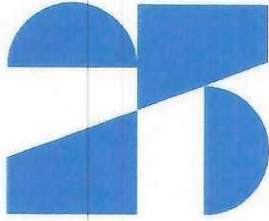


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**CELEBRATING CAMEROON
TELECOMMUNICATIONS AT 25**



BLUE TECH CHALLENGE

**National Call for Expression of Interest for the BLUE TECH
CHALLENGE**

CALL FOR EXPRESSION OF INTEREST

No. 04 /2024/DG/CAMTEL OF 21 MAY 2024

FOR THE NATIONWIDE PRESELECTION OF CANDIDATES FOR THE CAMEROON TELECOMMUNICATIONS (CAMTEL) "BLUE TECH CHALLENGE" COMPETITION

1. CONTEXT AND JUSTIFICATION

As part of its ongoing efforts to implement the prescriptions of the Head of State, and to contribute to the many initiatives undertaken by the Government of the Republic of Cameroon to develop the digital economy, CAMTEL hereby launches the "BLUE TECH CHALLENGE" competition on the occasion of the celebration of its 25th anniversary. The aim of the competition is to identify and promote digital excellence through the initiative of universities, higher institutions of learning and start-ups in Cameroon's digital economy.

2. OBJECTIVES

The "BLUE TECH CHALLENGE", initiated by the General Manager of CAMTEL, is a competition which aims to:

- Highlight the know-how of Cameroonian youth in the ICT ecosystem;
- Catalyze innovative and sustainable solutions that will be retained to strengthen the resilience of digital transformation in all sectors;
- Support all initiatives with high added value and those that bring change;
- Stimulate self-employment to mitigate the effects of youth unemployment in CAMEROON.

This will involve promoting sustainable innovation and the know-how of young Cameroonians.

The competition is expected to bring together a wide range of technological topics, aimed at boosting Cameroon's digital economy, help to attain the SND 30 objectives and lay the foundation for building a digital industry in Cameroon.

This challenge offers a valuable opportunity to Cameroonian entrepreneurs to advance their innovative solutions and contribute to a more sustainable future of CAMEROON.

3. PARTICIPATION

Eligible candidates for the "BLUE TECH CHALLENGE" competition must operate in the Information and Communication Technologies ecosystem. Candidates' projects must propose innovative solutions based on information and communication technologies, and respond either to:

- the needs of the Cameroonian populations;
- the needs of SND 30;
- the needs of CAMTEL;
- or to the needs of public administration and Regional and local authorities.

The target candidates for the "BLUE TECH CHALLENGE" competition are:

- **TECH start-ups** headed by Cameroonians, established in the 10 (ten) regions of CAMEROON with at most 5 (five) years of existence and having received no national distinction over the last two years;
- **Students and researchers** in the field of the digital economy or technological innovation **accredited by universities and institutions of higher learning** recognized by the Ministry of Higher Education;
- **Students of secondary technical establishments;**
- **Doctorate or pre-doctorate students from research laboratories** who have not received any national distinction over the last 2 (two) years and who have a prototype or an innovative project.

Applications must meet the following requirements:

FOR START-UPS

- Be a young company in the technology field, focusing on the development and commercialization of new technologies. This could include new software, hardware or even a new business model
- The promoter of the startup or project must be of Cameroonian nationality and reside in CAMEROON, and be under 35 years old.
- Be a technological start-up established in Cameroon, with an existence of no more than 5 years.
- Not having received a distinction in the last 2 years during a national challenge.

FOR UNIVERSITIES AND INSTITUTIONS OF HIGHER LEARNING OR TECHNICAL COLLEGES AND SECONDARY SCHOOLS

- Be a pupil, student, researcher or doctorate student in a secondary technical establishment, a university or an institution of higher learning in Cameroon;
- Project sponsored by the institution. Independent applications not sponsored by the institution are also accepted.
- Be at least 40 years old for doctorate and pre-doctorate students from research centers and at least 15 (fifteen) years old for pupils and students.

4. CHALLENGE CATEGORIES

4 (Four) award categories have been provided, namely:

1. Best Tech start-up award: **THE BLUE STAR AWARD** shall be awarded to the 3 (three) best first startup projects preselected among the 10 (ten) preselected in all categories;
2. The award for the best project carried out by a university or an Institution of Higher learning: **THE BLUE ACADEMIC INNOVATION AWARD** shall be awarded to the 3 (three) best projects among the 10 (ten) preselected in the category;

3. The award for the best tech start-up addressing women's problems and/or led by a woman: **THE BLUE TECH WOMEN AWARD** shall be awarded to the first startup among the 5 (five) preselected in the category;
4. The technological Innovation Award for Disabled People and/or led by a disabled person: **HANDI BLUE AWARD** shall be awarded to the first startup among the 5 (five) preselected in the category.

