



ECR Retail Loss Challenge 2018 – FAQs

Who are ECR Community Shrink & OSA?

The ECR Community Shrink & OSA Group is a retailer-manufacturer working group focused on creating imaginative new ways to better manage the problems of on-shelf availability, shrink and food waste across the industry. Visit <https://ecr-shrink-group.com/page/home> for more information.

Who can apply?

Applications are welcome from companies who meet the following criteria:

- You have a multidisciplinary team with strong technical and business skills
- Your business model and customer segment are clear
- You have some initial market traction, or you have developed your Minimum Viable Product (MVP)
- Your technology is unique, strong and applicable
- Your solution clearly answers one or more of the challenge briefs
- You are able to attend the challenge pitch day in London on 21 June 2018

I am not a startup - can I still apply?

Yes, applications are open to any innovative companies with solutions that directly answer the challenge briefs, providing they meet the criteria outlined above. If in doubt, please contact info@ecr-shrink-group.com for guidance.

Can you explain the application process?

Applications must be submitted by completing the online form on the ECR Community Shrink website. You will need to answer questions about your company, team and fit with these briefs.

Applications close on 4 May and will be reviewed by a panel of industry leaders. Successful applicants will be notified by 1 June and invited to attend the challenge pitch day in London on 21 June 2018.

What criteria will applications be assessed against?

Applications will be reviewed against the following criteria:

- Challenge fit - Does this idea solve the original brief and deliver a tangible solution to the challenge?
- Scalability - Is the idea presented scalable beyond an initial pilot? Can the technology scale? If the store trial is successful then is it commercially scalable?
- Quality of team - Is the team capable of delivering a quality pilot and scaling the solution. Does the team have capacity to execute to a high standard?
- Business Case - Is the idea commercially viable and offering good value for money versus other opportunities and technologies available?
- Broader impact - Does the solution have a broader impact beyond solving this specific retail loss challenge? How else might it improve customer experience &/or simplify operations?

Do you need to see a business plan?

No, please just complete the online application form.

What will happen at the challenge pitch day?

The pitch day will take place in London on 21 June. Applicants will have 5 minutes to deliver their pitch, followed by 10 minutes of questions from the judging panel. Judges will then decide which of the applicants they would like to run a store trial with.

Will I have an opportunity to demo my solution?

Successful applicants may be invited to join a demo showcase in London on 20 June. Details will be provided.

Who are the challenge judges?

The judging panel comprises retail loss leaders from the following retailers: John Lewis, Tesco, Lidl, Sainsburys, Ahold Delhaize.

Can participating companies be selected to run a store trial or pilot with more than one retailer?

Retailers reserve the right to partner with any company, so there is a possibility that a participant could work with multiple retailers in the future.

Will my company receive investment?

No, there is no investment at this stage, However, should store trials be successful retailers reserve the right to discuss investment opportunities.

Will the trial/pilot be funded by the retailer?

Yes, details will be discussed directly on a case by case basis with the retailer once companies have been selected.

When will the store trial take place?

This will depend on the retailer and the specifics of the store trial/pilot. The ambition is that all store trials will be complete by June 2019.

If I am selected to join the pitch day am I guaranteed a store trial/pilot?

No, there is no guarantee that you will secure a store trial/pilot. This will depend on how relevant, viable and scalable your solution is. Please see judging criteria for more information.

Is it mandatory to pitch in person?

Yes, selected applicants must be able to attend the challenge pitch day in person in London on 21 June. We do not offer the option of pitching remotely.

What happens if the store trial is successful?

There is no guarantee of further engagement with the retailer after the store trial. But our ambition is that successful trials will enable broader collaboration with the retailer and be scaled up.

Do I have to be 18 or over to respond to briefs or apply for mentorship?

As the applicant, you must be at least 18 years old as this is the legally accepted age for participating in any of our programs.

What happens if new opportunities arise after the Pilot?

In the event that the retailer wishes to collaborate with a company following a successful pilot, both parties will enter into a new agreement on a case-by-case basis.

Can I submit confidential information as part of my application?

Throughout the process, we ask for only information that imposes no obligations of confidentiality for the retailer and does not breach any confidentiality obligations that you owe to others. Prior to any confidential discussions, you will be asked to sign a separate, further Confidentiality Agreement so that any confidential information, that is subsequently shared, is protected. If you submit an idea or suggestion as part of your application or during the pilot, you acknowledge that ECR, the retail company or a third party acting on its/their behalf, may have previously worked on or may be working on the same or a similar idea. By submitting your idea, you agree that we may continue to develop the idea (or a similar idea) independently of, and without acknowledging, your idea.

Will I have to enter into a contract with the retailer?

Yes, companies selected to pilot will be asked to enter into a contractual agreement directly with the retailer(s) they engage with.

Will I/we retain our Intellectual Property rights?

As part of the application process you are advised to only share non-confidential information. If confidential information is shared, this may result in your application

being rejected by third parties responsible for filtering applications. You will retain ownership of all protected IP included in your application.

Do my expenses get paid?

For the purpose of this contest, all companies are liable for their own costs, including travel, visas and other costs involved. If selected to pilot with a retailer, then you will then enter into a separate commercial agreement with the retailer.

Will the store trials only be in the UK?

No, we have partner retailers from across Europe who are seeking to run store trials with new innovative partners.