

# opencall

Kickstart Your Supply Chain  
Project with OriginTrail

# OriginTrail open call Guidelines and Terms

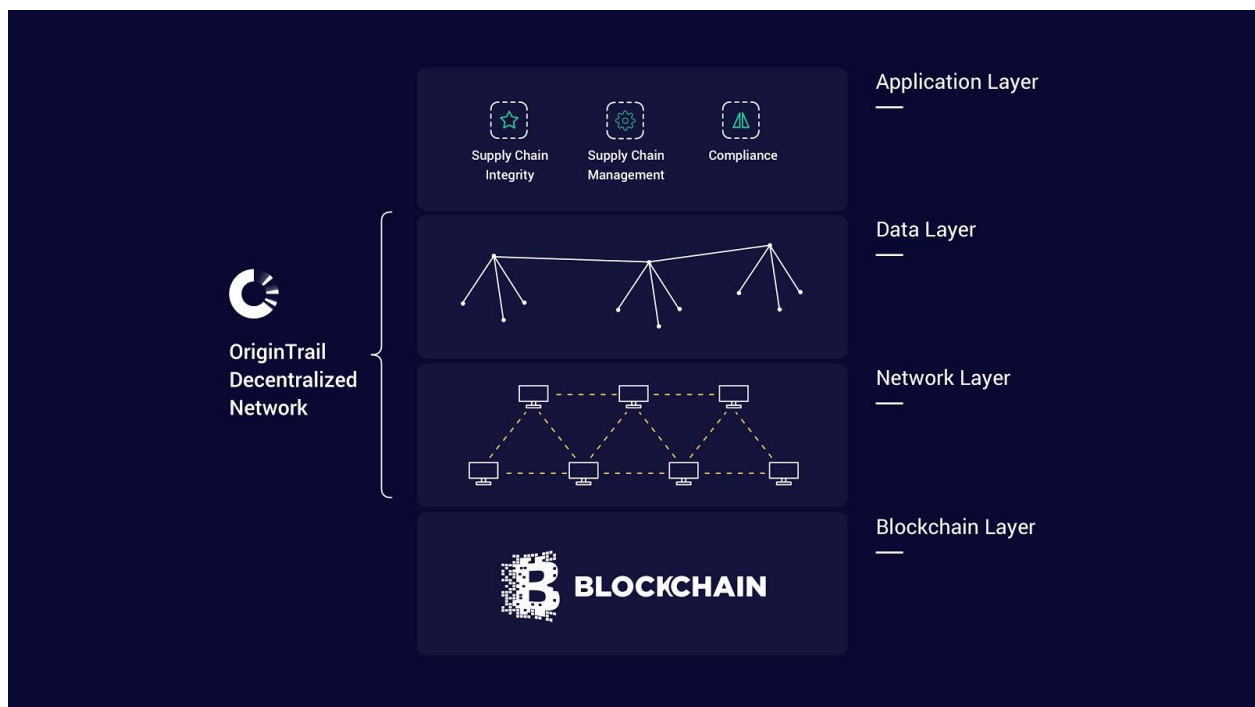
## Summary

The purpose of this open call is to support the development and deployment of supply chain and other applications, which utilise the OriginTrail protocol and will run on the OriginTrail Decentralized Network (ODN). The goal of the open call is to launch 10 relevant scalable use cases on the ODN.

We invite teams working on projects dealing with supply chain integrity, supply chain management, trade finance, data ownership, compliance, and other viable use cases to apply to the open call no later than November 23rd, 2018, 23:59:59 CET. Based on assessment criteria, the evaluation committee will select projects eligible for the final voting process by the OriginTrail community. TRAC token holders will have a final say in the selection of winning projects. The incentives for the 10 best projects include rewards valued at USD 135,000 in TRAC tokens and an on-site workshop with the OriginTrail team.

