

1. Launch phase
From October 11th 2019
until November 29th 2019

The competition opens for the registration of projects.

2. Pre-selection phase
December 2019 to
February 2020

**The 27 semifinalists
are chosen**
(3 in each category and region)



**3. Preparation phase
for the semi-final**

Online mentoring is provided
to the finalists.

4. Semi-final phase
March / April 2020



Europe
Madrid
24 March 2020

**LATAM
(except Brazil)**
Mexico city
26 March 2020

Brazil
São Paulo
2 April 2020



Maximum of
3 semifinalists
in each of the
3 categories,
3 per region

**27
semifinalists
in total**

9 finalists
3 categories
in 3 regions

5. Preparation phase for the final
April / June 2020

Finalists receive face-to-face coaching during a day-long event in Madrid with support from coaches and experts.



6. Grand Final and closing phase
June 2020

The finalists will present their proposal before an expert panel in Madrid convened by Fundación MAPFRE and IE.

**3
winners**
(one per category)

They will
receive

30.000 €
to move their
project forward

**7. Red Innova Network
Fundación MAPFRE**

Finalists and winners will form part of this network of networks in order to continue maintaining their relationships.

