

# IFE LAUNCH 2023

## Bases of the Enrollment

The Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) through the Institute for the Future of Education (IFE), in the area of Transfer and Entrepreneurship.

### ENROLLMENT

To be part of the IFE LAUNCH 2023 program to: entrepreneurs with functional prototypes from all countries of the world, who are in the initial stage or research stage whose products and/or services radically improve education in the area of Higher Education or Lifelong Learning with intention and growth potential in the Latin American market.

### BACKGROUND

The Instituto Tecnológico y de Estudios Superiores de Monterrey (hereinafter ITESM) is a private, non-profit university founded in 1943, whose vision is to train leaders with an entrepreneurial spirit, human sense and international competitiveness.

<b>#1</b> university in Mexico Source: <b>QS Latin American University Ranking 2021</b>		<b>#3</b> university in Latinoamérica Source: <b>QS Latin American University Ranking 2021</b>		<b>#155</b> university in the world Source: <b>QS World University Ranking 2021</b>	
<b>#5</b> university in entrepreneurship in the world Source: <b>The Princeton Review's Top Schools for Entrepreneurship Studies for 2021</b>		<b># 26</b> in the World Employability Ranking of graduates Source: <b>QS Graduate Employability Rankings 2022</b>			
92,645 students	10,013 teachers	575 partner universities	37% of the students are now company founders (5 years post graduation)	26 campus in Mexico and 18 Headquarters and Offices in the world	
		+310,000 ex-students			

ITESM in its Strategic Innovation Plan for 2025, defines it as a strategy: Promoting research, innovation and entrepreneurship. Through research, innovation and entrepreneurship, the most pressing problems of society are solved. The involvement of the community in research activities will help create an environment of innovation that is reflected in the training of students and the activities of the Tec. It will seek to position the institution as a global leader in impact issues with innovative solutions that will be formulated in an entrepreneurial ecosystem. This will be achieved through the creation of three high-impact research centers, which will cover interdisciplinary research, innovation and entrepreneurship, focused on finding solutions to social problems.

The first of these is the Institute for the Future of Education (IFE). To build and transform the education of the future, we focus on: 1. Observing threats and opportunities in educational innovation. 2. Measuring the impact of educational innovation projects on value processes (top down) and teachers (bottom up).

3. Experiment with the launch and operation of pilots that allow us to identify what education will be like in 2030.

Para facilitar el desarrollo de soluciones de aprendizaje innovadoras y escalables basadas en la investigación y la evidencia, el IFE lleva a cabo programas de incubación, aceleración y lidera el *track de emprendimiento EdTech en el Congreso Internacional de Innovación Educativa*, la comunidad *Edtech México*, el programa *Edtech Transfer* y los *Global Edtech Startup Awards* en Latinoamérica.

To facilitate the development of innovative and scalable learning solutions based on research and evidence, the IFE carries out incubation and acceleration programs and leads the EdTech entrepreneurship *track at the International Congress of Educational Innovation*, the *Edtech Mexico* community, the *Edtech Transfer* program and the *Global Edtech Startup Awards in Latin America*.

The Eugenio Garza Lagüera Entrepreneurship Institute (hereinafter IEEGL) is the space in which ITESM concentrates all its efforts to develop and promote the entrepreneurial spirit in its students, teachers, employees and the community in general. Through its various programs, the IEEGL promotes entrepreneurial skills, strengthens the local entrepreneurship ecosystem, and promotes economic and social growth in Mexico.

According to the [Global Innovation Index 2021](#), of the 18 countries that make up Latin America (excluding the countries located in the Caribbean region and dependencies of the region, as well as the Cooperative Republic of Guyana, the Republic of Suriname, Belize and the Republic of Nicaragua due to lack of data), 15 occupy positions in the top 100 of the world ranking in innovation. Likewise, according to the [Global Entrepreneurship and Development Index 2018](#) (Rank), 13 of the 22 countries located in Latin America (excluding countries located in the Caribbean region and dependencies of the region) occupy positions among the top 100.

Regarding the education sector in Latin America, although the situation, context, and educational challenges vary both between countries and within each of them, their current regulatory frameworks, the structure of their educational systems, and the adaptation to their agendas that occur in a context of permanent dialogue between the nations that make up the region, generate adequate conditions to unify Latin America when analyzing the educational landscape.

