

Daikin and incMTY open the Airtech Challenge 2024 Call

For the third consecutive year, DAIKIN the leading innovator and global provider of advanced air conditioning solutions and high-quality heating for residential, commercial, and industrial applications, and incMTY the most important platform on innovation, business, investment, and entrepreneurship in LATAM, will carry out the most important open innovation challenge for the Heating, Ventilation and Air Conditioning (HVAC) industry in Latin America, **Airtech Challenge**.

Our goal

Call for startups with operations in Latin America, in seed stages or with a minimum viable product that provides solutions to problems in the HVAC industry.

At Airtech Challenge we are committed to choosing the most innovative and disruptive ones that focus on revolutionizing the HVAC industry through their value proposal and manage to change reality.

Verticals

In this edition, Airtech Challenge 2024 will focus on addressing the following topics:

1) User and consumer experience (UX/CX)

Initiatives that, through their value proposals, make significant and measurable improvements in residential, commercial, and industrial user and consumer experience, focusing on creating new products, services, and business models. With application to one of the following HVAC industry challenges:

- Energy efficiency in buildings
- Servitization models and financing
- Indoor air quality in buildings

Examples of entrepreneurship and technology that can participate in this topic are:

- Automatization
- Centralized administration
- Sensors
- Smart buildings
- Applications using artificial intelligence
- Internet of things
- New applications to existing technologies
- New business models

- Universal designs facilitate product operation for older adults and disabled people.

2) Artificial Intelligence Applications

Artificial Intelligence can be applied to any stage of the HVAC Industry value chain.



Examples include:

- MANUFACTURING
 - Optimization of processes
 - Predictive Maintenance
 - Automated quality control
- SUPPLY CHAIN
 - Inventory management
 - Route optimization
 - Supplier analysis
- DESIGN & ENGINEERING
 - Generative Design
 - Simulation and modeling
 - Product customization
- CONSTRUCTION & INSTALLATION
 - Project management
 - Robotics and automation
 - Resource planning
- MANAGEMENT & MAINTENANCE
 - Real-time monitoring
 - Virtual assistants
 - Condition-based maintenance

To participate, you must clearly explain the problem you identify, how you solve it, and the business model of the solution. **It is important to highlight the link of the solution with the HVAC industry.**

Initiatives that will advance to the next stages include:

- Projects with MVP: Startups with a functional prototype waiting to fit with their market.
- Startups in seed stages: Initiatives with first sales and proven operating models expecting to grow in the short term.

The initiatives should be established in a Latin American country and operate the solution in the same region. They must also be original ideas and not adaptations of technologies from other regions. Models such as exclusive marketing or franchises are automatically excluded from this call.

Who can apply to the Airtech Challenge 2024?

People who meet the following criteria can register their initiatives for the Airtech Challenge 2024:

- Persons with valid citizenship of a Latin American country or those who do not have citizenship of a Latin American country but whose initiative is operating within the Latin American region.
- Be of legal age in the country of residence or be at least 18 years old (in either case).
- In case of being a finalist, have the legal ability to travel to Mexico and Japan in 2024 and 2025 (essential requirement).
- English is essential. If you reach the bootcamp stage, the training and pitch will be done in English.
- Have availability, in the event of reaching the final, in November to present your pitch in person and English in Monterrey, Mexico.
- Applicants should have the necessary equipment and access to the Internet. If selected, they must have the availability to comply promptly with the development of the selection and strengthening process activities; attend the final awards session if they are finalists; and participate in the acceleration process in Monterrey, Mexico.

Participation stages

This call is open from July 10th, 2024 to August 17th, 2024. To apply, participants must complete the form at the following link: www.incmty.com/airtech

During the challenge, participants will go through the following stages being filtered until reaching the Grand Final:

Registration stage (July 10th to August 17th, 2024): Startups must select the sub-region they belong to (Mexico and Central America, South America, or Brazil) and register clearly and precisely. Any startup that doesn't have the corresponding registration or duplicates its participation in two regions will be automatically eliminated.

Preselection stage (September 10th to 21st 2024): At the end of the call, the evaluation committee will analyze each of the registrations and videos presented. They will be taken into account and evaluated according to the internal criteria defined by the institutions promoting the challenge. The preselection results will be notified to the team leader via the registered email.

Initiatives that advance to the next stage will be invited to participate and confirm their continuation in the challenge.

Sub-regional selection stage (October 1st, 3rd, and 8th 2024, according to your region): Once pre-selection is done, initiatives will participate in a sub-regional selection, where a total of 63 startups, 21 from each sub-region, will participate.

Bootcamp stage (October 23rd, 24th, and 25th 2024): The jury will choose 21 pre-finalist teams, which will participate in a virtual edition of a Bootcamp to strengthen the initiative. The activities will be in English. This Bootcamp will include content, mentoring sessions, and valuable feedback; during this event, the 3 finalist teams will be selected through a pitch presented in English.

Final stage and selection of the finalists (November 13th and 14th 2024): The final pitch will be at the Summit incMTY 2024. During the event, startups will have 3 minutes to present their innovation to the jury members. They will then have 3 more minutes to address the evaluators' questions. At the end of the event, the winning initiative will be announced.

