

# WUR Student Challenge

# Rethink Protein#2



SPARK THE FUTURE,  
JOIN THE CHALLENGE!

## Handbook



WAGENINGEN  
UNIVERSITY & RESEARCH

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# What does it take to participate in the Challenge?

## Time investment

Participating in the Challenge requires a significant time investment, spread over the entire duration of the Challenge. How much time you will need to invest depends on your role in the team, the number of members in the team and your level of ambition. While more is not always better, a certain minimum is necessary to ensure your entry is of a decent quality. We suggest an average of 8 hours a week is a good guideline to take into account in your planning.

Throughout the trajectory some periods will be significantly busier than others. The busiest periods are end February (1st Milestone deadline), March (training sessions & speed dates), mid-April (training sessions & online consultations), end May (2nd Milestone deadline) and most of June (training sessions & Grand Finale). You can find more information about the timeline in the section 'Timeline'.

## Expertise

To come up with a comprehensive solution that meets all the Challenge criteria, teams should include different areas of expertise, from technical to social and economic. This means that you might need to look beyond your study programme and even beyond your university to find suitable team members.

We strongly advise you to mobilise experts from your university and beyond whose knowledge and experience will support your team. Do not rely solely on our experts' input! And try to find a coach – someone with experience in this kind of project to guide you through the process. It is invaluable to have someone to lean on at a difficult moment. We also suggest you look for a person who not only focuses on the content you produce but can also offer support on the team process.

## Costs

There is no fee for participating in the Challenge and you do not need to contribute to organisational costs. Nevertheless, your team will need money along the way. Here is the overview of the costs you need to consider:

- **Travel to the Grand Finale**  
If you make it to the finals, we would like at least one representative of your team to participate in the event in Wageningen on 25 June 2021.
- **The costs of producing a prototype**  
This might be relevant for you if you participate in the prototyping category.
- **Team building**  
Good coffee and cookies make meetings more efficient. Long evening work sessions cry out for pizza. And it is great to celebrate reaching a milestone with something special. So our advice is... earmark some of your budget for small pleasures.
- **Other costs**  
You might want to consult some experts on your ideas. Maybe you want to organise a trip to visit an interesting project that could serve as your inspiration? Or you might decide you want to purchase project management software to keep track of all the tasks. Make sure to reserve some budget for any of these!

We advise you to check with your university to see if they would be willing to support your team financially. They often have some money available for special student initiatives, such as this student competition. Furthermore, we encourage you to look for sponsors. Be clear about what you need and don't be shy about asking – you might be surprised how easy fundraising can be.

# The timeline: what and when?

The ReThink Protein Challenge consists of three rounds.

Round one, **ideation**, starts with a Kick-off meeting and ends with the submission of the first Milestone report. This round is about defining your market and business idea and making a validation plan. It is also when you decide whether you want to compete in the ideation or prototyping category. You submit your first Milestone report, and the 30 best teams will go through to the second round.

In round two, **validation**, you focus on developing your idea further and validating your assumptions. For the prototyping category, you also work on developing your prototype. At the end of that round you submit a second Milestone report. Based on this report, selection committee will choose 12 finalists.

The last round ends with the **Grand Finale**. Beforehand you have a short time to perfect your pitch and finalise the product that you will present to the jury. You also prepare yourself to answer the questions from the jury members. During the event, which will take place in Wageningen on 25 June, we will announce the winners of the second edition of the ReThink Protein Challenge.

Here is the overview of the deadlines and dates you need to remember, with further explanation below:

Registration open	01/10/2020
Info meeting	05/11/2020
<b>Registration deadline</b>	<b>03/01/2021</b>
Kick-off meeting	14/01/2021
<b>Deadline for completing team profile</b>	<b>17/01/2021</b>
Introduction to Triple Layered Business Model Canvas*	week 18/01/2021
<b>First Milestone deadline</b>	<b>21/02/2021</b>
Top 30 teams announced	03/03/2021
Mini training on communication*	week 01/03/2021
Online speed dating	10/03/2021
Triple Layered Business Model Canvas training*	08-29/03/2021
Introduction to pitching*	week 12/04/2021
Online consultations	22/04/2021
<b>Second Milestone deadline</b>	<b>23/05/2021</b>
Announcement of finalists	03/06/2021
Pitch consultations	week 07/06/2021
<b>Deadline video pitch</b>	<b>13/06/2021</b>
Grand Finale	25/06/2021

*\* it is not obligatory to join the trainings, but we strongly recommend you do so.*

## Registration

**Registration is open from 1 October 2020 until 3 January 2021 at 23.59 CET.** Registration is only possible via the '[Register](#)' button on the ReThink Protein website. If you do not have a team but would like to participate in the Challenge, you can register individually and then search for a team that needs extra team members. Teams looking for team members can indicate they are doing so upon registration. To register a team, you first need to register individually and then add other team members. You can find instructions on how to register in the chapter 'On-line platform'.

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## 14/01 Virtual Kick-off event

The virtual Kick-off event takes place on 14 January 2021 from 13.00-14.30 CET on the WebinarJam platform. The event offers an opportunity to meet the organising team, partners and other Challenge participants. The event programme is available [here](#) (from 1 December). You need to register to attend the event.