During the 2000s (and in several cases the 1990s), significant progress in key aspects such as global development, economic growth and –to a lesser extent– poverty reduction, favored the advancement of education in the Latin American region. For example, in terms of coverage, for the group of children between 6 and 14 years of age, almost universal coverage has been achieved in the region, reaching more than 95% in 2015 (IDB, 2015). Similarly, access to pre-primary, upper secondary and higher education has increased (the attendance rate for the first 2 educational levels was around 80% in 2015 and the number of students in higher education programs practically doubled from 2000 to 2010), which places the region in a comparatively favorable position in the international context. However, despite the efforts of international organizations and some governments, the offer of education throughout life has not undergone substantial changes in Latin America, being reduced to date to the old paradigm of adult education, alternative education. “non-formal” remedy for the deficits of formal education systems (UNESCO, 2012b).

Another great educational advance in the region, which reveals achievements but also challenges, is the general trend of public and private spending on education. Regarding the first, public spending as a percentage of GDP went from 4.2% in 2005 to 5.1% in 2017 (a percentage higher than the minimum reference value of 4% defined in the Framework of Action for Education 2030 and the 4.4% that worldwide was allocated to this sector, according to UNESCO's World Education Monitoring Report 2019); However, the vast majority of the government education budget in Latin American countries was allocated to salaries (according to a report by the Organization for Economic Cooperation and Development, in 2017 Argentina allocated 93% of its education budget to paying wages, while Mexico allocated 92% of its resources to wages, and Brazil 73%). On the other hand, in relation to private spending, the percentage of the family budget allocated to education in the region amounts to 3.4% (a percentage above the 2% invested in this concept by US households); and in 2017 IFC - the private investment arm of the World Bank invested in distance learning providers and institutions in Brazil, Chile, Colombia, Mexico and Peru with a total of 450 million dollars.

Likewise, the educational progress of the region has manifested itself in the closing of the digital divide. Thanks to the sustained efforts of the countries of the region, widespread and ubiquitous penetration of the Internet and smartphones has been achieved (the percentage of the total population in the region with Internet access rose to 66.1% in 2017 (Internet World Stats, 2018) and Smartphone penetration was 65% in 2018 (GSMA Intelligence, 2019), and the number of 15-year-old students per computer went from 16 students per computer in 2009 to 14 in 2015 (IDB, 2015).

Despite these and other educational advances in the region in recent decades, great educational challenges persist in Latin America, especially in terms of quality, equity, and inclusion; These are exacerbated by the rapid pace of technological and social changes that are transforming the work environment around the world. In the region, there are 26.4 million Latin Americans who are looking for a job without getting it (Labor Overview of Latin America and the Caribbean, 2017), while more than four out of ten companies in Latin America say they have difficulties finding workers with the right jobs. skills necessary to complement their workforce (ManpowerGroup, 2017). Furthermore, although the number of robots per 100 industrial workers in Latin America is lower than in other regions, Latin American workers spend half their time on tasks that can be automated (IDB, 2018).

With the arrival of COVID-19 in the regions of the world, education was an element that underwent adaptations to continue performing even with the challenges presented. In Latin America and the Caribbean, the massive closure of educational institutions had an impact on students in the region. According to data from the World Bank (2021), approximately 120 million children lost or were at risk of losing an entire educational year, with negative impacts due to the difficulty of continuation. The system and the students were not prepared for such a situation, and it is estimated that the dropout rate increases by 15%. UNESCO (2021) also talks about the problem, and with a study in the region with 18 participating countries, 83% mentioned that there was a mixed or remote modality for education and with the participation of very volatile students, most of them indicating irregularity of the students. Problems with technology and lack of internet connection are some of the main obstacles to carry out adequate planning to continue the studies of millions of young people around the continent.

This, combined with a population twice that of the United States (more than 600 million in 2017 according to World Bank data), have created the ideal conditions in the region for the development and scaling of edtech solutions that provide and improve the training and lifelong learning.

IFE LAUNCH 2023 emerges as a program led by the Institute for the Future of Education (IFE), which seeks to support and guide people passionate about the transformation of the education sector, in the development of innovative solutions with high potential to reinvent the way in which that is educated and learned, through the use of exponential technology. This document corresponds to the Bases of the Enrollment for the IFE LAUNCH 2023 program.

