

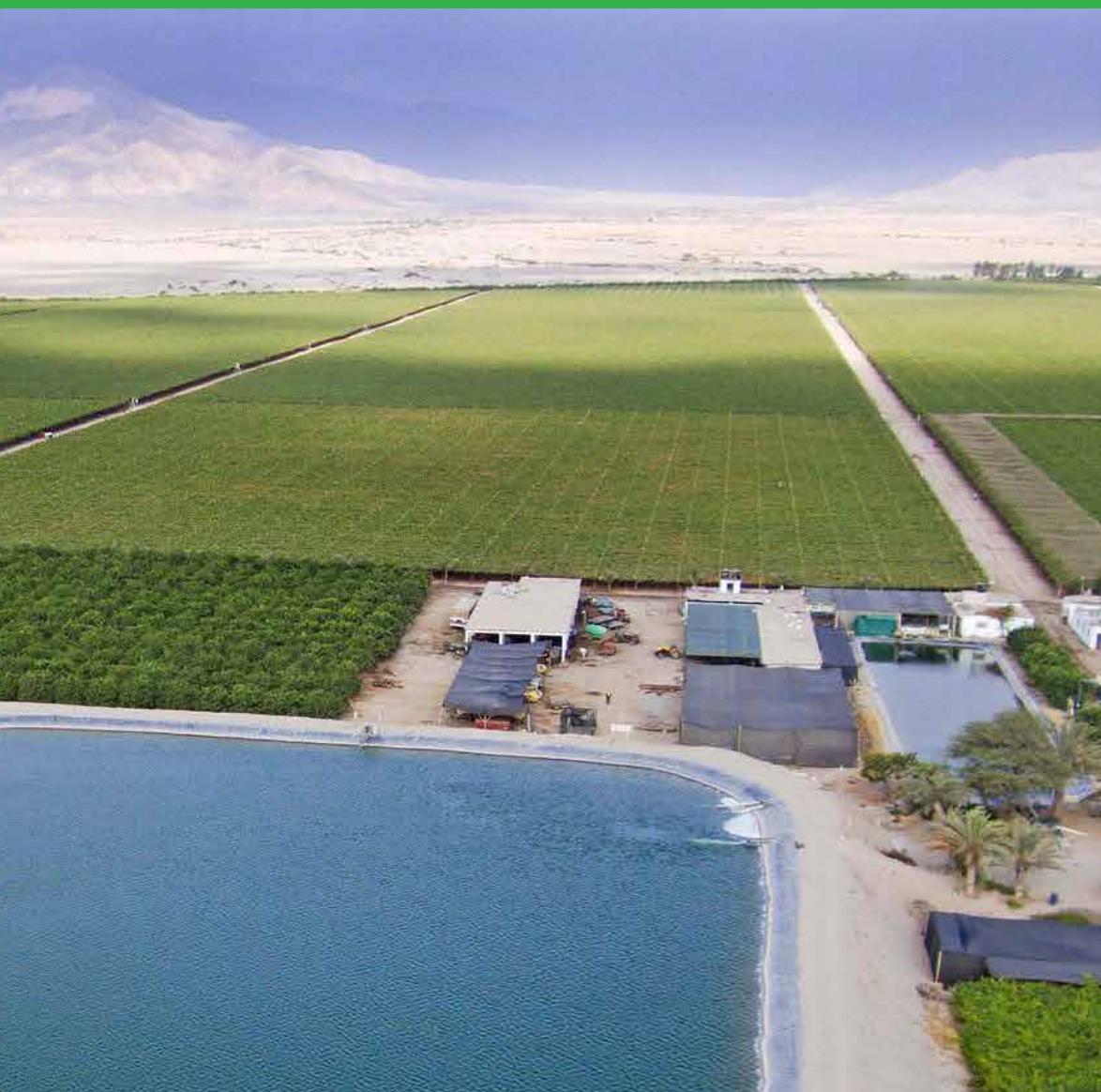


LA PORTADA S.A.C.
TABLE GRAPES
ICA - PERU

LA PORTADA CHALLENGE

Let's revolutionize the peruvian agriculture

We seek to strengthen our competitiveness and promote sustainable agriculture through a process of collaborative innovation with national and international organizations that allows us to generate strategic alliances to identify innovative solutions to solve our challenges in La Portada's soil management.