## 17/01 Deadline for completing team profile

**Before 17 January 2021, 23.59 CET** you need to complete registration by filling-in your team's profile. Please provide your team's name, photo and logo, a short description of what you want to accomplish in the long term (vision) and how you intend to do this (your solution), plus information about your target market (our market). All the requirements are listed in the Deliverables document and on the Dashboard. We will verify all registrations based on the completeness of the team's profile. Only teams that have completed their profile will be allowed to enter the Challenge. We will let you know on or before 19 January if your team has been admitted.

### How do I fill in the team's profile?

1. Log in to the [Dashboard](#)
2. Click on the 'Competition' button
3. Select the tab 'Team info' to fill in the basic information about your team and your concept
4. Select the tab 'Media' to upload your team's logo and team photo

## Week 18/01 Introduction to Triple Layered Business Model Canvas

At the start of the Challenge we invite you to participate in a short training on the Triple Layered Business Model Canvas. The training will be provided by StartHub Wageningen and will help you understand the Triple Layered BMC concept and how it relates to the Challenge deliverables. Although this training is not compulsory, we do recommend you do it. More information will follow once your participation has been confirmed (see paragraph above).

## 21/02 First Milestone deadline

The ReThink Protein Challenge consists of three phases, of which the first two end with a Milestone submission. In the first phase you focus on defining your market and business idea and making a validation plan. This is also when you indicate whether you want to compete for the ideation or prototyping category. The first Milestone is an important moment in the Challenge. Based on this entry the selection committee will choose the 30 best teams to go through to the second phase of the competition.

The list of the first Milestone deliverables and criteria, along with the report template can be found in the Assignment, deliverables and criteria section. Make sure that your report complies with the template provided (sections, number of pages, page orientation and size). Reports that do not use the template will be disqualified.

We ask you to submit the first Milestone report in PDF format (max. 125 MB) via the Dashboard. We will inform you on or before 3 March if your team has passed this selection round.

### How do I submit the first milestone report?

1. Log in to the [Dashboard](#)
2. Click on 'Competition' button
3. Select 'Milestones' tab
4. Click on 'Milestone 1' button
5. Upload your report in PDF format (max. 125 MB)

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## Week 01/03 Mini communication training

In the second round of the Challenge you focus not only on developing your idea further and validating your assumptions but also on creating visibility for your team. After all, the ReThink Protein Challenge is also about helping you to boost your career. Throughout the Challenge we are constantly creating buzz on our social media. And if you join us, we can take things a step further. Our communication team, Mareva Meulemans and Frank Boers, provide an online training that will give you some basic tools to boost your team's presence on social media. Although this training is not compulsory, we do recommend it. More information will follow once you are through to the second round.

## 10/03 Online speed dating

Right at the start of the second round we offer you an opportunity to discuss your initial ideas with our coaches (you can find out more about them in the *Coaching section*). During online speed dates, each team gets an opportunity to speak (via WhereAbout platform) to 5 coaches selected by us. You will have a 15-minute time slot per coach to pitch your idea and get their feedback. We will share your first Milestone report with the coaches prior to the event so they know a little about you. More information will follow once you get to the second round.

## 08-29/03 Online Triple Layered Business Model Canvas

In the second round of the Challenge you also get an opportunity to join the Triple Layered Business Model Canvas training. This builds on the introductory session in the first round and will be provided by the same team of experts. During the training you will gain more understanding of the Triple Layered BMC and receive assistance in applying it to your case. The trainers will also support you in validating your ideas, although make no mistake, you will be the ones doing the real footwork and fact-finding. This training is not compulsory, again, we do recommend it. More information will follow once you are through to the second round.

## Week 12/04 Introduction to pitching

How can you make others enthusiastic and eager to learn more about your idea? With a great pitch! That's why we offer you a pitch training halfway through the second round. In this session you will learn the art of pitching so that you'll be well prepared for the consultation with the coaches in the following week. As with other activities, this training is not compulsory. But even if you are already familiar with pitching, you will definitely enjoy meeting our pitch coach who will take your skills and knowledge to the next level.

## 22/04 Online consultations with Coaches

By this time your initial ideas will probably be fully developed, and you will be busy validating your concept. The perfect moment to take on board some extra expert knowledge. During online consultations you will have the opportunity to talk more in depth about your concept to 3 different Coaches. You will have a 30-minute time slot per Coach to pitch your idea and get their feedback. One week prior to the event you will receive more information about the practicalities and what you need to prepare.

## 23/05 Second Milestone deadline

By the end of the second phase of the Challenge you will have developed your concept and validated your assumptions. This phase ends with the submission of your final report. The selection committee read all reports and then select 12 Challenge finalists, 6 in each category. The chosen teams will be invited to present their concepts at the Grand Finale in Wageningen.

Requirements for the final report are listed in the section *Assignment, deliverables and criteria*. Make sure that your report complies with the template provided (sections, number of pages, page

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orientation and size). Reports that do not use the template will be disqualified.

We ask you to submit the second Milestone report in PDF format (max. 125 MB) via the Dashboard. In addition, you also need to update your team's profile and upload an artist's impression of your concept and the completed 3P BMC. The deadline is **23 May 2021, 23.59 CET**. We will let you know by 1 June if you are among the finalists.