## **OBJECTIVE OF THE ENROLLMENT**

Strengthen the *Edtech* entrepreneurship ecosystem in Mexico and Latin America and the generation of economic and social impact in the region, through the attraction of innovators interested in transforming the educational field, to support and guide them in the development of edtech solutions, from validation from a functional prototype to starting sales as a market launch.

## **ACEPTACIÓN DE LAS BASES**

ITESM may freely update or unilaterally modify these Bases at any time. In such a case, although it is not obligated, ITESM will notify the Applicants by email to the email address provided in the online Application form. If, after the modification of this enrollment, the Applicant does not agree and/or does not accept the modifications made to the enrollment, they may request that their Application be excluded from consideration, by sending an email to [cesar.sanchez@tec.mx](mailto:cesar.sanchez@tec.mx) with copy to [marisoldia@tec.mx](mailto:marisoldia@tec.mx) . If you do not communicate your intention to exclude your Application from consideration, it will be understood that the Applicant agrees and agrees to be bound by the Terms of the Enrollment. It is the responsibility of the Applicants to review these Bases of the Enrollment before applying to the IFE LAUNCH 2023 program.

ITESM reserves the right to cancel, modify, or proceed to suspend the application process or to leave the number of selected candidates vacant in any of the selection stages that it deems appropriate, without further responsibility for it.

It is the responsibility of all Applicants to comply with the Bases established herein. The sending of the information, data and/or documentation required to apply to the IFE LAUNCH 2023, will be considered as an irrevocable acceptance of these Bases.

The data provided by the Applicant must be correct, truthful and complete, assuming all responsibility for the lack of veracity or accuracy thereof. In the event that the data provided by an Applicant is false, inaccurate or misleading, ITESM will be empowered, without prejudice to other legal measures at its disposal, to withdraw, deny or suspend the rights granted to the Applicant by these Bases.

The Applicant accepts that ITESM has final authority with respect to the Application and during the selection process of the Applications.

## **PROFILE AND PARTICIPATION REQUIREMENTS**

Any natural person, national or foreign, who already has a functional prototype, whether young or elderly, any gender, with or without business experience, may participate in the enrollment, as long as they meet the requirements established below:

- Be of legal age and with legal capacity to be bound in accordance with Mexican legislation.
- Legal capacity to travel to the United States.
- Have demonstrable fluency in Spanish and English.
- In the case of teams, all members must meet the first requirement, and additionally at least one team member must demonstrate fluency in the

Spanish language.

- Have a valid email address and access to a computer device connected to the Internet: PC/laptop, tablet or smartphone, with an office suite that allows opening files in DOC/DOCX/TXT/XLS/XLSX/PPT/PPTX/PDF format , among others.
- Have the motivation and genuine interest in solving any problem in the education sector through the development of educational solutions based on the applications of discoveries and/or scientific or technological developments.
- Be willing to be challenged, question and explore assumptions and ideas of one's own and others, listen actively, train through self-study, and be curious and inquisitive.
- In case of having a functional prototype at the time of applying, it must be created more than 3 years ago and be the absolute property of the Applicant.

Applications will be automatically excluded from this enrollment:

- If the application does not meet the requirements of this enrollment.
- Intentions of developing ideas or projects focused primarily on sectors other than education.
- The sub-projects or sub-ideas of innovation of companies solidly established in Latin American territory.
- If it violates legislation, morality or the environment.

The IFE LAUNCH 2023 enrollment will admit the Application both individually and by teams. The teams must select from among their members a single representative, designated and authorized to act on behalf of the team, act as a valid interlocutor for the purposes of communication with the rest of the team and link them to these Bases and the Privacy Notice of this convocation. The only representative designated and authorized by a team (hereinafter, the "Applicant") may not act as a representative of any other team applying to this Enrollment, thus avoiding any conflict of interest.

ITESM may, at its sole discretion, consider applications that do not meet one or more of the aforementioned requirements.

