



Feeding Innovation: The 2021 Beef Alliance Startup Challenge

Why the Beef Alliance Startup Challenge?

The Beef Alliance Startup Challenge is a virtual pitch competition for innovators with solutions related to the cattle feeding industry.

The Beef Alliance is an organization of innovative, progressive and relevant cattle feeding companies. Through collaborative innovation, scientific exploration and value chain engagement, the Beef Alliance is committed to being a leader and catalyst for positive change in the beef supply chain. Beef Alliance members include Adams Land & Cattle, AgriBeef, Beef Marketing Group, Beef Northwest, Biegert Group, Cactus Feeders, Five Rivers Cattle Feeding, Friona Industries and LaVaca Cattle Co.

The Beef Alliance Startup Challenge is a one-of-a-kind opportunity to align the customers of technology (feedyards) with the creators of technology (startups) to put high impact solutions to work. By allowing startups to engage directly with prospective customers and strategic investors in the cattle feeding segment, the goal is to establish direct visibility for startups with their prospective customers, and for cattle feeding operations to gain visibility to nascent technology solutions.

Companies that meet the criteria below with any product for cattle feedyards are eligible to apply, though preference will be given to solutions in the following areas:

- Environmental & Natural Resource Management
- Animal Health, including product development, disease identification & definition
- Animal Nutrition & Production Efficiency
- Livestock Monitoring & Traceability
- Business Management (ERP, management software, etc.)
- Improvement in Operational Efficiency
- Food Safety

Terms

Please read these terms/rules carefully before submitting an application. By submitting an application, the entrant agrees to be bound by these terms/rules of the Startup Challenge and represent that the entrant satisfies all of the eligibility requirements below.

1. Eligibility:
 - a. Entrants must be the majority owners of the company, and entrant team lead must be at least 21 years of age.
 - b. Entrants may apply from around the world but the winner of the Startup Challenge must have a registered business in the United States before funds will be released.
 - c. Entrants must be for profit. Non-profit businesses are not eligible.
 - d. Eligible companies can be at any development stage from pre-revenue to in market. If in market, companies may generate up to \$5 million recurring revenue.
 - e. Entrants must have a novel solution with a clear value proposition to address cattle feeding challenges.
 - f. Entrants must disclose if they are related to an employee of a Beef Alliance member company.

2. Requirements of Entrants:
 - a. If selected as a finalist, the entrant must be available to present the company in a 10-minute pitch and 10-minute question and answer session at the virtual pitch event to be held on March 9, 2021.
 - b. Participate in interviews and communications and promotional materials before and after the Startup Challenge and promote the Startup Challenge through social media platforms.
 - c. The winner will agree to submit up to three written reports to the Beef Alliance highlighting progress on the pilot and other further development of the solution.

How to Enter:

- To apply for the 2021 Beef Alliance Startup Challenge, please complete the application found here <https://beefalliance.com/what-we-do/startup-challenge-application/> by February 15, 2021.

Awards:

- All finalists will present to Beef Alliance members, creating the opportunity to establish new relationships to gather feedback, generate new customers, or attract strategic investment.
- The selection committee, composed of representatives from Beef Alliance member companies, will select one winner.
 - The winner will be awarded a \$50,000 cash prize.
 - The winner will be given the opportunity to complete a pilot with a Beef Alliance member feedyard. The scope of the pilot will be defined together by the Beef Alliance and the winner based on the type of technology and development stage

of the product. Results of the pilot project will be shared with Beef Alliance membership. Beef Alliance members will have 30 days exclusive access to pilot results after which the startup may use pilot results in marketing materials and commercial efforts.

- All award money is taxable and payment of the applicable taxes is the sole responsibility of the winner. An IRS form 1099 will be issued.
- Details will follow for a virtual event for the winner to share results from the pilot and subsequent progress with relevant stakeholders potentially including additional Beef Alliance members, venture investors, and/or strategic investors.
- Winning the Beef Alliance Startup Challenge and/or partnering with the Beef Alliance to complete a pilot project, shall not be considered an official endorsement of the company and/or the technology.

Selection Process:

- A committee of business and technical experts from Beef Alliance member companies will review all applications to select finalists to present in the virtual event.
- Committee members will seek confirmation for all claims made by applicants about product results and/or traction. Applicants should provide evidence in the application where possible to support any claims made about product results and/or traction.
- A panel of judges consisting of Beef Alliance members will select a winner from the finalists which will be announced following the virtual event.
- Selection criteria will include:
 - Compelling innovation addressing a critical problem
 - Strong value proposition for the feedyard

Timeline:

- December 7: Begin accepting applications
- February 15: Applications close
- March 1: Finalists announced
- March 9: Virtual event
- April 1: Winner will be announced after the virtual event

Potential Strategic Investment

The Beef Alliance is committed to being a catalyst for innovation in the cattle feeding segment. As part of the Beef Alliance Startup Challenge, though not guaranteed, there may be the opportunity for investment from Beef Alliance member companies.