#### **How do I submit the second milestone report?**

1. Log in to the [Dashboard](#)
2. Click on 'Competition' button
3. Select tab 'Milestones'
4. Click on 'Milestone 2' button
5. Upload your report in PDF format (max. 125 MB)
6. Update your team's profile
7. Upload Artist's impression of your solution (jpg or png, min. 1 MB, max. 20 MB)

The artist's impression and 3P BMC will appear directly on your team's profile.

### **Week 07/06 Pitch consultations**

The 12 Challenge finalists will receive individual coaching from a specialised pitch Coach, so that they can perfect their pitch for the Grand Finale. More information will follow once you are through to this stage in the process.

### **13/06 Deadline video pitch**

As part of your final submission, we ask you to provide a short pitch video (max. 45 seconds). It will be part of your team's profile page and we will share it on our social media. You will work on your video pitch with the support of the pitch coach. More information will follow once you get to the finals.

Video pitch should be submitted via the Dashboard before **13 June 2021 at 23.59 CET**.

#### **How do I submit my pitch video?**

1. Log in to the [Dashboard](#)
2. Click on 'Competition' button
3. Select tab 'Milestones'
4. Click on 'Milestone 2' button
5. Upload your video pitch in a video format (max. 125 MB)

The video will appear directly on your team's profile page.

### **25/06 Grand Finale ReThink Protein Challenge**

The Grand Finale in Wageningen is the climax of the second edition of the ReThink Protein Challenge. The exact set-up of this event will be announced by 23 May, but we can already promise you that it will be an unforgettable event (check out the [after movie](#) of the Grand Finale of the first edition), where you can shine. During the Grand Finale, we will ask your team to deliver a pitch, answer the questions from the jury and (if your submission is in the Prototyping category) present your prototype. It will be an opportunity to meet some of the coaches in real life, socialise with the other teams, exchange ideas and make a long-lasting impression.

The organisers of the Challenge provide food and accommodation for a total of two days and nights for a maximum of 2 representatives of teams from outside the Netherlands. The teams need to arrange visas, travel and travel insurance themselves.

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## And there is more...

Throughout the challenge we will organise monthly webinars on topics related to protein transition. We will keep you updated about upcoming events by email and via the Dashboard.



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# Coaching

Coaching is an important element of the ReThink Protein Challenge. We bring you in contact with various experts so that you can seek their advice and feedback. Our Coaches have diverse professional backgrounds and expertise; we recruit them from our partner network and from the staff of Wageningen University and its research institutes. We advise you to check out the personal profiles of our Coaches to get a better idea of their background and expertise.

There are two ways to reach out to our Coaches:

1. By contacting them directly using the chat function and contact details available via the [Dashboard](#).
2. By meeting them during the speed dates and consultations.

## Dashboard

On the ReThink Protein website and in the Dashboard environment we present all the experts who are available to help you. You can initiate contact with them via the Chat function or, in some cases, contact them by email or phone. Coaches can also approach you first but do not wait for that to happen. Be proactive! The Chat function enables you to exchange messages and files between your team and the Coach. It is not possible to use it to call each other.

Please keep in mind that the Coaches might have different preferences regarding communication. Some of them might react to your message immediately, others might answer the messages only once per week or set up a contact hour when they are available to chat. It's a good idea to ask about their preferences in your introductory message.

## Speed dates & consultations

In the second round of the Challenge we have scheduled two moments when you can meet the Coaches online.

Right at the beginning of the second round (week of 8/03) you can take advantage of the opportunity to discuss your initial ideas with them. During online speed dates, each team can speak to 5 coaches selected by us. You will have a 15-minute time slot per Coach to pitch your idea and get their feedback. Prior to the event we will share your first Milestone report with the Coaches as a reference.

We have scheduled online consultations for halfway during the second round (week of 19/04). During these you will get an opportunity to talk more in depth about your concept to 3 different coaches in 30-minute time slots.

## What can I expect from the coaches?

Our Coaches can answer your questions (please be specific), give feedback on your ideas and share relevant resources and contacts with you. All Coaches participate in the Challenge on top of their daily workload and believe us, they are very, very busy. Therefore, we advise you to ask them relevant and specific questions, that fit their expertise profile. Do not send them lengthy texts to read. And do not expect them to proofread your entries, unless they have indicated that they are willing to do so.

## What should I do if a Coach does not respond to my messages?

If a Coach does not respond to your message, please let us know by sending an email to [studentchallenges@wur.nl](mailto:studentchallenges@wur.nl). We will check if this person is still an active Coach. Occasionally a Coach steps out due to heavy workload or other circumstances.

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## Can I contact other experts within my own network?

Of course. You are not limited to the network of Coaches that we offer you via the Dashboard. We encourage you to look for coaches and mentors in your own environment as well, e.g. professors at your university or experts in companies.

## Coaches and confidentiality

WU requires the coaches to sign a Confidentiality Declaration (see Annex 1). Through the Declaration they agree to treat the Milestone 2 report confidentially. Other deliverables, such as the Milestone 1 report, is treated as public information. If you share any other information about your innovation with a coach, please be aware that if the information should be treated confidentially, it is your own responsibility to explicitly notify this. It is recommended to do this in writing.

