



Rules of the *Goiás AgriTech Challenge: Israel Edition*

1. Introduction

1.1 These rules ("**Rules**") govern each individual submitting an application for the Goiás AgriTech Challenge: Israel Edition (each, a "**Participant**"). By submitting an application, you agree to be bound by these Rules during and after the Challenge, as well as consent to the participation of the Government of the State of Goiás as a member of the Judging Committee.

1.2 **As an initiative promoting agricultural innovation**, the *Goiás AgriTech Challenge: Israel Edition* seeks innovative and feasible solutions for the efficient use and reuse of water, focusing on the optimization of water resources to enhance agricultural production. This initiative is coordinated by GrowingIL, in partnership with the Embassy of Israel in Brazil and the Government of the State of Goiás, Brazil.

1.3 Rationale for the Challenge:

1.3.1 To foster robust collaborations between the Israeli AgriTech ecosystem and the Brazilian agricultural sector to provide the best technological solutions addressing the major global challenges of agriculture.

1.3.2 To meet the State of Goiás's needs for innovation and sustainability by aligning with environmental conservation practices and water use optimization, thereby creating an opportunity for *startups* to deliver a product or an adaptation of their product addressing the real challenges and needs of Goiás farmers.

1.3.3 To enable entrepreneurs to precisely tailor their products to the needs of rural producers and the characteristics of Goiás's cerrado region, under the guidance of experts in agriculture and environmental sectors.

1.4 For the purpose of understanding the Challenge Rules, the following terms are defined:

1.4.1 **Participant** – An individual or company submitting a proposal for an innovative solution to participate in the *Goiás AgriTech Challenge: Israel Edition*, meeting all criteria established in this announcement.

1.4.2 **Organization** – The team responsible for coordinating the Challenge, composed of the Secretariat of Agriculture, Livestock, and Supply of Goiás (SEAPA), the General Secretariat of Government of Goiás (SGG), the Embassy of Israel in Brazil, and GrowingIL.



1.4.3 **Advisors** – A group of experts, represented by members of the Embassy of Israel in Brazil and GrowingIL, designated to provide technical support and consultancy to participants during the application and solution development process.

1.4.4 **Judging Committee** – The team responsible for evaluating and selecting proposals, composed of representatives from the Secretariat of Agriculture, Livestock, and Supply of Goiás (SEAPA), the Secretariat of Environment and Sustainable Development (SEMAD), the Goiás Association for Industrial Development (ADIAL), and the Federation of Agriculture and Livestock of Goiás (FAEG).

2. The Challenge – Areas and Definitions

2.1 Definition of the Challenge Theme – Each solution submitted by participants must address one or more of the following thematic axes:

2.1.1 Thematic Axis 1: Storage and Efficient Use of Water

We seek solutions that promote the efficient use of water and improve water storage processes to optimize the use of this essential resource in agricultural activities. These technologies should optimize the use of natural resources, reduce operational costs, and enable efficient rainwater collection and storage, ensuring a sustainable water supply for irrigation and use during periods of scarcity. The cerrado region, with its drought-adapted vegetation and low water retention soils, requires innovative technologies that enhance the resilience of agricultural operations, ensuring continuity even during prolonged droughts.

2.1.2 Thematic Axis 2: Water Reuse and Efficiency

We seek technological solutions that promote the treatment, reuse, and redistribution of wastewater, including initiatives for capturing and reusing rainwater. These innovations should enhance water efficiency and reduce waste, contributing to the sustainability of agricultural systems.

3. Eligibility to Apply for the Challenge

3.1 Preconditions:

3.1.1 The Challenge is exclusively open to Israeli companies with legal and formal registration in Israel, headquartered and actively operating in Israel. Applications from subsidiaries of companies from other countries based in Israel will not be accepted.



- 3.1.2 Companies must have at least one year of market experience, a *Standard Industrial Classification* (SIC) in agriculture or a related area, and at least one proven success case in efficient water use.
- 3.1.3 All applications and proposed solutions must be original or, if not original, used with written authorization from third parties, whose contributions must be identified in the application.
- 3.1.4 Only proposals from companies with a proven remote support channel ensuring efficient and accessible technical support during the development and implementation of the proposed solution will be accepted.
- 3.1.5 Participants must present solutions ready for immediate implementation, meaning they must have passed testing or prototyping stages and have proven success cases.
- 3.1.6 Companies must submit technical reports with water efficiency metrics, preferably in regions with conditions similar to the Goiás cerrado, demonstrating comparisons before and after implementing the technology concerning the thematic axes.
- 3.1.7 Proposing companies presenting irrigation-related solutions must demonstrate proven expertise in the use of central pivot irrigation systems, as this technology represents a consolidated and predominant practice in Goiás's agricultural production.
- 3.1.8 For central pivot irrigation proposals, innovations targeting any phase of the process, such as water capture, transport, or distribution, will be accepted. Proposals aiming to improve any stage of the irrigation process will be considered.
- 3.1.9 Proposals that fail to meet the minimum requirements set out in this announcement, present incomplete documents or incorrect information, lack innovation or economic-financial viability, fail to demonstrate technical applicability as defined in the criteria, or do not fit into one of the established use cases will be disqualified.