Este challenge ha sido diseñado por BioActiva

CHALLENGE LA PORTADA

TERMS OF THE CALL

CONTENT

DEFINITIONS.....	3
INTRODUCTION.....	4
PURPOSE.....	5
OBJECTIVE OF THE CHALLENGE.....	5
BENEFITS.....	5
ELEGIBILITY REQUIREMENTS FOR SOLUTION PROPONENTS.....	6
CHALLENGES AND SELECTION OF SOLUTION PROPONENTS.....	7
HOW ARE THE SOLUTION PROPOSALS PRESENTED?.....	7
TEAM COMPOSITION.....	8
EVALUATION CRITERIA.....	8
CALENDAR AND INQUIRIES.....	8
IMAGES RIGHTS.....	9
INTELLECTUAL PROPERTY.....	9
RESERVATIONS AND LIMITATIONS.....	9
COMPLIANCE WITH THE LAW.....	9
ANNEXES.....	10
ANNEX I. SWORN STATEMENT OF COMPLIANCE.....	11
ANNEX II. ASSOCIATION AGREEMENT.....	12

DEFINITIONS

La Portada S.A.C. (Hereinafter called La Portada): Proposing Entity of the Challenge described in this document. Furthermore, it is the responsible company for the execution of "The Project" and accountable to the Innovate Perú program during the execution of this contest.

The Project (Strengthening the competitiveness of La Portada S.A.C. through edaphological management): Project awarded by the Innovate Perú program in favor of La Portada in the first call called "Collaborative Innovation Projects - Category 2. Open Innovation Projects"

Solution Proponents: Legal entities that participate in the Challenge and the ones that will present their innovations or technologies in response to the challenge posed by the Proposing Entity the Challenge.

Organizing Entity: A Consulting company that accompanies La Portada company during the design and development of the challenge in the open innovation process.

Technological Assets: Inventions, designs, prototypes, knowledge, methods, techniques, data, processes, and any other product and information made available by the Proposing Entity for its participation in the Challenge.

INTRODUCTION

La Portada is a Peruvian company in the agricultural sector in charge of producing table grapes and citrus fruits. It is a recognized citrus exporter to various parts of the world, its main market being Europe (Holland, United Kingdom) followed by the North American (The USA and Canada). La Portada, as well as a large number of farms on the Peruvian coast, has sandy soils. The soils of our main farm contain 91% sand, which means that water and nutrients are not retained by the soil, due to the light texture and lack of organic matter.

This problem translates into the low quality of the soils, it is widely known that a good quality of the soil translates into the good performance of crops, influencing their state of health and productivity.

In our particular case, the low quality of the soil makes us susceptible to attack by pests. One of our main problems in the last two years was the incidence of nematodes in the vine cultivation, for which we incurred an expense of approximately \$ 385.00 per hectare, an expense that becomes significant considering the area and the additional costs of prevention and treatment that we incur annually.

In order to strengthen our competitiveness and promote sustainable agriculture, we presented to Innovate Perú the project called "Strengthening the competitiveness of La Portada SAC through soil management", with which we seek to generate strategic alliances for the identification of innovative solutions through the launch of the La Portada Challenge.





PURPOSE

“Revolutionize the agricultural industry through efficient and sustainable soil management”

OBJECTIVE OF THE CHALLENGE

The objective of the Challenge is to identify startups, companies, scientific-technological centers, national or international, that can in the short term develop, adapt or apply innovative solutions to the two challenges proposed by La Portada in order to generate strategic alliances to develop and promote the solution proposals that solve the challenges of La Portada.



Challenge 1: Development of an organo-mineral fertilizer that helps reduce electrical conductivity and increase nutrients in the soil, considering the use of agricultural residues [\(Details here\)](#).

Challenge 2: Development of a microbial biofertilizer that improves the bioavailability of nutrients in the soil and increases its biological activity [\(Details here\)](#).