## Who should I contact for questions?

For IT-related questions (e.g. problems with login, chat function, etc.) contact Nina at [nina.van.den.driesschen@soapbox.nl](mailto:nina.van.den.driesschen@soapbox.nl)

For other questions contact Marta at [studentchallenges@wur.nl](mailto:studentchallenges@wur.nl)

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# Selection process

The winners of the ReThink Protein Challenge are selected in a four-step process:

<b>Selection step</b>	<b>Deadline</b>	<b>Result</b>
<b>First entry</b>  » Completed team profile (mandatory)	17 January 2021	Only teams with completed team profile admitted to the Challenge
<b>Second entry</b>  » First Milestone report (max. 40 points)	21 February 2021	30 best teams through to the second round
<b>Third entry</b>  » Second Milestone report (max. 40 points) » Updated team profile (mandatory)	23 May 2021	12 best teams through to the finals
<b>Finale entry</b>  » Pitch presentation (max. 5 points) » Q&A (max. 5 points) » Market stand (mandatory)	25 June 2021	Announcement of the Winner, and second and third places

## First entry: completed team profile

Teams who want to join the ReThink Protein Challenge are required to fill in their team profile before 17 January 2021. Only teams that have completed their team profile can join the Challenge; other teams will be removed.

Please check the Deliverables section for the team profile requirements.

## Second entry: First Milestone report

The second entry (due on 21 February 2021) consists of a report. Based on this report, the Selection Committee will choose 30 best teams to join the second round of the Challenge.

The teams are required to deliver the first Milestone report in A4 format by uploading them to the Dashboard.

Please check the Deliverables section for the requirements and criteria. You can score up to 40 points for your report.

## Third entry: Second Milestone report and updated team profile

The third entry (due on 23 May 2021) consists of a report and the updated team profile. The twelve best teams who get through the second selection will be invited to the Grand Finale in Wageningen.

The teams are required to deliver their Milestone report in A4 format by uploading it to the Dashboard.

Please check the Deliverables section for the requirements and criteria. You can get up to 40 points for your report. You do not get points for your team's profile but to go through to the next round, you need to update it and provide additional information as indicated in the Deliverables section.

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## Finale entry

Grand Finale event consists of three parts: (1) Dragons' Den where you deliver a pitch and answer questions from the Jury; (2) Market where you present (elements of) your concept; and (3) Award Ceremony.

A team can score up to 10 points for their performance in the Dragons' Den (pitch and Q&A). The winners of the Challenge will be selected on the basis of their second Milestone report (80%), their performance at the Grand Finale (20%) as indicated in the table below. It is not possible to modify the second Milestone report after the deadline. The selection will be made by the Jury who will read your report, listen to your pitch and ask you questions. The Jury will also receive the report with feedback from the selection committee – while they take into account the recommendations of the selection committee, the Jury's decision is final.

### Scoring matrix Finale entry

Second Milestone report	Max. 40 points
Pitch	Max. 5 points
Q&A jury	Max. 5 points
Total	Max. 50 points

## Selection Committee

The Selection Committee decides which of the teams participating in the ReThink Protein Challenge go through from one round to the next. Each selection is made on the basis of the relevant Milestone report. The committee consists of 6 members with broad agri-food business expertise.

## The Jury

The Jury decides which of the finalists win the Challenge (first, second and third place in ideation and prototyping category). They base their decision on the second Milestone report and the team's presentation at the Grand Finale (public pitch and Q&A). The Jury is recruited from the partner network and consists of 5 members with broad agri-food business expertise.

## Selection Committee, Jury and confidentiality

The Selection Committee members will receive both of your Milestone reports. The jury members will only receive the Milestone 2 report. For Milestone 2 reports WU requires the Selection Committee members and the jury members to sign a Confidentiality Declaration (see Annex 1). Through the Declaration they agree to treat the Milestone 2 report confidentially.

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# Assignment, deliverables, criteria

## Assignment

Come up with a business idea or prototype that helps provide 9 billion people with enough protein in a way that is healthy, affordable and good for our planet.

Your solution should offer an innovative and sustainable approach to meeting protein needs and target a specific market that you have identified beforehand. You will have to prove that there is a demand for your product or service, that it differs substantially from what's available already, and that it has a positive impact on the environment and the people involved.

Entries will be assessed on innovativeness, sustainability, social impact, technical feasibility, scalability and economic viability.

## Deliverables

The ReThink Protein Challenge consists of 4 entries.

	<b>Deadline</b>	<b>Content</b>	<b>Points</b>	<b>Public or confidential?</b>
<b>First entry</b>	17 January 2021	Completed team profile	mandatory	Public
<b>Second entry</b>	21 February 2021	First Milestone report	max. 40 points	Public
<b>Third entry</b>	23 May 2020	Second Milestone report Updated team profile	max. 40 points mandatory	Confidential*
<b>Finale entry</b>	25 June 2020	Pitch presentation Q&A Market stand	max. 5 points max. 5 points mandatory	Public Public Public

*\* Milestone 2 entry is confidential. The report will be shared with selection committee and the jury upon signing of the non-disclosure agreement. For more information about IP, please read the section below 'Terms & conditions'.*

On the next pages you can find templates including a detailed list of deliverables for entry 1, 2 and 3. Specifications for the Finale entry will be shared after the announcement of the Finalists. Please bear in mind that all the documents, videos and pictures that you share with us are public, except the second Milestone report, which we will treat as confidential.

## Entry 1: Completed team's profile

**Deadline: 17 January 2021 at 23.59 CET**

**Team photo (min 1 MB)\***

**Team logo\***  
(EPS or AI vector file.  
If not available 20 x  
20 cm in 300 dpi)

### Our vision

**Description of your long-term goal (max. 70 words)**

- What problem do you want to address?
- What do you hope to achieve in long term?

