



## INFORMATION FOR APPLICANTS

The Monthly Barometer is inviting any start-up at the confluence of technology and nature-based solutions to compete for its good4nature annual award – an international prize for a nature-positive economy.

### TIMELINE

- Early April – end June 2021: Expression of interest from start-ups
- Mid-May – end-July 2021: screening of applicants
- Mid-August: all applicants are informed of whom the six finalists are
- Monday 16 August: the six finalists are formally invited to participate at the MB Summit of Minds in Chamonix (17 – 19 September)
- Mid-August – mid-September: screening of finalists and complimentary training
- Saturday 18 September: 6 finalists pitch MB Summit of Minds’ participants collectively before the winner is announced on the occasion of the Gala dinner

### HOW DOES THE SCREENING WORK?

Three companies / organisations perform the initial screening of all applicants: the Monthly Barometer (under the supervision of Thierry Malleret – its managing partner), OneRagtime (a venture platform, under the supervision of Stéphanie Hospital – its Founder and CEO), and University of Surrey (under the supervision of Professor Graham Miller – its Pro-Vice Chancellor and Executive Dean).

The initial screening relies on a simple methodology: based upon the information provided on the start-up’s website and any other information it wishes to provide. The evaluators then rank each start-up from 1 (very low) to 5 (very high) with regard to their:

- ‘Investibility’
- Innovativeness
- Relevance

The six start-ups that accumulate the most points are those invited to the MB Summit of Minds. Six Executive MBA or MBA students from HEC (a French Business School) and University of Surrey will undertake the second screening (of finalists). From mid-August to the second week of September, they will interview the founder / management of each start-up and possibly its investors and clients to evaluate its attractiveness based on a proprietary methodology. The jury will use their evaluation sheet to select the winner.



## BENEFITS FOR THE SIX FINALIST START-UPS

- The six finalists are invited to participate at the MB Summit of Minds in Chamonix (17-19 September 2021) free of charge.
- The Summit of Minds is a “pitch-free” event, but an exception is made for the six finalists who are given an official slot to pitch investors just before the Gala dinner on Saturday 18 September.
- In the two weeks preceding the Summit, each start-up is offered access to free training sessions from a professional investor and media leader on how to best pitch.
- The winner will receive one year of coaching and mentoring with senior business leaders and investors drawn from the network of the Monthly Barometer.
- Complementary access to the professional certification process of the [IUCN](#) Global Standard on Nature-Based Solutions.
- All past finalists of the Tech4Good prize have accessed private capital.

## FURTHER INFORMATION

If you are interested in learning more about the selection process and the methodology underpinning the award, or in getting involved with the good4nature international prize, please get in touch:

Thierry Malleret – [thierry@monthlybarometer.com](mailto:thierry@monthlybarometer.com)

Camille Martin – [camille@monthlybarometer.com](mailto:camille@monthlybarometer.com)

Anaëlle Castagné – [anaelle@summitofminds.com](mailto:anaelle@summitofminds.com)