# 1. Introduction

[OriginTrail](#) is the first purpose-built protocol for supply chains based on blockchain technology. Blockchain technology has huge potential to decentralize trust in supply chains and bring its users tangible benefits for their businesses. To unlock this potential, the OriginTrail protocol was designed to tackle the primary challenges limiting the exchange and integrity of data in product supply chains. OriginTrail delivers IT providers in the supply chain industry the ability to quickly implement blockchain-supported data sharing in multi-organizational environments.



OriginTrail is the missing puzzle piece that helps build transparency beyond the “one step down, one step up” principle, increasing integrity of data and saving money for stakeholders in supply chains. So far, the solution has helped companies from various industries, including [EVERYTHING](#) (IoT smart products platform), [Celeia](#) (GMO-free dairy products), [Natureta](#) (locally grown vegetables), and [Perutnina](#) (free range poultry). Since June 2018, the OriginTrail protocol can be accessed via the beta program. The OriginTrail protocol is based on globally recognized GS1 standards, including EPCIS and Digital Link, as the common business language of supply chains.

By launching the open call, we aim to initiate the development of innovative and scalable solutions on top of the OriginTrail protocol and onboard selected teams to the OriginTrail Decentralized Network on its public launch date. The OriginTrail open call aims to identify the most promising solutions, which solve meaningful business challenges in the following fields:

- Supply chain integrity,
- Supply chain management,
- Trade finance,
- Data ownership
- Compliance,
- All other fields with viable use cases in terms of the open call and appropriate use of technology.

The open call is aimed at development and business talent from around the world. OriginTrail is creating an ecosystem that encourages and rewards ideation and experimentation with new business models. We are fostering innovative solutions for global supply chains.

## 2. Open Call Project Details

The open call organizer is OriginTrail, digitalne rešitve za dobavne verige, d.o.o., Vojkova cesta 63, 1000 Ljubljana, identification number: 8088314000, tax number: SI 62600095, a company organized and established under the laws of Slovenia (hereinafter referred to as “OriginTrail”, “We”).

The stakeholders of the open call are:

- Applicant: The subject who submits an application to the open call;
- OriginTrail: The open call organizer;
- Community: TRAC token holders.

OriginTrail is inviting teams to apply with their projects via [www.origintrail.io/opencall](http://www.origintrail.io/opencall) no later than November 23rd, 2018, 23:59:59 CET. All applicants will be assessed based on the criteria presented in the remainder of these Terms. Projects selected by an independent committee will have the right to participate in demo preparation and in online mentorship program and be eligible for the community vote. The OriginTrail community will select the 10 best projects, which will receive USD 10,000 worth of TRAC tokens or more (see open call rewards), to run their solution on the OriginTrail Decentralized Network (ODN).

### 3. Open Call Rewards

The reward pool consists of TRAC tokens valued at USD 135,000.

#### Reward Distribution

<b>Rank</b>	<b>Reward</b>
<b>1st Place</b>	<ul style="list-style-type: none"> <li>• 30,000 USD in TRAC</li> <li>• On-site workshop with OriginTrail team</li> <li>• Webinar on blockchain implementation for enterprise purposes</li> <li>• Knowledge on how to market a blockchain-enabled solution</li> <li>• Additional perks</li> </ul>
<b>2nd Place</b>	<ul style="list-style-type: none"> <li>• 20,000 USD in TRAC</li> <li>• Webinar on blockchain implementation for enterprise purposes</li> <li>• Knowledge on how to market a blockchain-enabled solution</li> <li>• Additional perks</li> </ul>
<b>3rd Place</b>	<ul style="list-style-type: none"> <li>• 15,000 USD in TRAC</li> <li>• Webinar on blockchain implementation for enterprise purposes</li> <li>• Knowledge on how to market a blockchain-enabled solution</li> <li>• Additional perks</li> </ul>
<b>4th - 10th Place</b>	<ul style="list-style-type: none"> <li>• 10,000 USD in TRAC</li> <li>• Webinar on blockchain implementation for enterprise purposes</li> <li>• Knowledge on how to market a blockchain-enabled solution</li> </ul>

#### Reward Requirements

Since the OriginTrail protocol requires the usage of TRAC tokens, the reward that a project receives must be used for running services on the OriginTrail protocol. The peg between the TRAC price and USD will be determined before the project kicks off.