### Our solution\*

**Description of your idea (max. 100 words)**

- What is your solution?
- Why is it an opportunity?
- How does it address the market need?
- What is unique about it?

### Our market\*

**Description of the market & market need (max. 100 words)**

- Which target group is your market? Be specific.
- What is the need of this target group that your solution aims to meet?

### About the team\*

**Team description (max. 70 words)**

- What expertise do you bring in?
- What is your drive?

\* These fields are obligatory and directly visible on your public team profile. Please make sure not to share confidential information here.

**Entry 2: Milestone 1 - DELIVERABLES**

**Max. 8 x A4 pages in PDF format (max. 125 MB)**

**Deadline: 21 February 2021 at 23.59 CET, upload via Dashboard**

Back	Cover page front: <b>Team name</b> <b>Team logo</b>	Cover
<b>1. Vision &amp; market</b>		P2
<b>2. Solution:</b> (a) Profit (b) Planet (c) People (d) Technical feasibility		P4
<b>3. Validation plan</b>	<b>4. Annexes: 3P Business model canvas</b>	P6
P5		

**Deliverables:**

**Vision & Market**

- Short description of your vision including problem statement
- Description of the market
- Description of the market need

**Solution**

- Description of the solution including :
- (a) Alignment with market need
  - (a) Articulation of Unique Selling Points
  - (a) Main elements of the business model incl. revenue model
  - (b) Assessment of environmental impact
  - (c) Assessment of social impact
  - (d) Assessment of technical feasibility

**Validation plan**

Step-by-step plan towards validating the solution including clear timeline & top priorities  
*For prototyping category: indicate current and future (at the end of the challenge) Technological Readiness Level.*

**3P Business model canvas**

Partially filled in 3P BMC including the most important elements of the solution (min. 3 per canvas)

All parts of the report should be clearly aligned and complement each other.

Milestone 1 entry is public. The report is not part of the team's profile but can be freely circulated by the organisers of the Challenge.

### Entry 3: Milestone 2 - DELIVERABLES

11 x A4 pages in PDF format (max. 125 MB)

Deadline: 25 May 2021 at 23.59 CET, upload via Dashboard

Back	Cover page front: <b>Team name</b> <b>Team logo</b>
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P1	<b>Artist impression of solution</b>
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<b>1. Vision &amp; Market</b>	P4
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<b>2. Solution:</b> (a) Profit (b) Planet (c) People (d) Technical feasibility	P6
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**Deliverables:**

**Vision & Market\***

Short description of your vision including problem statement;  
Description of the market including:  
-Market analysis (including competition assessment)  
-Description of the market need  
**supported by evidence from various sources validating the initial assumptions**

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**Solution\***

Description of the solution clearly articulating innovative aspects and including :  
(a) Evidence of alignment with market need  
(a) Articulation of USPs  
(a) Complete business model incl. revenue model  
(b) Evidence of positive environmental impact  
(c) Evidence of positive social impact  
(d) Evidence that solution is technically feasible

\*Include proof that you use different sources of evidence

Milestone 2 entry is confidential. The report will be shared with selection committee and the jury upon signing of the non-disclosure agreement.



### Entry 3: Milestone 2 - DELIVERABLES

11 x A4 pages in PDF format (max. 125 MB)

Deadline: 25 May 2021 at 23.59 CET, upload via Dashboard

<b>2. Solution cont.</b>	
P7	P8

**Deliverables:**

<b>3. 3P Business model canvas</b>	
P9	P10

**3P Business model canvas:**

Completed 3P BMC including all aspects of the solution

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	<b>4. Annexes</b>
P11	P12

**Annexes**

Most important supporting evidence (can include links to other documents)

Milestone 2 entry is confidential. The report will be shared with selection committee and the jury upon signing of the non-disclosure agreement.

### Entry 3: Updated team's profile

Deadline: 25 May 2021 at 23.59 CET

<b>Team photo (min 1 MB)*</b>	
<b>Team logo*</b> (EPS or AI vector file. If not available 20 x 20 cm in 300 dpi)	<b>Our vision</b>  <b>Description of your long-term goal (max. 70 words)</b> <ul style="list-style-type: none"><li>- What problem do you want to address?</li><li>- What do you hope to achieve in long term?</li></ul>
<b>Artist impression(s) solution* (jpg or png, min 1 MB, max. 20 MB)</b>	<b>Our solution*</b>  <b>Description of your idea (max. 100 words)</b> <ul style="list-style-type: none"><li>- What is your solution?</li><li>- Why is it an opportunity?</li><li>- How does it address the market need?</li><li>- What is unique about it?</li></ul>
<b>Social media pitch*</b> (video, max. 1 min)	<b>Our market*</b>  <b>Description of the market &amp; market need (max. 100 words)</b> <ul style="list-style-type: none"><li>- Which target group is your market? Be specific.</li><li>- What is the need of this target group that your solution aims to meet?</li></ul>
	<b>About the team*</b>  <b>Team description (max. 70 words)</b> <ul style="list-style-type: none"><li>- What expertise do you bring in?</li><li>- What is your drive?</li></ul>

\* These fields are obligatory and directly visible on your public team profile. Please make sure not to share confidential information here.