## BENEFITS OF THE IFE LAUNCH 2023 PROGRAM

The services and benefits that the ventures selected for the IFE LAUNCH 2023 program will be able to access include, but are not limited to:

SERVICIO	DESCRIPCIÓN
Visit to Silicon Valley	The objective is to bring the entrepreneur closer to the most important investment ecosystem. In conjunction with the San Jose State University, a bootcamp of workshops and visits will be held for 5 days. Airfare, transportation, lodging, breakfast and lunch expenses will be covered by the program for 1 member of the entrepreneurial team. Dates to be defined.
Scientific experimentation process	The objective is to experience the educational technologies with students, professors and collaborators of the Tecnológico de Monterrey to validate their operation. At the end of this process, a scientifically valid report on the results of the process will be written.
Mentors	The objective is to support and monitor both the processes of raising investment and improving the product. Each Startup will have 10 hours with experts to be used in a personalized way.
IFE Conference	They will have 1 access to the IFE Conference, one of the most important events in educational innovation, where they will connect with university directors and investors. The event is in Monterrey, Mexico. The expenses corresponding to flights, lodging, breakfast, lunch and dinner will be covered by the program. The event is from January 23 to 25, 2024.
Stand at the IFE EdTech Summit	The objective is to promote and connect with the Mexican ecosystem in education. Each Startup will have an exclusive stand in the EdTech Park within the IFE EdTech Summit.  The IFE EdTech Summit is an event within the IFE Conference focused on investment and exposure to the educational entrepreneurial ecosystem.
Demo Day in IFE EdTech Summit	The objective is to promote and connect with the Mexican ecosystem in education. Within the event they will have the opportunity to pitch in front of a live audience to receive valuable feedback for their startup.
Bootcamp of the ecosystem	The objective is to learn about impact measurement and investment survey. After the IFE Conference, a bootcamp will be held with entrepreneurs from the ecosystem. Dates January 26 and 27, 2024. Accommodation, breakfast, lunch and dinner expenses will be covered by the program.
Link-up	Approach to different areas of the Tecnológico de Monterrey in order to generate projects, develop pilots and/or commercial relationships.

To receive the services and benefits of the program, the selected Applicants must

sign a SERVICE PROVISION AGREEMENT FOR THE IFE LAUNCH 2023 PROGRAM, where the rights and obligations of the parties will be established.

## PROGRAM ACTIVITIES

In order to ensure the adequate advancement of the selected applicants and the fulfillment of the objectives of the program, during the period of the program, the Selected applicants or at least one member of their team must actively participate in the activities listed below:

- **Intro Day:** Introduction to the IFE LAUNCH 2023 program, where the selected applicants will be able to meet and interact virtually with the team in charge of the program and the official calendar of the program.
- **Discussion:** To promote the establishment of meaningful interaction of the members of the IFE LAUNCH 2023 community and the exchange of experiences and knowledge, the selected applicants must share their progress with their direct support network at least once a week, through of the selected channel (WhatsApp).
- **Report progress** on the EOS platform for project monitoring.
- **Monthly follow-up meetings** to see progress and questions about the program.
- **Asynchronous Resources.** The training resources, which include but are not limited to videos, presentations, step-by-step guides, key questions per module, templates and tools, will be available 24/7, that is, 24 hours a day, 7 days of the week (except for unforeseen problems in the training platform).

En casos fundados, y excepcionalmente, ITESM podrá autorizar a los postulantes aceptados el no participar en alguna de las actividades antes mencionadas, y determinar las medidas necesarias para asegurar el cumplimiento de las metas del programa.

## NUMBER OF APPLICATIONS TO BE ACCEPTED IN THE PROGRAM

This Enrollment is looking for 8 edtech startups, which will be selected based on the process described in the following section.



## SELECTION PROCESS

The selection of the Projects will be carried out in 3 stages by a team made up of ITESM collaborators, as well as allies and strategic partners (hereinafter "Selection Committee").

The decision made by the Selection Committee, in each of the 4 stages, will be communicated to the Applicants on the dates indicated in the "RELEVANT DATES" section. All notifications will be sent to the Applicant's email as entered in the online Application Form. The Applicant is responsible for checking their email regularly, verifying the information provided and sharing said information with the rest of the members of their team if applicable.

The stages of selection of applications are:

### **Early stage: "Application"**

All individuals or teams interested in joining the IFE LAUNCH 2023 program must complete and submit, in a timely manner, the online Application Form available at [www.edtechlaunch.com](http://www.edtechlaunch.com). The Applicant must complete all applicable sections and provide all information, documentation, videos and images in the form or format specified in each question. To find out the application deadline, see the "IMPORTANT DATES" section.