BENEFITS

Companies proposing winning solutions will have the opportunity to access financing from La Portada and the Innovate Perú program within the framework of the Project to carry out the validation, scaling, or adoption of innovations that solve the challenges posed by La Portada, becoming in your strategic allies.

Likewise, La Portada will support the development and technical validation of the solution. In addition, it will connect the proponents with its wide network of contacts in the agro-export agricultural industry as potential allies or clients.

ELEGIBILITY REQUIREMENTS FOR SOLUTION PROPONENTS

Legal entities (Startups, companies, research centers, universities, and others) that comply with the general and specific conditions of this contest are considered eligible entities as solution proponents, which must be documentarily accredited in case they classify in the pre-selection stage.

Solution proponents must declare in the application form that they meet the following requirements:

GENERAL REQUIREMENTS OF THE APPLICANT:

They must communicate their interest in promoting activities that constitute the object of the project by filling in the application form.

In said form, they must declare that they meet the following requirements, which will be verified if they are pre-selected:

- Have legal status and operational capacity.
- Be legally constituted.
- Have the Sole Taxpayer Registry or equivalent in your country, active with existing address and updated information on the legal representative.
- Accredited one (01) year of continuous operation.
- Have a Certificate of Validity of Powers (updated) issued by SUNARP in a competent international entity, on the powers of representation.

It is excepted from eligibility, those legal entities that:

- Have coercive debts with the State or hiring impediments.
- The legal representative shall (must) not have impediments to contract with the Peruvian State.
- Have been sanctioned with temporary or definitive disqualification to contract with the Peruvian State, while such sanction last.
- Legal entities are observed (for any reason) by national and international funding agencies.
- The legal representative has been convicted by a court of law for a crime committed against the Peruvian State.
- The legal representative has been convicted by a court of law (means of a consensual or enforceable sentence) for crimes of extortion (concussion), embezzlement, bribery, corrupt or fraudulent practice, financial misappropriation, influence peddling, and illicit acts committed to the Peruvian, foreign State, or others, to the detriment of third parties.

APPLICATION AND REQUIREMENTS FOR INNOVATION

Each entity proposing the solution may apply for a single challenge proposed by La Portada, and must:

- a) Have a conceptual and/or functional prototype developed that allows commercial technical validation during the call.
- b) Have advanced technology (TRL> 4), functional prototype and products for technical and commercial validation.
- c) Have a work team willing to be dedicated to solving the challenge during "Phase 2: implementation" with a duration of up to (24) months.

CHALLENGES AND SELECTION OF SOLUTION PROPONENTS

CHALLENGES.

Solution Proponents may apply for the two (02) challenges; however, registration must be done independently. The challenges proposed by La Portada can be found at the following link [\(click here\)](#).

SELECTION OF SOLUTION PROPONENTS.

The selection process includes the review of the forms filled out by the entities in the challenge and of the other requirements defined in Annex I, if applicable, interviews and selection panel, and finally, La Portada will make the decision to select up to two (02) Solution Proponents for each challenge proposed to participate in "Phase 2: Implementation".

In order to begin participation in "Phase 2: Implementation", the selected Solution Proponents must sign an Agreement (which includes, among other aspects, confidentiality and the processing of personal data) in the terms indicated by La Portada.

In the event that the Agreement is not signed by the Solution Proponents within the established period, La Portada reserves the right to choose other Solution Proponents according to the order of priority of the results obtained in the evaluation stage, to participate in the "Phase 2: Implementation".

HOW ARE THE SOLUTION PROPOSALS PRESENTED?

The Solution Proponents will present their innovations only through the respective form [\(click here\)](#), for which applications will not be received by other means.

TEAM COMPOSITION

The members of the Solution Proponent's team must be of legal age and suitable for the proposed activities. The data of the participants that are provided when registering for the Challenge must be truthful (if they are false, they will lose all options to participate in the Challenge as well as receive any benefits).