## Criteria

On the next pages you can find templates including a detailed list of criteria for deliverables for entry 2 and 3. We advise you to carefully check the criteria for each deliverable so that you fully understand what you need to provide and how your entry will be judged.

### Entry 2: Milestone 1 - CRITERIA

**Max. 8 x A4 pages in PDF format (max. 125 MB)**

**Deadline: 21 February 2021 at 23.59 CET, upload via Dashboard**

Back	Cover page front: <b>Team name</b> <b>Team logo</b>	Cover
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<b>1. Vision &amp; market</b>	
P1	P2

#### Criteria:

##### **Vision & Market (max. 10 points)**

- Clear vision
- Well-defined market
- Well-defined market need

<b>2. Solution:</b> (a) Profit (b) Planet (c) People (d) Technical feasibility	
P3	P4

##### **Solution (max. 20 points)**

Clear description of the most important elements including:

- (a) Convincing alignment with identified market need
- (a) Clear articulation of USPs
- (a) Convincing business model
- (b) Convincing assessment of environmental impact
- (c) Convincing assessment of social impact
- (d) Convincing explanation of technical feasibility

<b>3. Validation plan</b>	<b>4. Annexes:</b> <b>3P Business model canvas</b>
P5	P6-8

##### **Validation plan (max. 10 points)**

- Comprehensible
- Priorities & timeline clearly defined
- Coherent with other parts of the report

Milestone 1 entry is public. The report is not part of the team's profile but can be freely circulated by the organisers of the Challenge.



## Entry 3: Milestone 2 - CRITERIA

11 x A4 pages in PDF format (max. 125 MB)

Deadline: 25 May 2021 at 23.59 CET, upload via Dashboard

<b>2. Solution cont.</b>	
P7	P8

**Criteria:**

<b>3. 3P Business model canvas</b>	
P9	P10

**3P Business model canvas (max. 10 points)**

- Specificity of answers
- Coherence with vision & market and solution part
- Correct prioritisation

	<b>4. Annexes</b>
P11	P12

Milestone 2 entry is confidential. The report will be shared with selection committee and the jury upon signing of the non-disclosure agreement.

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# Online platform

The Online platform gives you access to everything related to the ReThink Protein Challenge'2.

## Dashboard

Once you have logged in, you see the Dashboard on your screen. From here you can navigate to all the functions in the system, such as profile or chats.

## Search bar

The Search bar enables you to search for a specific term in titles of different documents available on the online platform.

## My profile

Here you can add details such as your study and a picture to your profile.

Important: to enable chat function, you need to fill in all required data (marked\*): name, email address, profile picture, etc.

## Chat

When you have completed your user profile, you can navigate to the Chat function. This function allows you to contact coaches.

## Coaches

The Coaches tile allows you learn about the coaches who are participating in the challenge and their areas of expertise.

## Support

If you have difficulties with the online platform you can contact us for help. Contact information is listed under Support.

## Calendar & Registration

Here you can find the upcoming deadlines and events (including the Registration link).

## Documents

Here you can find briefings, presentations and background documents related to the Challenge. All email updates are also uploaded here for your reference.

## Competition

Here you can find information about the teams, and make a team yourself, or join an existing one. This is also where you create your team profile for the ReThink Protein Challenge website and update the team's milestone reports, video pitches and artist impressions.

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# FAQ

## How do I form a team?

1. [Log in](#) to the online platform.
2. Select 'Competition' button.
3. Tick the box 'I want to continue with my own project'.
4. Click on 'Add team member'.
5. A unique share code will pop up. Use this code to invite team members.

## How do I join a team?

1. [Log in](#) to the online platform.
2. Click on the 'Competition' button.
3. Tick the box 'I want to join an existing team'.
4. Enter the unique code that that will be sent sent to you by your team captain (see previous section).

## How do I find a team?

1. [Log in](#) to the online platform.
2. Click on the 'Competition' button.
3. Tick the box 'I want to join an existing team'.
4. A list of teams that are still looking for members appears.
5. Click on 'I would like to join this team' and explain why you're motivated to join this team and hit 'Send'. The team you are interested in will get an email notification.

## How do I find team members?

1. [Log in](#) to the online platform.
2. Click on the 'Competition' button.
3. Tick the box 'I want to continue with my own project'.
4. Go to 'Team Info'.
5. Tick the 'Yes' box in the 'We are looking for team members' section. This makes your team visible to participants who are looking for a team to join.
6. If participants are interested in your team, they'll pop up in the 'Members' section and your team will get an email from them.

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# Terms & conditions

These Terms and Conditions apply to the Student Challenge ReThink Protein #2 (the "Challenge"), which is organized by Wageningen University ("WU").

## 1. Definitions

<b>Admission Requirements</b>	The requirements for admission to the Challenge mentioned under 2. of these Terms and Conditions
<b>Award</b>	The prize money or in-kind contribution as specified on the Challenge's webpage and awarded to an award-winning Team
<b>Challenge</b>	The Student Challenge ReThink Protein #2 organized by WU
<b>Deliverable</b>	The product to be provided by a Team as required by WU under the Challenge, such as the milestone report and video pitch.
<b>Handbook</b>	The description of the Challenge including amongst others the various stages, required deliverables and support offered by WU
<b>Participant</b>	A natural person meeting the Admission Requirements and who has duly signed up for the Challenge
<b>Platform</b>	The online platform <a href="http://www.rethinkprotein.nl">www.rethinkprotein.nl</a>
<b>Team</b>	A group of at least 2 Participants that participate in the Challenge under the same team name.

