from the public and private sectors of the Digital Economy.
- (5) The Grand Jury deliberates unanimously.
- (6) The Jury shall reserve the right to reject any application that is incomplete or does not meet the *DIGITAL CHALLENGE* criteria for any reason whatsoever. It is not required to give reasons for its decisions.

ARTICLE 9. - SUBMISSION OF PROJECTS

- (1) Anyone wishing to participate in the DIGITAL CHALLENGE as a project holder must register on the website www.ictinnovationweek.cm. They must indicate their personal information (surname, first name, address, e-mail, telephone), submit the project document in PDF format and accept the complete rules by ticking the box provided.
- (2) No other means of participation will be considered. Only participants who have successfully completed all of these stages will have their participation in the *DIGITAL CHALLENGE* considered valid.
- (3) The Ministry of Posts and Telecommunications will not be responsible for the impossibility of sending the project due to technical problems. Proof of delivery is not proof of sending. If the applicant has not received a confirmation e-mail, the application has not been registered.
- (4) The Ministry of Posts and Telecommunications is not responsible for the costs of promoting the project at the time the person takes part in the *DIGITAL CHALLENGE*.
- (5) The Ministry will not be held responsible for any inaccuracy in the information published.
- (6) No file will be returned to the candidate.

ARTICLE 10.- CONDUCT OF THE DIGITAL CHALLENGE

The DIGITAL CHALLENGE will be conducted in 3 stages:

(1) Registration phase

- Any participant meeting the conditions listed in Article 5 above is eligible;
- Registration to the DIGITAL CHALLENGE is open from 18 December 2021 to 28 January 2022 at 3.30 pm;

- To participate in the DIGITAL CHALLENGE, the candidate, holder of a business project, must register via a form available on the website www.ictinnovationweek.cm .
- The applicant must fill in the form with his usual information. They must also fill in all the compulsory fields and attach their project document in pdf format;
- Interested persons can get more information about the DIGITAL CHALLENGE by reading the rules on the dedicated website www.ictinnovationweek.cm.
- Registration is free of charge.

(2) Pre-selection phase

- The pre-selection phase shall take place according to the period described in Article 4 above;
- After registration and submission of the online applications, the jury will examine the projects submitted and rank them in order of merit, according to the criteria laid down in Article 5.2;
- **The holders of the fifteen (15) best pre-selected projects will be invited to Yaoundé for the final phase of the DIGITAL CHALLENGE.**
- For three (03) days, the pre-selected projects holders will participate in the BOOTCAMP and the Open Days at the CDIC.
- In the event where a candidate is unavailable without justification or is unable to be represented, the Jury shall reserve the right to propose and designate the candidate ranked next on the list of Jury members.

(3) The Pitch

At the end of this second stage, the members of the Grand Jury will meet for the final pitch.

- The fifteen (15) short-listed candidates will be invited to make an oral presentation (pitch) and a practical demonstration of their projects. The modalities of this evaluation will be specified during the BOOTCAMP.
- The members of the Grand Jury will assess each of the candidates on the basis of the criteria mentioned in Article 5 paragraph 3 and will proceed to the final ranking.

ARTICLE 11.- PRIZES AND AWARDS

- (1) Successful Candidates will be immediately admitted to the CDIC and will benefit from support in the "go to the market" process.

(2) During their incubation period, the selected Candidates will operate all the structural units of the CDIC, namely:

- the Contact Centre;
- the White Room;
- the Connected Classroom;
- the 3D Prototype Laboratory;
- the Co-working environments;
- the Editing/Creation Studio;
- the Conference halls / meeting rooms;
- the Cafeteria.

(3) The results will be published on the Internet, including on the event website www.ictinnovationweek.cm and by any other means that the Ministry of Posts and Telecommunications deems appropriate.

ARTICLE 12 - OBLIGATIONS OF CANDIDATES

(1) The candidates are bound to adhere to this regulation and namely to the prohibition to provide a false identity or use the identity of a third party.

(2) Each candidate is committed, in addition to the rules of this regulation,

- Not to reproduce and/or use the trademark, corporate name, logo or any distinctive sign of a third party;
- Not to carry out a project contrary to the interest of the Organising companies.
- Not to slander, impair or infringe the rights of third parties;
- Not to be already associated with anyone or any company in more than one project at the same time.

(3) The connection of any legal body on the Site dedicated for the DIGITAL CHALLENGE, as well as its on-line registration, will be done under its full responsibility.

ARTICLE 13 – RESPONSIBILITY OF THE ORGANISER

(1) The participation of candidates involves the knowledge and acceptance of characteristics as well as limitations of Internet, especially with regard to information transfer, interruption hazards, and more generally, risks related to any connection and transmission on Internet and namely hacking and scamming, etc.

