

**PROJECT-SPECIFIC GRANT  
SIMPLIFIED PLAN OF OPERATIONS  
FOR  
FINANCING CONFERENCES AND MEETINGS**

Activity name: **Demand Solutions 2014 Venture Night Awards**

Activity number: RG-X1229

Event leader: Federico Basaños, Manager, Knowledge and Learning Sector

Financing plan: MasterCard sponsorship: USD \$15,000;

Financing plan: PepsiCo sponsorship: USD \$5,000;

Execution period: December 2014 - January 2015

**I. Objectives and Description:**

Demand Solutions: Ideas for Improving Quality of Life is a one-day event where some of the most creative minds in the world will come together to discuss and share innovative solutions that address development issues in Latin America and the Caribbean. The event will take place on December 2<sup>nd</sup>, 2014, at the Inter-American Development Bank's Headquarters in Washington, D.C. In its 2014 edition, Demand Solutions will feature 15 speakers and their engaging presentations, as well as a Venture Night that will feature 16 of the most innovative startups working on improving the lives of others in the Latin American and Caribbean region.

The 16 startups that will be featured during the Venture Night were selected through a competitive regional contest, and are led by young innovators who will pitch their products and services in a dynamic competition on the day of the event. A panel of experienced judges comprised of entrepreneurs, investors, and accelerators will provide their feedback and will evaluate each pitch to select the winners of the different prizes available.

**II. Budget**

The financing required to sponsor The IDB-MasterCard Most Innovative Startup Award at this event is USD \$15,000, which will be provided by MasterCard. The financing required to sponsor The PepsiCo Performance with Purpose Award at this event is USD \$5,000, which will be provided by PepsiCo.

The IDB, through the External Relations Office, shall have technical responsibility for the Award Ceremony and for the donor reporting requirements related thereto, and in coordination with the Knowledge and Learning Sector and the Office of Outreach and Partnerships. The contact person at KNL is Federico Basaños (tel. 202-623-3967), email: federicob@iadb.org.

The resources received from MasterCard and PepsiCo will be provided to the Bank through a project Specific Grant (PSG). A PSG is administered by the Bank according to the Report on COFABS, Ad-Hocs and CLFGS and a Proposal to Unify Them as Project Specific Grants (PSGS) (Document SC-114).

The resources received will not be subject to the 5% administrative fee charged by the Bank. A waiver for such fee was approved by the President on November 26, 2014.

	Total Amount in US \$
The IDB-MasterCard Most Innovative Startup 2014 Award/El Premio a la Startup Más Innovadora 2014—Partial Sponsorship	15,000.00
The PepsiCo Performance with Purpose Award/El Premio PepsiCo al Desempeño con Sentido—Full Sponsorship	5,000.00
<b>TOTAL</b>	<b>20,000.00</b>

### III. Beneficiary

This is the second edition of Demand Solutions: Ideas for Improving Quality of Life, and the first time it will feature the Venture Night, which will present 16 innovative startups from the LAC region. The IDB-MasterCard Most Innovative Startup Award will recognize the startup that has proven to be most innovative in their approach to improve the quality of life of people around it. The PepsiCo Performance with Purpose Award will recognize the best startup working on affordable nutrition, healthy lifestyles, and water and agriculture.

All participating startups are based in Latin America and the Caribbean and satisfy the criteria outlined on the [Demand Solutions Venture Night Startup Competition website](#).

### IV. Justification

MasterCard is interested in supporting Demand Solutions: Ideas for Improving Quality of Life, as well as having one of its top executives participate in the event as speakers. Therefore, MasterCard wishes to contribute to the event by partially sponsoring an award through a non-reimbursable grant of USD \$15,000.

PepsiCo is interested in supporting Demand Solutions: Ideas for Improving Quality of Life. Therefore, PepsiCo wishes to contribute to the event by sponsoring an award through a non-reimbursable grant of USD \$5,000.

### V. Approval.

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 Federico Basañes  
 Manager, Knowledge and Learning Sector

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 Date