By completing and submitting the online Application Form, the Applicant warrants that:

1. Has been authorized to act on behalf of and on behalf of the members of his team and bind them to these Bases and to the Privacy Notice of this enrollment, if applicable;
2. All information you provide in connection with the IFE LAUNCH 2023 program is accurate, truthful, and complete; and
3. All its decisions, actions and/or omissions do not interfere or infringe the intellectual property rights of a third party or do not infringe any rule of any kind. Under no circumstances will ITESM be liable, to the Applicant or any third party, for any errors or omissions, or for direct, indirect, incidental, special, exemplary or consequential damages (including, among others, those corresponding to the obtaining of goods or services from replacement; loss of use, data or profit; or business interruption), however caused and which theory of liability applies, whether in contract, strict liability or tort (including negligence or other), arising in connection with and/or in connection with the IFE LAUNCH 2023 program, even if ITESM had been advised of the possibility of such damages or could reasonably have foreseen the possibility of such damages.

## **Second stage: Evaluation of Applications**

The Selection Committee will analyze the Applications based on the following criteria:

- **APPLICANT PROFILE:** Self-knowledge, relevant background, qualities, aptitudes and alignment with the program.
- **CLARITY OF VISION AND MOTIVATION:** clear sense of purpose, deep motivation to create lasting and meaningful change in education, and use the program offering to produce future impact, through the development of an edtech solution.
- **COMMITMENT AND DISPOSITION:** Interest in self-managing their learning and actively contributing to a community aimed at enriching their own work and that of others and the achievement of objectives through the exchange of ideas and the creation of support relationships.

The decision made will be communicated to the Applicants and sent to the Applicant's email address as entered in the online Application Form. The Applicant is responsible for checking their email regularly, verifying the information provided to them and sharing said information with the rest of the members of their team.

The reasons for this resolution are exclusive to the Selection Committee, without further responsibility for them and/or for the companies to which they belong. The collaborators in charge of the program are not obliged to communicate the reasons that motivated their resolution, nor to provide any type of feedback to the Applicants.

## **Third Stage: Interview**

The applicants selected for this stage will be notified by means of the email provided and a virtual interview will be requested (the platform will be indicated at the time of selection) where an interview will be carried out to get to know the applicants in depth and the postulated entrepreneurship.

In the absence of a response within the previously established term, ITESM will assume that the Applicant in question rejects ITESM's offer and invitation to join the IFE LAUNCH 2023 program.

## **Fourth Stage: Notification of Acceptance and Formalization of Participation**

The 8 applicants accepted in the IFE LAUNCH 2023 program will receive a draft of the SERVICE PROVISION AGREEMENT FOR THE IFE LAUNCH 2023 PROGRAM, for review and validation. Applicants who decide to accept our offer will have 7 calendar days (from the date of notification of our offer) to request modifications to the Contract and send by email a copy of the legal information listed below:

- MORAL PERSON:
  - Constitutive Act/Law Decree
  - Power of Attorney of the Legal Representative (this can come within the Constitutive Act)
  - RFC of the Moral Person or the equivalent to the tax identification card of the country where the company was incorporated.
  - Official Identification of the Legal Representative.
  - Proof of Address of the Legal Entity.
- NATURAL PERSON:
  - Official Identification
  - RFC or the equivalent to the tax identification card of the country of origin
  - Proof of Address

In the absence of a response within the previously established term, ITESM will assume that the Applicant in question rejects ITESM's offer and invitation to join the IFE LAUNCH 2023 program.

Counting on all the legal background, the CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM will be drawn up, in Spanish and/or English, to be entered into between the selected applicant and ITESM, a document in which the rights and obligations will be stated. of the parts. The CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM will be made available to the Applicant, for his signature, within a period of 7 days from the receipt of the legal information.

The Applicant must deliver the SERVICE PROVISION AGREEMENT FOR THE IFE LAUNCH 2023 PROGRAM signed within a term of no more than 5 calendar days, counted from the delivery of the SERVICE PROVISION AGREEMENT FOR THE IFE LAUNCH 2023 PROGRAM to the Applicant. The acceptance of the Applicant to the IFE LAUNCH 2023 program is conditioned to the signing of the CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM. In the event that the Applicant decides not to sign the Contract, he or she will be disqualified from the Enrollment.

