



AMA WATER AND YUNUS SOCIAL BUSINESS BRAZIL INVITE ENTREPRENEURS TO “AMA ACCELERATOR – INNOVATION FOR ACCESS TO WATER”

1. PRESENTATION

AMA is Ambev’s mineral water that allocates 100% of its profits to water access projects. Launched in early 2017, it is the first social business of a large company in Brazil. Ambev is an Anheuser-Busch InBev (AB-Inbev) company.

Until today, AMA has supported seven different water access projects in the Brazilian semi-arid region, investing around US\$ 170,000 and impacting the lives of more than 6,000 people. For more information, visit the website: <http://aguaama.com.br/>.

In a continuing effort to find innovative businesses looking for solutions that address the problem of access to water, AMA has partnered with Yunus Social Business to launch the **AMA Accelerator - Innovation for Access to Water**: a business accelerator focused at innovative initiatives that solve the problem of access to water in its diverse challenges.

We therefore invite your organization to participate in the selection process of the first edition of the **AMA Accelerator - Innovation for Water Access**.

2. INITIATIVE AND EXECUTION

Initiative: AMA

Execution and Implementation: Yunus Social Business Brazil

Yunus Social Business is a global company expert in training and accelerating entrepreneurs under the principles of Social Business, which means to seek:

- Social / Environmental Impact;
- Financial Sustainability;
- Scalability / Replicability;
- High potential entrepreneurs.

3. GOAL

Strengthen and accelerate businesses that have solutions to the problem of access to water, in its most diverse challenges (collection, distribution, treatment, among others).

4. GUIDELINES



- Promote impact solutions (self-sustaining, scalable and replicable) for the problem of access to water;
- Adopt technologies as a solution or part of the solution to the socio-environmental problem;
- Applicable to the context of Brazilian semi-arid region.

5. PARTICIPANTS

Entrepreneurs from all over the world (individual / legal) who have innovative and prototyped solutions that aim to improve the living conditions of people who do not have access to water are eligible to participate.

6. CONDITIONS

Participation in the selection process of **AMA Accelerator - Innovation for Access to Water** is totally free.

Registration must be done by the entrepreneur himself or by his formally authorized attorney, through the website: <http://bit.ly/amaaccelerator>.

Will not be accepted as proponents of the selection process of **AMA Accelerator - Innovation for Access to Water**, entrepreneurs, individual or legal, who have, among their directors or employees, spouses or relatives up to the second degree of employees of Ambev and Yunus Social Business Brazil.

7. PROGRAM

The program consist in workshop and mentoring sessions that will take place in the period of 3 months, distributed as follows:

- 3 (three) workshops, in group, to be held in the city of São Paulo (Brazil), in the months of October and December, 2017 and January, 2018;;
- 1 (one) field immersion, in group, in a semi-arid city of Brazil, to be defined later, in November, 2017.

1 st Workshop: October 25, 26 and 27, 2017
Field Immersion: November 22, 23 and 24, 2017
2 nd Workshop: December 6, 7 and 8, 2017
3 rd Workshop: January, 31 and February, 1 st and 2 nd , 2018



- 1 (one) face-to-face or virtual meeting per week, in a place to be defined by the entrepreneurs and the Yunus Social Business team, during the months of November and December, 2017 and January, 2018.

If any changes on workshops and field immersion dates make it necessary, the selected entrepreneurs will be informed in advance.

8. REGISTRATION

Registration will be open from 10 a.m. on September, 5 (Brasilia time - GMT-3) and will run until October 6, 2017 at 11:59 p.m. (Brasília time – GMT-3).

Entries can only be made through the website: <http://bit.ly/amaaccelerator>, by completing the electronic form. The interested party must complete and send electronically the online application form through the website.

The information provided in the online registration form will be used for every important communication that is considered necessary by the organizing committee. The lack of this data, or the impossibility of communication by the organizers, will be the responsibility of the entrepreneur.

The proponent should be solely responsible for the authorship of the project (s) and will be responsible, including in court, for any questioning made by third parties, regarding the information provided to AMA and Yunus Social Business Brazil.

The result of the selection process will be announced, on a date to be defined, directly to the candidates.

AMA and Yunus Social Business Brazil disclaim, with the express agreement of all the entrepreneurs, of any responsibility in the event of the occurrence of technical, electrical, unforeseen, fortuitous or force majeure problems that may, temporarily or definitively, prevent or change the disclosure of any content of the process of this announcement for **AMA Accelerator - Innovation for Access to Water**.

The simple act of registration in the **AMA Accelerator - Water Access Innovation** selection process has the character of an irrevocable and irreversible adhesion of the entrepreneur to all the rules of this announcement.

9. SELECTION CRITERIA

A commission composed by experts from Yunus Social Business Brazil will carry out the qualification of registered projects. Qualified projects will go to the Selection phase.



The selection of the projects will be carried out by a Selection Committee, composed by experts from Yunus Social Business Brazil and AMA professionals, evaluated according to the following criteria:

- Product/service already tested or prototyped;
- Socioenvironmental impact;
- Financial sustainability forecast;
- Entrepreneur and/or team;
- Replicability in the Brazilian semiarid context.

The selection committee may not include any entrepreneur who has submitted a project to this selection, nor their relatives until the second degree.

The Commission will select up to 05 (five) businesses considered eligible to participate in the acceleration program and will also decide on the subsequent classification, defining the list of replacements, in order of priority, in case of any withdrawals or impediments. The final decision of the Selection Committee is unappealable and unquestionable.

10. COMMITMENTS

Selected entrepreneurs must pledge to fully participate in all acceleration process and events indicated by AMA and / or Yunus Social Business Brazil, including all workshops and meetings. Each selected business can send a maximum of two entrepreneurs to be part of the program.

Entrepreneurs must also be responsible for transportation, lodging and / or food expenses to participate in this acceleration program. The only cost that are of responsibility of the organizers are those related to the field immersion stage, on November 22, 23 and 24, as described at item 7 of this announcement.

AMA and / or Yunus Social Business Brazil do not pledge to make financial investment on the accelerated projects. However, there is the possibility of seed money investment at the end of the acceleration process and therefore, if interest is shown, this process will be treated independently from this acceleration program.

11. GENERAL INFORMATION

Selected entrepreneurs assume full responsibility for any claims from third parties that feel prejudiced by their participation in the present process of selection of **AMA Accelerator - Innovation for Access to Water**.



Entrepreneurs, from now on, authorize the use of their names, images and voices, in any divulgation or communication related to the selection process of **Accelerator AMA - Innovation for Access to Water**.

Any doubts, divergences or situations not foreseen in this announcement will be evaluated and decided by AMA and Yunus Social Business Brazil, whose decision is sovereign and unrepeatabe.

AMA and Yunus Social Business Brazil reserve itself the right, at its sole discretion, to change the terms of this announcement, informing the participants of the changes in advance, through this email address: aceleradoraama@yunusnegocioscios.com, always being guided by legality and respect for all entrepreneurs.

For any further questions regarding this announcement, please contact through the e-mail address: aceleradoraama@yunusnegociossociais.com.