## Reward Receipt

The reward tokens will be distributed via a special creditor smart contract which ensures that the tokens will be used for the operation of the protocol by all open call winners. The tokens will be reserved for specific blockchain identities of the winning applicants. The creditor smart contract will be available for review to the public via the OT Github account.

## Mentorship

OriginTrail will provide proactive mentorship to the selected teams. There will be two types of mentorships:

1. On-site mentorship: The winning team will receive a three-day workshop with OriginTrail core development team in Belgrade, Serbia.
2. Online mentorship: All teams will receive online mentorship.

The scope and timeline of the mentorship will be agreed between OriginTrail and selected team individually.

## Project Promotion

To increase the recognition and traction of the selected projects, they will be presented to the community - based on demo preparations - and featured on OriginTrail's channels (they may also be presented through third-party channels).

# 4. Assessment Criteria

We will assess all applications based on innovativeness, scalability, and the project business model. We recommend all applicants clearly present the problem their solution is aiming to solve, define the value added the solution will provide (use case), explain the technology architecture well, and demonstrate that there is a seizable market for the solution. We will also take into consideration the experience of the team and their awareness of the market arena (the

go-to market strategy, competition analysis, and sustainability of the solution and its scalability).

The OriginTrail assessment committee will assess all applicants based on the following criteria:

<b>Criterion</b>	<b>Max points</b>	<b>Details</b>
<i>Problem/Solution Fit</i>	<i>10</i>	<i>Does the market need such a solution? Is it solving an important problem for a target audience?</i>
<i>Team's Competence to Execute &amp; Onboard Stakeholders</i>	<i>20</i>	<i>Does the team have sufficient power and know-how to execute their vision in terms of technical and business development resources? Did the team bring suppliers/buyers/business partners to the project?</i>
<i>Market Potential (Size)</i>	<i>20</i>	<i>Will there be a sufficient demand for such a solution? Can the prototype scale?</i>
<i>Technical Design and Viability</i>	<i>20</i>	<i>Does the team have a reasonable plan building their solution using the OriginTrail protocol and decentralized network? How likely will the plan work? Can they provide a working prototype using the protocol?</i>
<i>Competition</i>	<i>10</i>	<i>Awareness of direct and indirect competitors and market entry barriers in the industry.</i>
<i>Business Model</i>	<i>10</i>	<i>Does the business model for the proposed solution make sense for the target group?</i>
<i>Sustainability</i>	<i>10</i>	<i>Is the team solving a meaningful problem? Is what they are doing good for society, empowers marginal groups or works towards improving our environment?</i>
<b>TOTAL</b>	<b>100</b>	

\*Minimum of 50 points are required for project to pass the application screening and be eligible for final voting. All incomplete proposals will be disregarded by the committee.

## 5. Application Requirements

**We welcome applications from the following entities:**

- Enterprises working on supply-chain-enabled solutions;
- IT companies working on supply-chain-enabled solutions;
- Research institutes working on supply-chain-enabled solutions;
- Start-ups working on supply-chain-enabled solutions;
- Other initiatives working on supply-chain-enabled (individuals or teams with operational capacity).

**OriginTrail has the right to deny applications that do not meet necessary requirements, which are:**

- Submitted proposals need to assemble and handle all key requirements (stakeholders, data) for the project to be able to operate in a live environment;
- Applications need to be submitted in English;
- All the stakeholders that will participate in the creation of the solution must be included in the proposal and agree to participate so that the final solution can go live at the end of the project;
- Proposals were submitted through the form available at [this link](#).

Please consider that applications that do not meet the necessary requirements above will not proceed to the assessment stage.

### Invoice Issuing Requirement

The participating entities in the Open Call do not require to own a company, but need to be eligible to issue an invoice.



