

# “Impact Beyond Borders” regulation

## Introduction

This regulation outlines the guidelines and phases of the "Impact Beyond Borders" program, a contest dedicated to Moroccan startups, organized by BeEntrepreneurs APS in collaboration with Sisal. BeEntrepreneurs APS is an Italian non-profit association with the primary aim of supporting, developing, and spreading new forms of innovative entrepreneurship with potential socio-economic impact. Sisal is one of the leading international operators in the regulated gaming sector and, since 2014, has been supporting innovation and the ecosystem of social impact startups in Italy through the GoBeyond innovation program.

The main objective of the program is to support and promote the development of new entrepreneurial ideas and early-stage startups with a potential positive socio-economic impact in Morocco. The best-selected startups will receive support for skill growth (through a one-week boot camp), networking (leveraging the Sisal program's ecosystem), and financial support (through an equity-free grant provided only to the best startup by Partner Sisal).

To participate, candidates must register for the contest through a specific form developed by BeEntrepreneurs APS as indicated. The contest aims to value entrepreneurial ideas and startups that address significant challenges for the growth of the Moroccan territory in sectors such as, but not limited to:

- Education
- Sport, Health & Wellbeing
- Technology for Good
- Fintech & Digital Payments
- Climate and Environment

## Recipients

The program is open to established entities, as well as individual candidates or teams with members over the age of 18. The idea/startup must operate within the Moroccan territory. Startups must promote social and sustainable innovation within their business projects. The presence of diversity within the team will be positively evaluated. The contest organizers reserve the right not to admit applications inconsistent with the initiative's spirit and objectives.

## Participation Methods

To participate in the "Impact Beyond Borders" program, interested startups must complete the application form available <https://startupafricaroadtrip.com/impact-beyond-borders-2024/>. The form must be completed by the application deadline of **September 16, 2024**.

## Timing

The program is divided into the following phases:

- **Phase 1 - Application Collection (July – September)** Applications for the contest can be submitted from July 17, 2024, and no later than September 15, 2024, directly on the official GoBeyond platform.
- **Phase 2 – Selection (September – October)** The selection will take place in the month following the closure of the call for ideas. Ten finalist startups will be selected to participate in the training boot camp.
- **Phase 3 – Bootcamp (October - December)** The 10 selected startups will have access to the boot camp at the end of October. The boot camp includes four days of workshops, 1:1 mentoring sessions, and inspirational testimonials from valuable partners. Some of the topics covered during the boot camp will include:
  - Value proposition
  - Business modelling
  - Go-to-market strategy
  - Fundraising and financials
  - Pitching and public speaking

At the end of the boot camp, a Demo Day will be held, during which the top three startups will be awarded, followed by a networking event to connect the startups with stakeholders from the Moroccan innovation landscape.

- **Phase 4 – Award Allocation (December – June 2025)** The best startup will receive a cash prize worth €10,000 (conversion in MAD). The monetary prize will be disbursed in a single tranche by June 30, 2025. To claim the grant, the winning project must be an established enterprise. The top three startups will have the opportunity to connect with the Italian ecosystem developed by Sisal over the years through the GoBeyond program, active since 2015, through dedicated meetings and events in Italy.

## Evaluation Criteria

Applications submitted by the deadline and according to the procedure described here will be evaluated by the Selection Committee. Participating startups will be assessed based on the following criteria, with scores assigned according to the grid below:

- **Innovation and Originality of the Idea (0-35 points)** The degree to which the idea is innovative and stands out from existing solutions in the market.
- **Social and Environmental Impact (0-30 points)** The project's ability to improve social and environmental conditions in the Moroccan context, generating value for local communities.
- **Feasibility (0-20 points)** Competitiveness and accuracy of the pitch deck, including the robustness of the business model and planning.
- **Scalability (0-10 points)** The potential for project replicability in terms of internationalization and seeking new markets.
- **Financial Sustainability (0-5 points)** The project's ability to be financially sustainable in the long term.

**Maximum score achievable: 100 points**

## Evaluation Grid:

Criteria	Maximum score
Innovation/Originality	35

<b>Criteria</b>	<b>Maximum score</b>
<b>Social and Environmental Impact</b>	30
<b>Feasibility</b>	20
<b>Scalability</b>	10
<b>Financial Sustainability</b>	5
<b>Total</b>	100

## **Information and Contacts**

For any information regarding the regulations and the use of the application platform, please write to [info@beentrepreneurs.org](mailto:info@beentrepreneurs.org).