Once the CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM has been signed, a member of the team in charge of the program will contact the Applicant to give them access to the Tecnológico de Monterrey platform in EOS and relevant information about the program.

## IMPORTANT DATES

Stage and Dates
Opening of the Enrollment May 15, 2023
Closing of the Enrollment June 30, 2023
Evaluation of Applications - July, 2023

Notification of Acceptance to the Program - July, 2023
Deadline for formalization of participation - August, 2023
Start of Program - August 7, 2023

The end of the Program will be in March, 2024

The aforementioned dates will be duly published on the website [www.edtechlaunch.com](http://www.edtechlaunch.com) Notwithstanding the foregoing, ITESM reserves the right to modify them without further liability if it deems appropriate. In such an event, the changes will be timely reflected on the website and in these Bases.

## **DECLARATION OF APPLICANT PROJECTS**

By applying to one of our online open cohorts, the Applicant warrants to ITESM that:

- Has been authorized and is responsible for the strategic leadership of the functional prototype, to act on behalf of and on behalf of the Project, and link said Project with these Bases and with the Privacy Notice of this enrollment;
- Is of legal age and with full legal capacity to be bound under Mexican law;
- All information that he provides in connection with the IFE LAUNCH 2023 program is accurate, truthful, and complete;
- All the information that you provide in relation to the IFE LAUNCH 2023 program is your authorship/property and/or you have the free disposal of any ideas, images or any other element that you incorporate in your Application;
- Has the consent of those third parties whose personal data is provided in the enrollment and/or in relation to the IFE LAUNCH 2023 programme;
- The information provided does not contain confidential information or industrial secrets of the Applicants and/or third parties;
- None of its decisions, actions and/or omissions interfere or infringe the intellectual property rights of a third party or do not infringe any rule of any kind;
- Under no circumstances will ITESM be liable, before the Applicant or any third party, for any error or omission, or for direct, indirect, incidental, special, exemplary or consequential damages (including, among others, those

corresponding to the obtaining of goods or services loss of use, data, or profit; or business interruption), however caused and which theory of liability applies, whether in contract, strict liability, or tort (including negligence or otherwise), arising out of, related to and/or connected with the IFE LAUNCH 2023 program, even if ITESM had been advised of the possibility of such damages or could reasonably have foreseen the possibility of such damages;

- You will assume any taxes that may be derived from your participation in this enrollment and/or in the IFE LAUNCH 2023 program;
- Under no circumstances will ITESM be liable, before the Applicant and/or any member of their team or any third party, for any error or omission, or for direct, indirect, incidental, special, exemplary or consequential damages (including, among others, the corresponding to obtaining replacement goods or services; loss of use, data or profit; or business interruption), however they occurred and the theory of liability that applies, whether in contract, strict liability or tort (including negligence or otherwise), arising in connection with and/or in connection with the IFE LAUNCH 2023 program, even if ITESM had been advised of the possibility of such damages or could have reasonably foreseen the possibility of such damages ;
- If selected, the Applicant or at least one member of their team will actively participate in the IFE LAUNCH 2023 program and all the consultancies, mentoring, tutorials, training, delivery of advances according to the indications of "ITESM".
- If selected, the Applicant will provide "ITESM" with the information that it requests related to the incubation program, its results, and will allow "ITESM" to use said information for statistical purposes, even after their participation ends. the program.
- If selected, the Applicant will register their incubation project in the digital portal indicated by "ITESM", as well as, if applicable, use those electronic platforms indicated by "ITESM" for communication between "THE PARTIES".

ITESM reserves the right to automatically terminate any Candidate who defrauds, alters or fails to comply with the regulations of the selection or incubation process, who performs improper practices for any purpose not established in this contract, such as the use of privileged information. , tampering, etc. and/or use any type of practice that may be considered contrary to the spirit of ITESM, current legislation, public order, ethics and good customs.

In case of non-compliance with the commitments assumed in these Bases, the Applicant will be liable for the damages and losses that their decisions, acts or omissions could cause to ITESM. The extent of this responsibility will extend to the consequences.

## **CONFIDENTIALITY**

ITESM will not be obliged to keep any confidentiality regarding the information sent by the Applicants, without prejudice to the provisions of current Mexican legislation on the protection of personal data. Apart from the foregoing, ITESM may offer Applicants in the second-third selection phases the possibility of entering into a confidentiality agreement in order to share more information and details about the content of their proposals.

