Term of Reference (TOR)
2020 Archipelagic and Island States (AIS) Forum Innovation Challenge

A. General Information

Title	:	Archipelagic and Island States (AIS) Forum Marine Startup Hub Curriculum
Report to	:	Archipelagic and Island States (AIS) Forum Secretariat
Location	:	Non-specific
Expected place of travel	:	Non-specific
Duration of contract	:	Non-specific
Provision of support services	:	
Location	:	Yes ☐ No ☒
Equipment (laptop etc.)	:	Yes ☐ No ☒
Secretarial Services	:	Yes ☐ No ☒

B. Background Information

Even before the COVID-19 crisis, we are facing a future full of uncertainties. Climate change impacts, financial crises, political instability and social unrest are the inconvenient reality we live in. Similar to an epidemic outbreak, they have been among the major concerns for scientists and experts, and they believe there is much room for improvement in how the world deals with such challenges. Back in January 2020, the World Economic Forum's Global Risks Report identified severe threats to our climate accounting for all of its top long-term risks, with "economic confrontations" and "domestic political polarization" recognized as significant short-term risks in 2020. Failure to anticipate them will have a devastating impact on the economy and aggravate existing social as well as political problems.

While these risks persist, the COVID-19 pandemic is now inducing an economic shock that is felt globally. Many AIS members are especially vulnerable, among other factors, tourism contributed to over 40% of the GDP of Fiji, Vanuatu and Niue to around 70% in the Cook Islands and is now called to a halt. Though the full scope of the COVID-19 impact is still to be felt, in its World Economic Outlook report published in April, the International Monetary Fund already predicted a recession, estimating that global gross domestic product will shrink 3% in 2020, with many AIS members experiencing negative growths.

The disruption to supply chains, damage to market confidence, a decrease of consumer and investment demand are threatening SMEs and large POEs alike. On the other hand, we are also observing the private sector playing a probably unprecedented vital role in crisis response. There is no reason to believe that they cannot play a bigger part in our longer-prevailed challenges. Seeing the challenges presented before us during this difficult time, the AIS Secretariat decides to seek creative ideas and breakthrough solutions that can help archipelagic and island states' economy and businesses to be more adaptive and resilient during a crisis situation. As an organization that leverages technology and entrepreneurship in achieving our objectives, AIS Secretariat intends to discover solutions that can help archipelagic and island states to have stronger and more resilient economies and businesses.

C. Objectives of Assignment

The objective of the assignment is to assist AIS Forum Secretariat to find solutions or business ideas that will strengthen the economy of archipelagic and island states, which in most cases, are more vulnerable to climate change impacts (i.e, sea-level rise, heavy storm, long drought, etc), unsustainable use of ocean resources, marine plastic debris, and other natural disasters (i.e, earthquake, mount eruption, tsunami).

D. Event Description

The 2020 AIS Innovation Challenge is a two-round business competition that is looking for early-stage (from ideation stage to MVP development) startups that have a unique business model that can help themselves, other companies, or society at large withstand a crisis situation. A Startup shall consist of at least 2 people and one of the team members must have a nationality from an AIS country.

In the 1st round, all teams have to submit their proposals. A panel of reviewers will select the best and most convincing proposals to go to the next round. In the 2nd round, 20 selected teams will get the opportunity to present their plan (virtual pitching session) to a panel of judges. A crisis is defined as a time of great danger, difficulty, or doubt when problems must be solved or important decisions must be made on a country or global scale. It includes, but not limited to, a pandemic, economic crisis, climate change-related events (i.e. long droughts, wildfire, frequent flooding, sea-level rise, etc), and armed conflict.

The 1st winner will get prize money of $10,000 and the runner-up will receive $5000. The top-10 teams get a chance to present their business in front of investors and bring their ideas to the AIS Forum High-level Meeting where they get to explain it to the head of states who attend the event.