## 2. Registration & Participation

Each natural person who wishes to participate in the Challenge is required to sign up individually for the Challenge on the Platform by completing the subscription form. By registering on the Platform, Participant agrees to these Terms and Conditions and declares to meet the Admission Requirements:

- Participant is registered as a bachelor, master or PhD student at a Dutch University, a University of Applied Sciences or a foreign equivalent of the above, at the time of registration for the Challenge;
- Participant is a member of a Team and can only join one Team;
- In addition, if a Participant is under 16 years, Participant shall provide Wageningen University with a document that shows parental or guardian permission to participate in the Challenge (to be sent to [studentchallenges@wur.nl](mailto:studentchallenges@wur.nl))
- PhD-students constitute a maximum of 50% of the total number of Participants of the Team.

Additional members may join the Team during the Challenge in accordance with the previous paragraph and provided that the number of PhD-students does not exceed 50% of the total number of Participants of the Team. A percentage of over 50% of PhD-students in a Team is only permitted if such is due to a Participant graduating and becoming a PhD-student during the Challenge.

WU will organize the Challenge with due care and will set up the Challenge as a learning experience for the Participants.

Participant agrees to participate in the Challenge in a cooperative way . Participant shall comply with the instructions laid down in the Handbook and otherwise given by WU.



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### 3. Liability and Insurance

Participation in the Challenge is at the Participant's own risk and expense. Each Participant that is joining a live event of the Challenge (such as, without limitation, the Grand Finale, site visit and any related programme component) is recommended to have a travel (accident and medical) insurance for the entire programme and their stay for the programme components taking place outside his or her home country. Participants may be asked to provide proof of such insurance.

WU's liability in connection with an attributable breach of contract or unlawful act is limited to direct damages (excluding indirect damages such as lost turnover, lost profits, reputational damage, loss of data and/or materials), with a maximum of the amount paid out by WU's professional liability insurer (plus deductible).

Participant acknowledges that participation in the Challenge may preclude Participant and the Team from obtaining intellectual property protection for the Team's entry. WU excludes any liability in respect thereto.

### 4. Non-confidentiality, intellectual property and media

#### **Non-confidentiality**

The Challenge is public in nature. Disclosure of any information required under the Challenge in whatever form is on a non-confidential basis, unless confidential disclosure is explicitly permitted by WU per the next paragraph.

Participants agree to exclusively use the templates furnished by WU for submitting Deliverables. If WU allows part of a Deliverable – as an exception to non-confidentiality – to be qualified as confidential, WU will indicate this clearly in the relevant parts of such template. WU shall treat the information included in these parts in confidence, subject to 3 and notwithstanding WU's right to share such information with the organizing team, the selection committee and jury members on the condition that they are bound by appropriate (labour)agreements requiring them to treat the confidential parts confidentially.

Each Participant grants WU the non-exclusive right to publish and reproduce the Deliverables submitted in whole or in part, for all purposes and any form (written, digital or otherwise). WU shall not publish or reproduce the parts of the Deliverables that are designated as confidential per the previous paragraph.

In the interest of a Team's Participant that is a PhD-student, each Participant agrees to cooperate to allow the timely submission, examination, dissemination and defense of any dissertation of its Team's Participant.

#### **Intellectual property**

Each Participant ensures that the Challenge submission and any part thereof:

- is the Participant's own and original work;
- has not won previous awards; and
- does not infringe copyrights, trademarks or other intellectual property or other rights of any person or entity (such as rights of privacy, publicity) and indemnifies WU from any third-party-claims relating thereto.

WU will not claim ownership of intellectual property of the information, documents, videos and other items that Participants submit in connection with the Challenge. This does not apply to the contributions of Participant-PhD's that have entered into intellectual property arrangements with WU (such as the Collective Labour Agreement, under which employees have an obligation to report and transfer intellectual property rights to WU). WU's approval of a PhD's participation in the Challenge does not imply any waiver of WU's rights under such arrangements.

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## Media

WU has the right to publish and reproduce photos, videos and other content produced during and related to the Challenge without prior approval of the Participant displayed. WU also has the right to publish and reproduce content and images that are uploaded by Participants to the Platform. WU is entitled to allow partners of the Challenge to publish and reproduce such material on their social media channels or otherwise.

## 5. Platform operator

The Platform is operated by Soapbox. Participant agrees that Soapbox provides WU, as well as the organizing team, selection committee and jury members access to all information on the Platform. In addition, Participant agrees that Soapbox grants partners of the Challenge access to Milestone 1 on a non-confidential basis.

WU assumes no responsibility for the use and operation of the Platform. The Platform will be operated by Soapbox B.V. and Soapbox Terms of Use will apply.

## 6. Award

The jury's decision will be final and not subject to debate.

Any monetary part of the Award will be in Euro. Any fiscal and/or financial consequences of the Award will be fully borne by the winning Team and its Participants. Participants of an award-winning Team will decide among themselves who will receive the Award and provide WU with this information. Payment to a Participant discharges WU of its payment obligation concerning the Award.