*Each registered team is responsible for staying informed of notices and official media regarding the dates, schedules, and formats (in person or virtual) of each challenge stage. Notifications will be sent to the registered leader's email.

Prizes

The first 3 places will be awarded as follows:

1st place: USD 10,000 delivered in-kind during the in-person business acceleration process in Monterrey, Nuevo León, plus a business trip to Japan.

2nd place: USD 5,000 delivered in-kind during the in-person business acceleration process in Monterrey, Nuevo León.

3rd place: USD 2,500 delivered in-kind during the in-person business acceleration process in Monterrey, Nuevo León

*Eligible winners must have the necessary documentation and availability to travel to Monterrey, Nuevo León, in February 2025 for approximately 30 days for their business acceleration process. Flight support and accommodation for 2 team members will be provided.

The challenge is an initiative supported by Daikin Industries and incMTY.

The T&C to which each participant adheres are listed below:

1. Registered participants who cannot continue in the competition for any reason must notify their withdrawal so appropriate measures can be taken. By participating, the participant accepts the terms and conditions of the call.
2. Possible claims regarding the results obtained by the teams and their classification, as well as any other issue related to the competition's development, will be resolved without appeal by the Evaluation Committee.
3. The convening institutions reserve the right to eliminate any team if any irregularity is detected before or during the competition. For the project registration process, the registration form must be completed in its entirety with accurate data.
4. The information from each project will be used exclusively for the program's purposes (evaluation and monitoring process); no one outside the program will have access to this information.
5. The ownership and authorship of the projects remain the exclusive property of the creators (project founders). The program does not request participation or any other benefits from them.
6. Within the program's execution, DAIKIN collaborators and staff will participate as mentors in various areas—whether commercial, marketing, or business, among others—under a basis of open innovation and shared knowledge. However, if an identifiable contribution or technical intervention of a new or inventive nature arises from the participation of the "DAIKIN" collaborator or staff as a mentor, and this generates the expectation of some Industrial Property rights such as inventions, industrial designs, or utility models, and that is of protection interest for "DAIKIN," the counterparts will inform and agree with the participant by mutual agreement and in equity, before continuing with the project and the program, the terms of said co-ownership through the corresponding legal instrument, including ownership percentages, economic and exploitation rights, among others, with the understanding that there must always be a percentage of ownership, economic participation, and exploitation rights in favor of the participant. "DAIKIN" agrees that if it does not carry out the above promptly and under the established process or does so without the participant's knowledge, it may not subsequently claim any title or interest in any Intellectual Property rights as a result of its staff or collaborator's participation.
7. Participants will not be able to register projects related to activities prohibited according to this call, such as sex, pornography, criminal activities, gambling, betting, adult entertainment, casinos, or any type of transaction that violates Mexican national regulations or laws.
8. The data of each participant and information about their business idea will be considered confidential. No other participant may have access to this information.
9. The program's organizing committee may modify the bases as many times as necessary to clarify, perfect, and expand the terms and conditions contained in them, notifying the general

public through the media. For any questions or issues related to this call, participants can write to: luis.azuara@tec.mx.

10. If any winner declines the prize or withdraws before the acceleration process, the 4th place will be allowed to experience the in-person acceleration process in Mexico.
11. Permission to use your image to promote the Airtech Challenge.

Disqualification criteria

Projects will be subject to disqualification if team members and/or the project come into conflict for any of the following reasons:

- They are direct or indirect active collaborators of one of the institutions promoting the challenge and participating as a jury.
- People with active positions in a political party.
- Active public servants.
- People with political aspirations and/or direct or indirect participation in political parties.
- Those who upload evidence (video pitch) not corresponding to the participating project and/or technology belonging to another project.
- Projects directed and executed by government institutions.
- Those who develop commercial activities through a license, sale, or representation of technology not developed by any team members.
- Projects whose forms are incomplete, contain false information, or are received outside the established deadlines will be eliminated, as well as those registered multiple times.
- The same person cannot register multiple times; people with several registered projects and/or startups will be penalized with the disqualification of projects where their name is included.
- Participation in the project in other calls developed during the incMTY 2024 festival is not permitted.
- If a project is registered in more than two calls developed by incMTY, it must clarify in which it wishes to continue the process; otherwise, it will be disqualified from the calls where it has been registered.
- Projects linked to any prohibited line of this call.

Glossary of terms used in this document

Startup: A company in its early stage; unlike an SME, a startup is based on a business that will scale more quickly and easily, making use of digital technologies.

Projects with MVP: Conceptualization of a product or service that the entrepreneur wants to offer to the market, characterized by taking into account existing trends and technologies to enter a sector. Designed to generate large-scale social or environmental changes that eventually represent a key factor in the macroeconomy of a country or even globally. It has an MVP to validate these points.

MVP: It consists of building the product or service as quickly as possible by making sketches, models, foam models, videos, mockups, landing pages, etc., allowing us to show users what we want to offer to the market.

Bootcamp: An intensive program in which the participant receives brief and intense training to develop skills and strategies with immediate application in the current situation.

Definition of Subregions and Countries

Mexico and Central America include at least the following countries:

- Mexico, Costa Rica, Guatemala, El Salvador

Brazil

South America, includes at least the following countries:

- Chile, Argentina, Colombia, Uruguay, Perú, Ecuador