People with physical disabilities and women are strongly encouraged to take part.

5. COMPOSITION OF THE APPLICATION FILE

To participate in the "BLUE TECH CHALLENGE", candidates must provide an application file including:

- A summary of the technological project, describing the problem and the solution to the problem through the project, whether within the Cameroonian population, in connection with SND 30, an issue of public administration, a local community or a challenge specific to CAMTEL or linked to the environment and climate change;
- A file in video format, presenting the candidate's prototype for those who have it.
- A market study including segmentation, SWOT analysis, competitors and potential partners (financial, strategic, etc.), identification of a market opportunity;
- Description of the product or service you offer.
- Information about the management team.
- Three-year financial forecasts (business plan).
- Possibly an assessment of the impact of the problem identified, with reference to SND 30, the public administration, regional and local authorities, or the Cameroonian population.

As part of the "BLUE TECH CHALLENGE" competition, CAMTEL undertakes to fully respect the intellectual property rights of candidates on their projects and to protect new creations.

6. CONDITIONS FOR ADMITTING APPLICATIONS AND DEADLINES

Applications must be submitted primarily online on the project website accessible at <https://bluetechchallenge.camtel.cm/>. To apply online, it is important to create a user account. You will need to provide the candidate's information such as first and last name, postal address, personal email address, that of the startup, as well as the telephone number (preferably CAMTEL numbers).

Applications can also be submitted in paper format and/or in a USB key, in this case, the application file will be presented in a single envelope bearing the following wording: **"Call for Expression of Interest for the "BLUE TECH CHALLENGE"**.

Physical files can be submitted as a priority to the CAMTEL headquarters building in Yaounde, Department of Procurement and Property, Door No. 905.

Candidates residing in the regions can also submit their application file to CAMTEL Regional Departments and Representations in the headquarters of their respective regions.

The deadline for the submission of applications is 23 JUN 2024 at 3:30 p.m. prompt.

7. EVALUATION CRITERIA

Evaluation criteria are as follows for all awards:

No.	PRESELECTION CRITERIA	NOTE
1	Significant progress of the project: The project must demonstrate a successful design, have an operational prototype, and offer digital products or services already on the market or ready for commercialization.	/20
2	Marked distinctiveness of the concept, products or services: The project must be clearly distinguished by its originality and uniqueness compared to what already exists on the market.	/20
3	Fit market needs: The concept, products or services must address specific needs or problems, with tangible evidence of market interest and acceptance.	/20
4	Possibility for international expansion: The concept, products or services must have the possibility to expand beyond national borders and adapt to foreign markets.	/20
5	Significant impact on employment: The concept, products or services must have strong potential to generate jobs and contribute positively to the economy	/20
TOTAL		100

Based on these criteria, the jury will make the following preselection:

1. Award for the best Tech start-up: the 10 best projects will be pre-selected;
2. Award for the best project carried out by a university or a higher institution of learning: the 10 best projects will be preselected;
3. Award for the best tech start-up addressing women's problems and/or led by a woman: the 5 best projects will be preselected;
4. Technological Innovation Award for People with Disabilities and/or supported by a disabled person : the 5 best projects will be preselected;

Evaluation criteria at the Grand Jury level (final pitch)

No.	CRITERIA	NOTE
1	General presentation of the file	/15
2	Pitch talk and pitch desk	/20
3	Demonstration	/20
4	Innovative or original character of the project	/20
5	Economic viability	/15
6	Deployment timing	/10
TOTAL		100

These criteria are designed to evaluate not only innovation and technology, but also the social and economic impact of projects. They are aligned with the Sustainable Development Goals and the ambition to promote digital excellence in Cameroon.

6. PUBLICATION OF RESULTS

The pre-selected applications shall defend their project before the jury as a prelude to the award ceremony. The list of preselected candidates will be posted on Notice boards and communicated through the press and published on the challenge website.

The jury shall also publish the list of winners of the challenge who shall receive their award during a solemn ceremony organized in Yaounde in August 2024.

Yaounde, **21 MAI 2024**



Mme Judith Hah
GENERAL MANAGER OF CAMTEL