3.2 Application Submission Method:

- 3.2.1 A submission is considered complete upon filling out the registration form on the official Challenge website and receiving a confirmation email. All submissions must be in English and include the required documents: the technical report, the company portfolio, and a project presentation in PDF format. Proposals must specify monetary values per hectare and use either USD or BRL. The submission link will be provided on the official Challenge website.
- 3.2.2 The judging committee reserves the right to reject incomplete applications or those that do not meet the recommended guidelines. In such cases, the applicant will not receive feedback from the judging committee.
- 3.2.3 Companies with questions about the local agricultural reality in Goiás may consult the Challenge advisors, including GrowingIL and the Embassy of Israel in Brazil,



through (specify consultation channel), who will liaise with the Government of Goiás to provide answers.

3.2.4 Contact information for inquiries: GrowingIL, Dana Kedar, Open Innovation and Collaboration Manager, at danak@israelinnovation.org.il and Embassy of Israel in Brazil.

4. Process and Challenge Schedule

4.1 Challenge Schedule:

- 4.1.1 **January 22, 2025** – Start of Challenge registrations via the official website, in accordance with the guidelines available on the site.
- 4.1.2 **February 03, 2025** – Informative webinar to address questions and present details of the Challenge.
- 4.1.3 **February 23, 2025** – Deadline for submitting registrations for the Challenge. Submissions made after this date will not be considered.
- 4.1.4 **February 24 to March 24, 2025** – Evaluation of proposals by the judging panel.
- 4.1.5 **March 25, 2025** – Announcement of the winning solutions on the official platforms of GrowingIL and the Government of Goiás.
- 4.1.6 **May 11 to 16, 2025** – Delegation visit to Brazil to present the solutions to local farmers and authorities.

4.2 The organization may request clarifications and additional information throughout the Challenge procedure, using the official contact details provided by the applicant.

4.3 The organization reserves the right to amend or revise any dates, schedules, or procedures of these rules for any reason, at its sole discretion. The organization will notify applicants of any relevant changes.

5. Judging Committee and Evaluation Panel

5.1 Members of the Judging Committee:

- 5.1.1 The Judging Committee will consist of representatives from the Secretariat of Agriculture, Livestock, and Supply of Goiás (SEAPA), the Secretariat of Environment and Sustainable Development (SEMAD), the Federation of Agriculture and Livestock of Goiás (FAEG), and the Goiás State Industrial Development Association (ADIAL).



- 5.1.2 The Committee will publish, through the Challenge's official website, a list of finalists for selection by the heads (or representatives) of the participating organizations.
- 5.1.3 Each Committee member must disclose any conflict of interest before the evaluation process and abstain from discussions or decisions related to such entries.
- 5.1.4 All decisions made by the Committee are at its sole discretion, binding, and final.

6. Judging Criteria

6.1 All entries will be reviewed by the Judging Committee. The Committee will evaluate how well the project's technological resources align with the Challenge's objectives, considering the following aspects:

- 6.1.1 Relevance – How well does the solution address the needs outlined in the Challenge and fit within one of the thematic areas?
- 6.1.2 Value Generation – What value does the solution bring to farmers in terms of input reduction, yield improvement, labor cost savings, and regulatory compliance?
- 6.1.3 Level of Innovation – Comparison with traditional practices and other AgriTech solutions.
- 6.1.4 Technical Feasibility and Relevant Prior Experience – How technically viable is the proposed solution, and what prior experience demonstrates its applicability?
- 6.1.5 Sustainability and Impact on Water and Environmental Resource Management – How does the solution contribute to sustainability and improve water and environmental resource management?
- 6.1.6 Scalability and Large-Scale Adoption Potential – What is the potential for scaling and widespread adoption of the solution?

6.3 Tiebreaking Criteria:

- 6.3.1 In the event of a tie between submitted proposals, the following tiebreaking criteria will be applied in this order of priority, focusing on solutions that best meet the Challenge's expectations:
 1. Longer operational history in developing and applying technologies related to the Challenge's theme.
 2. Technical and Economic Feasibility – Proposals demonstrating greater practical viability and cost-effectiveness for immediate implementation in Goiás' agricultural context.
 3. Customer Support Availability – Companies offering on-site or remote technical support, ensuring greater reliability in adoption and usage by farmers.



7. Prizes for Winners

7.1 Winning participants will have the opportunity to travel to Brazil to present their solutions to farmers in Goiás and potential business partners. The trip will be organized by the Challenge's administration, considering the nature of the solution, local culture, authorities, technical workshops, location, and predefined objectives.

7.2 The top three proposals will receive the following benefits:

7.2.1 A subsidy of USD 1,867.00 for round-trip tickets to Brazil/Goiás, enabling participants to present their solutions to farmers and potential business partners.

7.2.2 Covered accommodation for up to two representatives in Goiás, Brazil, for solution presentations.

7.3 The organization reserves the right not to select any candidates as finalists and/or winners of the Challenge.

7.4 Prizes are non-transferable and cannot be redeemed for cash. To avoid doubt, the Challenge does not include monetary prizes.