Use of Materials/Privacy

The Entrant acknowledges and agrees that the following materials submitted by the Entrant may be used in the promotion of (event name) and may be displayed on public websites and social media pages:

- Entrant name (company name)
- Primary location of business (city & state)
- Company Description

- Pictures submitted with the application

The following materials submitted by the Entrant will be **confidential**. It will be used by the Beef Alliance in management of Startup Challenge and by the judges for scoring purposes:

- Eligibility Requirements
- Business Case

Intellectual Property

The Beef Alliance will take reasonable measures to protect the confidentiality of the information stated above to be confidential from use or disclosure other than to administer the Beef Alliance Startup Challenge or as required by law for a period of five (5) years after the public announcement of the winners of the 2021 Challenge or until such information is no longer confidential through no fault of the Beef Alliance (whichever is sooner), including requiring that the Beef Alliance Startup Challenge judges sign confidentiality agreements on materially the same terms. Copies of these confidentiality agreements are available from the Beef Alliance upon request. The Beef Alliance cannot and does not take any further responsibility to protect the intellectual or other rights of the Entrant/Company.

The protection of any intellectual property rights is the sole responsibility of each Entrant/Company and the Beef Alliance, its members, or anyone involved in the Beef Alliance Startup Challenge will have no obligation except those expressly stated in this document. Entrants/Companies are urged to mark as CONFIDENTIAL any portion of their entry which they consider to be confidential. Entrants/Companies understand that the patent laws of the United States and foreign countries may exclude from patent protection otherwise patentable concepts because of certain actions, including failure to timely file a patent application before or within a certain time after public disclosure.

Prior to engaging in any other relationship between an Entrant/Company and either the Beef Alliance or one of its members, the applicable parties may enter into a separate agreement, the terms of which may address protections, ownership, and licensing of intellectual property rights.

Limitations & Release of Liability

In consideration of the time, expertise, and other resources provided by the Beef Alliance, its members, and each of their respective judges, directors, officers, employees, and consultants (the "Sponsor Parties"), the Entrant/Company, to the full extent permitted by law, hereby voluntarily releases Sponsor Parties from any and all claims, actions, damages, costs, or liabilities of any kind relating to or arising out of Entrant's/Company's application for and/or participation in the Beef Alliance Startup Challenge. By accepting a prize, the winner agrees to release the Sponsor Parties from any and all liability, loss, or damages arising from or in connection with the awarding, advertising, receipt, and/or use or misuse of prize or participation in any prize-related activities.

The Beef Alliance will not be responsible for incorrect or inaccurate transcription of entry information, technical malfunctions, lost/delayed data transmission, omission, interruption,

deletion, defect, line failures of any telephone or data network, computer equipment, software, inability to access any online service or website, inability to submit the online entry form, or any other error or malfunction, or any injury or damage to Entrant's/Company's or any other person's computer related to or resulting from participation or downloading any materials in the Beef Alliance Startup Challenge, or for late, lost, stolen, postage due, illegible or misdirected entries. If this Challenge or any website associated therewith (or any portion thereof) becomes corrupted or otherwise does not permit entry in the Challenge, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Beef Alliance's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper operation of the Challenge, the Beef Alliance reserves the right, at its sole discretion, to disqualify any entrant implicated in such action, and/or to cancel, terminate, modify, or suspend this Challenge or any portion thereof.

The Beef Alliance reserves the right to withhold the selection of a winner if the judging panel does not deem there to be a winner.

License

By entering the Beef Alliance Startup Challenge, Entrant/Company represents that Entrant/Company has all right to grant and does hereby grant the Beef Alliance and its licensees a royalty-free, worldwide, perpetual, non-exclusive license to materials stated above to be non-confidential and submitted through the Beef Alliance Startup Challenge application. The Beef Alliance and its licensees may use, publish, display, distribute, reproduce, edit, adapt, and create derivative works from such non-confidential materials in whole or in part, in any media now known or hereafter discovered, including in use on websites, in publications and for promotional purposes, without compensation or prior notice to the Entrant/Company, Entrant/Company's successors or assigns, or any other person.

ENTERING A SUBMISSION CONSTITUTES ENTRANT'S/COMPANY'S IRREVOCABLE GRANT TO THE BEEF ALLIANCE AND ITS LICENSEES OF THE FOREGOING RIGHTS.