What is expressed in these Bases in no way prevents ITESM from developing similar projects or businesses, alone or with other entrepreneurs or partners, based on technologies, products, services or ideas developed by it, its associates or other entrepreneurs. In such an eventuality, ITESM must always observe the confidentiality to which it is bound by this act.

All the data requested in the online Application Form and in relation to the IFE LAUNCH 2023 program, which are applicable to the Applicant, are mandatory for its completion, and are considered essential for the development of the Application process.

## **INTELLECTUAL PROPERTY RIGHTS**

- The Applicants authorize ITESM the right to review and analyze the Application by itself or by the evaluators and judges determined by ITESM.
- ITESM does not claim any ownership of the information provided by the Applicant in relation or connection with this enrollment and/or any intellectual property disclosed by the Applicant in relation or connection with their participation in the IFE LAUNCH 2023 program. The Applicant does not assign the ITESM rights to any patent or patent application related to the information, technology, data, etc., described by means of the application form.
- The selected Applicants authorize ITESM to use the name and title of their project, for the maximum period of time legally established, to be mentioned on the website of the incubation program and/or ITESM or in any related channel or format in any way. way with them, as well as for its reflection in the historical archives and supports of various kinds of ITESM.
- The selected Applicants authorize ITESM to publish on the website of the incubation program and/or ITESM or in any channel or format related in any way to them, a concise summary of the proposal (provided by the Applicant himself in the application form). participation), and accepts that visitors to the web page of the incubation program and/or ITESM or in any channel or format related in any way to them, have access to said information in accordance with the conditions of use of said web page .

- The selected Applicants accept that nothing in these Bases authorizes or gives them the right to use the ITESM brands and logos, nor those others that are their property, without their express and written consent. Notwithstanding the foregoing, the selected projects may use the generic name “With the support of the Tecnológico de Monterrey (ITESM)”. Said right may be denied by ITESM at any time.
- The Applicants and the ITESM agree that the signing of the CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM does not grant them any license or any type of right regarding the "Intellectual Property" of the opposing party, including those recognized by the legislation and to the information about the business idea of the Applicants. Therefore, they undertake not to use, market, disclose to third parties, distribute, give away, or in any other way dispose of any development carried out by the other party, nor of any material or excess material that is the result of Intellectual Property, without having prior written permission from the owner.
- Applicants accept and acknowledge that all material and/or resources provided by "ITESM" for the fulfillment of the objectives of the program are the property of the latter and/or its partners and their application and/or acceptance to the program does not give any right over said materials and/or resources.
- The Applicants and the rest of their team undertake not to reproduce without permission from the owner any type of material that would have been provided by ITESM or its partners under the IFE LAUNCH 2023 program.
- The Applicants undertake not to make, believe or assume the existence of an association or relationship between the Applicant and the "ITESM", or that access to a product and/or the provision of a service is carried out under certain rules, license or authorization of "ITESM". The Applicants release "ITESM" from all responsibility towards third parties, for any violation of copyright and property rights committed by "ITESM" as a result of their participation in the program.

## **BRANDS**

The selected Applicants may use the ITESM logo for their commercial activities and inform third parties that the company has ITESM as a partner, if applicable, only after having submitted it for approval to ITESM, who will give their authorization in writing or by email, through their legal representatives. Without that authorization, the aforementioned is absolutely prohibited.

ITESM may disseminate, freely and without limitations of any kind, mentioning authorship when appropriate, all non-confidential information about the selected Projects. In the same way, the selected projects, through the Applicant, themselves authorize ITESM so that, within the periods indicated in the CONTRACT FOR THE PROVISION OF SERVICES FOR THE IFE LAUNCH 2023 PROGRAM, they can use their name and image in advertising material. related to this Application and/or the activities that you deem pertinent.

## **TRANSIENT**

Any matter not provided for in these operating rules and special cases will be resolved by the team in charge of the IFE LAUNCH 2023 program.

If any provision of these Bases is invalid, null, illegal or unenforceable, this will not affect the validity and validity of the remaining provisions and the invalid, null, illegal or unenforceable provision will be interpreted in the manner that most closely approximates the object and purpose. of these Bases.