E. Expected Outputs

The key outputs under this assignment are:

1. Business proposal
2. Virtual pitching

F. Scope of Work

The scope of work is as follow:

Scope of work 1: Business proposal

1.1 Each team has to submit a 7-page (maximum) pitch deck that describes the business idea, the market, the team, 3-year financial projection and metrics, presenting the detailed assessment in written form

Scope of work 2: Virtual pitching

   2.1 Teams will have to conduct virtual pitching with the panelists. They have to elaborate further on how their businesses create value and help other companies or the society at large withstand a crisis situation.

G. DELIVERABLES AND PAYMENT SCHEDULE

Scope of work	Deliverables/Outputs	Output Progress	Deliverable	Payment Amount	Payment Due Date
1	A 7-page (maximum) pitch deck that describes the business idea, the market, the team, 3-year financial projection and metrics, presenting the detailed assessment in written form	50%	July 2020	50%	August 2020
2	Conduct virtual pitching session in front of the judges to elaborate further how their businesses create value and help other companies or the society at large withstand a crisis situation	50%	July 2020	50%	August 2020
	Total	100%		100%	

All deliverables shall be developed in English. All deliverables must be presented first to the AIS Forum Secretariat for feedback and comments. The organisation/company shall submit all deliverables in file storage (i.e. Google drive) containing all presentation, screenshots and videos, and written reports.

H. COMPANY EXPERIENCE & QUALIFICATION

To determine the two companies that will receive the Innovation Challenge funding, UNDP uses the following evaluation criteria that have equal weight:

- **The Team background**

The panel reviewers are looking for a team that is multidisciplinary and complementary with the capacity to implement their business ideas

- **Market validation**
  The team must demonstrate sufficient knowledge of the market that they are tapping and understanding the competition, suppliers, customers, substitute products or services, and barriers to entry
- **Product or Service**
  The explanation of the product or service has to be clear and concise and the value of offering can be understood easily
- **Business model**
  The team needs to be clear about how they will generate revenue. Who is going to pay for their product or service, and why? Furthermore, the business model has to be scalable, at least locally
- **Impact**
  The team must demonstrate how their business creates value for its stakeholders
- **Soft skills**
  The panel reviewers will also assess a team's managerial and entrepreneurial prowess. Every engagement with the reviewers, be it in a form of written communication or document presentation, are going to be evaluated

I. QUALIFICATIONS

The selected companies are expected to provide:

- A 7-page (maximum) pitch deck that describes the business idea, the market, the team, 3-year financial projection and metrics, presenting the detailed assessment in written form
- List of proposed Personnel and their Resumes that show their nationality and age

1. Personnel Qualification

Minimum requirements include:

a) **Two (2) personnel**
  - One of the personnel must possess a nationality from an AIS country
  - Minimum of 18 years of age
  - Has skill and competency in English, written and oral

2. Language Requirement
Proficiency in English language, spoken and written. The team must have the ability to write reports and make presentations in English.

J. LIST OF AIS COUNTRIES

1. Antigua and Barbuda
2. Bahamas
3. Bahrain
4. Barbados
5. Belize
6. Cabo Verde
7. Comoros
8. Cuba
9. Cyprus
10. Dominica
11. Dominican Republic
12. Fiji
13. Federated States of Micronesia
14. Grenada
15. Guinea-Bissau
16. Guyana
17. Haiti
18. Indonesia
19. Ireland
20. Jamaica
21. Japan
22. Kiribati
23. Madagascar
24. Maldives
25. Malta
26. Marshall Islands
27. Mauritius
28. Nauru
29. New Zealand
30. Palau
31. Papua New Guinea
32. Philippines
33. Saint Kitts and Nevis
34. Saint Vincent and the Grenadines
35. Samoa
36. Sao Tome and Principe
37. Seychelles
38. Singapore
39. Solomon Islands
40. Sri Lanka
41. Suriname
42. Timor Leste
43. Trinidad and Tobago
44. Tuvalu
45. Tonga
46. United Kingdom
47. Vanuatu