## Project Requirements

The winning projects must be deployed in the live environment and fully functional at the launch of the ODN in Q1 2019. This means full implementation of the project with evidence from the team and subject of implementation (written document signed by both parties that implementation is complete and meeting the technical guidelines). The designated node must be online and deliver periodic data imports. If the deadline is not met or the evidence of implementation is not provided, OriginTrail team reserves the right to withdraw the TRAC tokens.

## 6. Open Call Process

- **Application Period**

Period: **September 28th, 2018 - November 23rd, 2018**

- **Application Screening**

Period: **November 23rd, 2018 - November 28th, 2018**

Description: Evaluation of applications by an independent committee, based on defined criteria. Incomplete, or those proposals that do not pass the minimum threshold requirement (50 points), will not be eligible to participate further in the open call.

- **Publishing of Eligible Proposals for Voting**

Date: **November 28th, 2018**

Description: The OriginTrail team will publish all proposals eligible for demo preparation and voting.

- **Preparation of Demo Presentations by Teams**

Period: **November 28th, 2018 - December 19th, 2018**

Description: In this stage, teams need to prepare a demo presentation for the OriginTrail team and for the voting community.

- **Voting Period**

Period: **December 19th, 2018 - December 26th, 2018**

Description: Projects are being voted on by TRAC token holders, based on demo presentations.

- **Winner Announcement**

Date: **December 29th, 2018**

Description: Announcement of the top 10 projects voted on by the OriginTrail community (TRAC token holders).

## Key Project Milestones Are:

End of application period: **November 23rd, 2018**

End of application screening: **November 28th, 2018**

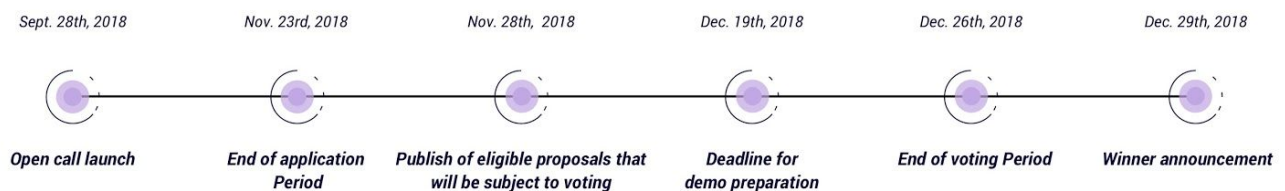
Unveiling of eligible proposals that will be subject to voting: **November 28th, 2018**

Deadline for demo preparation: **December 19th, 2018**

End of voting period: **December 26th, 2018**

Winner announcement: **December 29th, 2018**

## Timeline:



## 7. Acknowledgement and Assumption of Risks

By participating in this Open Call, the applicant acknowledges and agrees to:

- guarantee that all the information given in the application form and at all stages of the open call project are true and accurate;
- has the consent of the project's intellectual property holder to participate in a public call and make decisions about deploying the solution to OriginTrail Decentralised network;
- has the consent of the team members to share their information on the application and to present such consent in written form upon the request of OriginTrail;
- keep any information exchange between OriginTrail and themselves confidential, unless a prior written approval is given by OriginTrail;
- that certain legal and financial risks exist in relation to receiving, accepting, holding and using TRAC token;
- all decisions of OriginTrail are final and binding and not appealable in any fashion;
- OriginTrail has the right to refuse your participation if OriginTrail suspects that you have not used the open call in good faith or have done any action that constitutes the breach of these Terms, General Terms and Conditions or Privacy Policy. OriginTrail will determine, in its sole and absolute discretion, whether there has been a breach. When a breach has occurred, OriginTrail reserves the right to take such action as deemed appropriate;
- that OriginTrail may revise these Terms at any time by amending this page, therefore you should regularly check these Terms for any revisions. Continued participation in this open call shall amount to acceptance of the Terms in force at that time.