(2) It is worth noting that the Minister of Posts and Telecommunications will not be responsible for any direct or indirect damages resulting from an interruption, an

Internet malfunction of any nature and for any reason whatsoever, or more still any direct or indirect damage that may result from any manner whatsoever to a connection to the event website.

- (3) It is the duty of any participant to take all appropriate measures to protect its own data and/or software stored on its computer equipment against any infringement to third parties.
- (4) By participating in the DIGITAL CHALLENGE, the candidates recognise that the ideas and concepts do not benefit from any special protection and therefore their broadcasting within the framework of this DIGITAL CHALLENGE could give room to use by any person having knowledge of the content. Therefore, they cannot claim the payment of any rights or compensation from the Ministry of Posts and Telecommunications.

ARTICLE 14 : COMMITMENTS OF THE CANDIDATE

All participants in the DIGITAL CHALLENGE agree to:

- Accept without reservation this Regulation;
- Ensure the sincerity and authenticity of information provided. Avoid any inaccuracy or omission likely to result to misjudgment that will void the application of the candidate;
- In the event of a proven irregularity, the Jury shall reserve the right to cancel the admission of a successful candidate to the CDIC;
- Renounce the right to any appeal concerning the organisation conditions of the DIGITAL CHALLENGE, its results and the Jury's decisions.
- Expressly authorise the Ministry of Posts and Telecommunications to use and broadcast its images and the characteristic features of his project activity;
- Renounce only for the purpose of this DIGITAL CHALLENGE to claim any right on his image, by accepting beforehand the broadcasting of photographs that could be taken during the prize award ceremony;
- By presenting the project on the website, the project holder confirms he has received the consent of all concerned persons so that the images and details of the company or the association be published by the Ministry of Posts and Telecommunications. Any file that is not complete or not legible and based on false indications will be considered as void.

ARTICLE 15.- INTELLECTUAL PROPRIETY - RIGHT TO IMAGE – DATA PROTECTION

- (1) By participating in this selection test, candidates certify on their honour that they are the rightful owner of the projects.
- (2) The candidates are conscious that their image could be subject for a media communication within the context of the selection test. In this respect, they transfer by their participation in the DIGITAL CHALLENGE and that of their partners, the right to use their image (names, photos, video, projects, applications etc...) without expecting any remuneration in return, without any compensation for damages, no right or advantage of any nature other than their admission to CDIC.
- (3) This right of use authorised by the candidate covers the entire period of the DIGITAL CHALLENGE up to the announcement of the results, and extends to the incubation period at the CDIC.
- (4) However, candidates have the right to access, modify, rectify, delete data relating to them. To exercise this right, they will have to address a mail to the Minister of Posts and Telecommunications.
- (5) The right to reproduce, represent, adapt and translated on a written, photographic, sound and audiovisual report on the DIGITAL CHALLENGE, as well as their material support (originals, tests, audiotapes, typons, masters,...) made and paid by the Ministry of Posts and Telecommunications are the final and exclusive propriety of the Ministry of Posts and Telecommunications.
- (6) The Ministry of Posts and Telecommunications and Partners in the DIGITAL CHALLENGE are legally liable for the protection of ideas, patents, files, models and trademark invented by the candidate.

ARTICLE 16.- AMENDMENTS

- (1) The Minister of Posts and Telecommunications shall reserve the right to report, modify, cancel or renew the DIGITAL CHALLENGE, should circumstances so require. Any changes will be notified through the media.
- (2) The Minister of Posts and Telecommunications shall reserve the right to cancel all or part of the DIGITAL CHALLENGE, if it appears that frauds of any kind has been perpetrated. In this case, the Ministry will inform the public by any means.

ARTICLE 17.- DISCLOSURE OF THE REGULATION

- (1) This regulation is freely available on the website www.ictinnovationweek.cm.

ARTICLE 18.- DISPUTES

- (1) Any complaint or claim relating to the DIGITAL CHALLENGE must be done in writing and sent to the Ministry of Posts and Telecommunications.
- (2) The Ministry of Posts and Telecommunications and any other interested person will use any amicable means and leverage to settle such dispute with a fortnight after its referral. In the absence of any agreement, the dispute will be submitted to the competent courts in the Republic of Cameroon, except contrary to Public order.
- (3) No complaint will be accepted one month after the end of the DIGITAL CHALLENGE.

Yaoundé, on 17 December 2021.

**THE MINISTER OF POSTS
AND TELECOMMUNICATIONS,**