## **CONTACT**

For further information, suggestions and possible complaints, please write to [cesar.sanchez@tec.mx](mailto:cesar.sanchez@tec.mx) with a copy to [marisoldia@tec.mx](mailto:marisoldia@tec.mx)

## **NOTICE OF PRIVACY**

### **Identity and address of the Responsible**

The person responsible for the processing of the personal data that you provide is the Instituto Tecnológico y de Estudios Superiores de Monterrey (hereinafter

"ITESM") with address located at Av. Eugenio Garza Sada Sur No. 2501, Colonia Tecnológico in Monterrey, Nuevo León. C.P. 64849.

### **Personal data and sensitive personal data processed by ITESM**

ITESM, as part of its participation in the **IFE Launch PROGRAM**, will collect and process personal contact, identification, labor data and information related to the startup with which it participates.

On the other hand, we inform you that ITESM will collect and process personal identification and contact data of the people that you indicate as co-authors (co-founders) of the startup and of third parties whose personal data you provide voluntarily. Thus, by providing personal data, you acknowledge having their consent for ITESM to process them to fulfill the primary and necessary purposes indicated in this notice.

Likewise, we inform you that, to comply with the primary and necessary purposes indicated in this Notice, ITESM will not collect or process sensitive personal data.

### **Primary purposes**

ITESM may process your personal data to fulfill the following primary and necessary purposes:

- To register and manage your participation as an applicant for the enrollment.



- To contact you in order to provide you with information regarding your participation, follow-up and/or results of your application in the enrollment.
- In case your startup is accepted to the IFE Explora program, to provide and manage the services, discounts and benefits described in the enrollment.
- To contact you in order to know your perception and learning as an applicant in the enrollment and/or as an accepted startup.

We inform you that you cannot oppose ITESM to cease the processing of your data for the primary and necessary purposes, previously mentioned, by virtue of the fact that the processing is necessary to comply with the obligations derived from your participation in the project.

### **Secondary purposes**

We inform you that ITESM will use your personal information for the following secondary purposes, which, even when they are not necessary for your participation in the project, allow us to provide you with better service:

- Where appropriate, to invite you to participate in other enrollments.

### **Transferencias**

ITESM will not transfer your personal data to any third party.

### **ARCO rights and/or revocation of consent**

You or your legal representative may exercise any of the rights of access, rectification, cancellation or opposition (hereinafter "ARCO rights"), as well as revoke your consent for the processing of your personal data through email and following the procedure , requirements and deadlines for the exercise of your ARCO Rights and/or revocation of consent from our website:

<https://tec.mx/es/derechos-arco-yo-revocacion-del-consiento>.

Take into consideration that for the revocation of your data, we will not always be able to attend to your request or terminate the use immediately, since it is possible that due to some legal obligation we need to continue processing your personal data. Likewise, you must consider that for certain purposes, the revocation of your consent will imply that you will not be able to continue participating in the project.

### **Limitation and/or Disclosure of your data**

When you have provided your data electronically and the form does not have the option to state that you do not want your personal data to be processed for any or all of the secondary purposes, you have 5 (five) days from the day you provided your personal data so that you send us your official identification to the email: [datospersonales@itesm.mx](mailto:datospersonales@itesm.mx) and indicate in the body of it: your full name, the project in which you participated, the date on which you provided your personal data, the

organizing campus of the project and for what secondary purpose(s) you wish to limit the use and/or disclosure of your data. In the event that the aforementioned period has exceeded, we ask you to follow the process indicated in the section: "ARCO Rights and/or revocation of consent" of this Privacy Notice.

### **Use of Cookies**

We inform you that on some of our internet pages we use cookies and other technologies, through which it is possible to monitor your behavior as an internet user, as well as provide you with a better service and experience when browsing our page.

The personal data that can be obtained through the use of these technologies are the following: Identifiers, username and passwords of a session, region in which it is located, type of browser, type of operating system, date and time of start and end of a session, web pages visited, searches performed and publicity reviewed. These technologies may be disabled by following the procedures of the Internet browser you use.

### **Changes to the Privacy Notice**

ITESM reserves the right to modify the content of this Privacy Notice at any time. Additionally, although it is not obligated, ITESM will notify you of any change to this Privacy Notice through an email sent to the email address that you have provided in the Application form.

Date of last update: 08/05/2023