EVALUATION CRITERIA

The evaluation team will analyze the applications according to the following criteria:

- a. **Innovation:** Differentiating aspects of the proposed solution and its degree of novelty. Quality and clarity of how technology serves to solve the challenge posed. Development potential or product life cycle. Differentiating value proposition to what is known today.
- b. **Reliability - Solution Proponent Team:** Previous experience at a general level and/or in innovation. Evidence of the success of other innovative solutions. Experience in development and manufacturing. Previous commercial agreements.
- c. **Agility-Time:** Ability to quickly accommodate the solution to the challenge.
- d. **Relevance:** Quality and clarity about the solution to the challenge posed.
- e. **Market:** Valuation of Time To Market (time necessary to go to market) and/or Cost To Market (Cost necessary to go to market).
- f. **Viability:** Efficiency and feasibility of deployment of the proposed solution.
- g. **Used technology:** Technological degree of the solution within the scope of the agro-export agricultural industry.
- h. **Socio-environmental responsibility:** Alignment of solutions to sustainable development goals.
- i. **Location:** Relevance due to the level of local socioeconomic impact that La Portada hopes to obtain.

CALENDAR AND INQUIRIES

This call will be proceeding by the following calendar:

STAGES	FECHA
Release	November 12, 2020
Consultation Phase	Until November 25 th , 2020
Start of the Application Phase	November 26 th , 2020
Closing of applications	January 13, 2021
Elevator Pitch	January 18, 2021
Eligibility Assessment (Evidence)	Until January 21, 2020
Final Selection	January 25, 2020

INQUIRIES.

Inquiries will be directed to: challenge@bioactiva.pe.

IMAGEN USE

The Solution Proponents shall not use directly or by implication the names, trademarks, and logo of La Portada, nor the name of any member of the board, shareholder or employee, nor any abbreviation thereof, in connection with any product, service, promotion, news release, or other publicity without the prior written permission of La Portada.

The Solution Proponents shall not register, in any national or international jurisdiction, the trade names or brands of La Portada, including the similar or implicit in its distinctive character.

INTELLECTUAL PROPERTY

The Technological Assets made available by the Solution Proponent for their participation in the Challenge, shall not violate the intellectual and industrial property rights of third parties, including the validity of patent claims (granted or pending concession), or of any other nature.

In the event that the Technological Assets violate the intellectual property rights of third parties, Solution Proponents will lose all options to participate in the Challenge.

The selected Solution Proponents will enter into a Cooperation Agreement with La Portada, which will contain the mechanisms, terms, and conditions of co-development or technology transfer of the Technology Assets.

RESERVATIONS AND LIMITATIONS

Under no circumstances, La Portada shall be responsible for any claims, demands, responsibilities, damages, and expenses of third parties, attorneys' fees, and litigation costs, from and against the third parties, and that are directly and indirectly related to the information and Technological Assets from the Proponents of Solution for your participation in the Challenge.

Under no circumstances, the Organizing Entity shall be responsible for any claims, demands, responsibilities, damages and expenses of third parties, attorneys' fees, and litigation costs, from and against the Solution Proponents and/or third parties in connection with the Challenge.

COMPLIANCE WITH THE LAW

The Solution Proponents are obliged to fully comply with the applicable law.

ANNEXES

ANNEX I. SWORN STATEMENT OF COMPLIANCE

Hereby, I certify the following:

- a) Have the necessary operational capacity to participate in the Challenge.
- b) Be legally constituted in Peru.
- c) Have an active RUC, with address and updated information of the legal representative.
- d) The continuous operation last at least one year.
- e) Do not present coercive debts with the State or contracting impediments.
- f) Has not been sanctioned with temporary or permanent disqualification to contract with the State.
- g) Have not been observed (for any reason) by national and international funding agencies.
- h) The legal representative has not been convicted by a court of law for a crime committed against the Peruvian State.
- i) The legal representative has not been convicted by court of law of crimes of extortion, embezzlement, bribery, corrupt or fraudulent practice, financial misappropriation, influence peddling, and illicit acts committed to the Peruvian, foreign State, or others, to the detriment of third parties.
- j) We are not part of administrative and / or judicial processes for discrimination based on race, religion, age, sex, nationality, disability, sexual orientation, genetic information or older adult.

Authorized Signature:

Name and Title of Signatory:

DNI or CE:

ANNEX II. ASSOCIATION AGREEMENT

CONTACT:
challenge@bioactiva.pe
www.challengelaportada.com