To the fullest extent permitted by applicable law, OriginTrail shall in no event be liable for any indirect, special, incidental, consequential, or exemplary damages of any kind (including, but not limited to, where related to loss of revenue, income or profits, loss of use or data, or damages for business interruption) arising out of or in any way related to this open call, distribution, acceptance or use of TRAC token or otherwise related to these Terms.

OriginTrail reserves the right to amend, alter or change the rewards, these Terms and/or at any time and/or terminate the open call at any time, without prior notice. In the event the open call is terminated, OriginTrail shall not bear any liability for the damages or expectations occurred therefrom.

## 8. Limitation of Liability

OriginTrail accepts no liability for any use of the open call which does not comply with these Terms, General Terms and Conditions and Privacy Policy. OriginTrail may revise these Terms at any time by amending this page, therefore you should regularly check these Terms for any revisions. Continued participation in the open call shall amount to acceptance of the Terms in force at that time

## 9. Privacy Notice

In the application form, we are collecting the email of the applicants and personal data included in the submitted biographies of the team members (e.g. first name, last name, date of birth, address, information regarding the education etc). By submitting the application form, you consent to processing the submitted personal data in the scope as provided and warrant that all the data is accurate.

Your email address will only be used to provide you with feedback about your application and updates about the Open Call project.

By submitting your personal data, you agree that your personal data, namely: first name, last name, company, e-mail contacts

We use Google's product suite and MailerLite as third-party providers to process the data and to send emails to applicants.

Any provided personal data will be used solely in accordance with applicable law and OriginTrail's Privacy Policy, available at <https://origintrail.io/privacy>.

## 10. Copyright

Except where prohibited: (i) the submitted material constitutes consent to use winner's name, likeness, and entry for editorial, advertising, and publicity purposes, without further compensation; (ii) winner may be required to sign an affidavit of eligibility and

liability/publicity/permission release. Affidavits and releases must be returned within ten (10) days of attempted notification or an alternate winner may be chosen.

By submitting the content, regardless of the means and form, you agree that OriginTrail acquires non-exclusive rights as follows, but not limited to: right of making available to the public, the right of transformation and the right of distribution and any other right necessary for the fulfillment of the purpose of these Terms in the widest scope possible. You agree to transfer the rights without any compensation or remuneration. Transfer of copyrights pursuant to these Terms applies worldwide and for the time for which copyright is protected under Slovenian law. You agree to waive any claims related to the transferred rights to the fullest extent permitted by applicable law.

Transfer of all individual copyrights under these Terms is non-exclusive in such way that you reserve the right to transfer copyright to a third party or use the copyright work, without obligation to obtain OriginTrail's consent.

You represent and warrant that you have acquired possible copyrights of third parties and that, at the time of transfer of rights under these Terms, you dispose with the consents of these third parties and the consent of all holders of any exclusive rights on the elements contained in the copyright work, to the extent that enables the described transfer of rights to the OriginTrail.

OriginTrail shall not be held liable for any infringement of the copyrights of the authors whose work or content was published or anyhow used by you, regardless of the relation to this open call.

## 11. Contact Information

You are welcome to submit your questions via [opencall@origin-trail.com](mailto:opencall@origin-trail.com). You can also visit our FAQ page [here](#).

## 12. Final Provisions

If any provision of these Terms shall be deemed unlawful, void or unenforceable, then this provision will be severable from these Terms and will not affect the validity or unenforceability or any remaining part of that provision or any other provision of these Terms.

These Terms and any question related to this open call shall be governed and construed in accordance with Slovenian law.

In the event of any dispute arising out of or in connection with these Terms or open call the dispute shall be referred to and finally resolved by the competent Court in Ljubljana, Slovenia.

Entry into this open call shall be deemed as acceptance of these Terms, General Terms and Conditions, Privacy Policy and any applicable law.

Issued in Ljubljana, 28 September 2018

Date of last revision: 23 November 2018

OriginTrail, digitalne rešitve za dobavne verige, d.o.o.

Tomaž Levak, director

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