## 7. Miscellaneous

WU reserves the right to modify, suspend or cancel the Challenge of any aspect thereof at its own discretion and without being liable towards Participant. All Participants will be informed about modifications as soon as possible.

WU reserves the right to disqualify a Participant or its Team, if a Participant does not comply with the Terms and Conditions, Handbook or other reasonable instructions of WU, or exhibits any kind of unlawful or undesirable conduct. This will include a Participant found to have committed plagiarism, infringing intellectual property rights and/or unlawful use of information.

WU assumes no responsibility for incorrect or inaccurate information regarding the Challenge, or any late, lost or misdirected entries, whether caused by any of the equipment or programming associated with or utilized in this Challenge or by any human error which may occur in the processing of the registration in this Challenge.

Participants are not allowed to use the WUR logo without WU's prior written permission.

In the event of conflicting provisions in various documents applying to the Challenge the order of priority shall be as follows: 1. Terms and Conditions, 2. Handbook, 3. other documents.

## 8. Applicable law and jurisdiction

The agreement and legal relationship between WU and Participant is governed by Dutch law. Any dispute arising in connection with the agreement will be settled by the Gelderland District Court, Arnhem location.

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# Annex 1

## CONFIDENTIALITY DECLARATION

### WUR Student Challenge ReThink Protein '2

#### THE UNDERSIGNED:

[COACH / SELECTION COMMITTEE MEMBER / JURY MEMBER] domiciled in \_\_\_\_\_, \_\_\_\_\_, hereafter referred to as "Recipient"

#### WHEREAS:

- Recipient will take on one or more of the following roles: *coach, selection committee member, jury member*, under the Challenge;
- Participants of these Teams may provide Recipient with certain Confidential Information regarding the subject matter of the Challenge;
- Recipient will be responsible for maintaining the Confidential Information in confidence.

#### DECLARES AS FOLLOWS:

##### Article 1. Declaration and definitions

1. declares to be responsible for Recipient's compliance with the terms of this Confidentiality Declaration. This Confidentiality Declaration is expressed for the benefit of each Participant and, *in the case of a coach*: of the Team supported by Recipient, and each such Participant can invoke the terms of this Confidentiality Declaration for its own benefit as third-party beneficiary of this Confidentiality Declaration.
2. In this Confidentiality Declaration, the terms written with a capital shall have the following meaning:

Challenge	The Student Challenge ReThink Protein #2 organized by WU.
Confidential Information	Any and all information regarding the subject matter of the Challenge, irrespective of its nature or form, that <i>in the case of a selection committee or jury member</i> : originated from a Participant, or <i>in the case of a coach</i> : is disclosed to Recipient directly by a Participant of the Team supported by Recipient and that is expressly described or marked as confidential or, if verbally communicated, confirmed in writing to be confidential within 5 working days of its disclosure.  Confidential Information includes in any event Deliverable "Milestone 2-report". All other Deliverables will fall outside the definition of Confidential Information, unless WU explicitly describes or marks the to be confidential.
Deliverable	The product to be provided by a Team as required by WU under the Challenge, such as milestone reports and the video pitch.
Participant	A natural person who has duly signed up for the Challenge.
Team	A group of at least two Participants that participate in the Challenge under the same team name.

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## Article 2. Confidentiality

1. Recipient is obliged to treat all Confidential Information in confidence and within the scope of these Terms. Recipient shall not, without the prior written consent (including e-mail) of any of the Team's Participants, disclose the Confidential Information to any third party or use it for any other purpose than needed for fulfilling Recipient's role under the Challenge. Furthermore, Recipient shall take all reasonable precautions to prevent the unauthorised disclosure of such Confidential Information.
2. No information shall be deemed Confidential Information to the extent that Recipient can demonstrate that the information concerned:
  - was in the possession of Recipient without confidentiality obligation prior to disclosure;
  - was publicly available at the time of disclosure, or subsequently has become publicly available by no wrongful act or omission of Recipient;
  - was obtained from a third party and, to the best of knowledge of Recipient, has not originated from the Team; or
  - was developed by Recipient independently of the received Confidential Information.
3. In the event Recipient is required to disclose the Confidential Information pursuant to law, regulation or court order, Recipient shall promptly notify one of the Participants of the relevant Team. Recipient shall disclose only that portion of the Confidential Information that is legally required and shall exercise all reasonable efforts to obtain reliable assurance that confidential treatment will be accorded to the Confidential Information.

## Article 3. No license or transfer

Recipient acknowledges that disclosure of Confidential Information to Recipient under the Challenge does not imply any transfer of ownership thereof to Recipient, nor any grant of user rights for the Confidential Information.

## Article 4. Term of confidentiality

Disclosure of Confidential Information by the Team('s Participants) to Recipient may occur as from 1 January 2021 until termination of the Challenge. The declarations regarding confidentiality and non-use as set forth in Article 2 above, shall remain in force for a period of 1 year after termination of the Challenge.

## Article 5. Applicable law and jurisdiction

This Confidentiality Declaration shall be interpreted, governed and enforced exclusively in accordance with Dutch law. Any dispute between \_\_\_\_\_ [Recipient] and a Participant arising out of or in connection with this Confidentiality Declaration will be resolved exclusively by the competent court in Arnhem.

Signed by: \_\_\_\_\_ [Name RECIPIENT]

Signature

Date: \_\_\_\_\_