8. Participant Declarations

8.1 Participants hereby declare that they conduct their activities legally, possess all approvals, permits, and licenses required by law or agreement to participate in the Challenge, and that their participation does not violate any confidentiality agreements with third parties.

8.2 If any personal data is collected, stored, and/or processed during the Challenge, it will be handled in accordance with GrowingIL's Data Privacy Policy.

8.3 Participants agree to release the Government of the State of Goiás, GrowingIL, and/or associated companies, along with their respective directors, employees, agents, and representatives (collectively the "**Released Parties**"), from any and all liability, claims, expenses, damages, and losses of any kind incurred by the Released Parties in connection with the participant's involvement in the Challenge. This includes, but is not limited to, third-party claims for intellectual property infringement, confidentiality breaches, or trade secret violations, as well as claims alleging harm of any kind resulting from participation or from the acceptance, use, or misuse of any Challenge prize.



8.4 The Challenge does not constitute an offer or tender and contains no element that may create any liability for the organizing body. The Challenge process is not subject to Israel's Mandatory Tenders Law, 5753-1993, its regulations, or any similar laws in other jurisdictions.

8.5 At any time, including after applications have been received, the organizers reserve the right to request explanations, clarifications, or supplementary documents from any or all participants, and to modify the list of requirements (including adding or removing criteria). In the event of such changes, the organizers will notify participants in advance to allow for updates and adjustments to their proposals. Participants agree to cooperate fully when requested.

8.6 The Challenge organizers may, at their sole discretion, disqualify any participant suspected of violating the Rules, acting illegally, immorally, or unlawfully, or creating potential liabilities for the Challenge. If the organizers cannot verify the information provided by a participant, prizes awarded to that participant may be revoked. Participants wishing to withdraw from the Challenge must notify the Judging Committee and GrowingIL in writing without undue delay.

8.7 The Challenge organizers reserve the right to accept any participant's proposal, even if it does not fully meet the requirements (including missing documents), at their sole and absolute discretion. The Judging Committee is not obligated to explain its decisions or provide details about its considerations, and participants have no right to appeal or contest these decisions.

8.8 The Challenge organizers are not obligated to return any submitted materials. Retaining these materials does not imply ownership or proprietary interest in any ideas or concepts expressed in the submissions.

8.9 The Challenge organizers are not obligated to accept any application and may reject any or all submissions, or accept them under conditions different from those outlined in this document. Participants have no right to appeal or contest the organizers' decisions.

8.10 The Challenge organizers are not required to notify participants or any other party about the winners. Participants waive any claims regarding such notifications. The organizers will not disclose the considerations behind the selection of the winning applications.

8.11 The Challenge and its Rules are governed and interpreted under the laws of Israel, excluding conflict-of-law principles. Participants agree to the exclusive jurisdiction of the courts of Tel Aviv for resolving any disputes related to the Challenge.

8.12 The Challenge is a knowledge- and skill-based competition, not determined by chance or luck, and therefore does not constitute gambling, lotteries, or betting under Israel's Penal Law 5737-1977.



8.13 Prize winners are solely responsible for reporting and paying any applicable taxes related to their prizes.

9. General Terms

9.1 Each application and the respective solution submitted to the Challenge must be free of any material that infringes or violates third-party rights, including, but not limited to, rights of privacy, publicity, intellectual property, or copyrights. Participants are responsible for ensuring that all submitted content is original or that they have obtained all necessary authorizations for its use, including licenses, assignments, or permissions from applicable rights holders.

Participants are expressly prohibited from using, without prior and explicit authorization, any intellectual property belonging to third parties or other participants. This includes, but is not limited to, trademarks, copyrighted content, trade secrets, patentable inventions, methodologies, software, designs, or any other materials protected by law. Unauthorized use may result in the participant's immediate disqualification, in addition to any legal liabilities arising from such infringement.

Participants also guarantee that their solutions comply with applicable laws and do not contain offensive, illegal, defamatory, or inappropriate materials. The Challenge organizers reserve the right to request proof of authorization or ownership of the rights related to the application and, if necessary, to disqualify any participant whose solution does not comply with these provisions.

9.2 The costs of preparing a submission for the Challenge are the sole responsibility of the participant, regardless of whether or not they are selected as a winner.

9.3 The execution of the Challenge is the sole responsibility of GrowingIL. The State of Goiás and its participating entities shall not be held responsible for any expenses, losses, damages, or harm of any nature or kind, including direct or indirect legal expenses, incurred by any participant (or any person on their behalf) in connection with the Challenge and/or their participation in the related process. This includes, but is not limited to, situations where a participant's proposal is not selected as a winner and/or no agreement is formalized with the participant, even if, at any stage, their proposal is considered the winning one. By participating, candidates irrevocably and unconditionally release the organizing committee from any liability for such damages and waive any disputes, claims, or demands in this



regard. It is explicitly stated that the Government of the State of Goiás and its participating departments bear no administrative responsibility concerning the Challenge.