



# Supply Chain AI at MaRS

## PROGRAM APPLICATION GUIDE



### About Supply Chain AI at MaRS

Supply Chain AI at MaRS is an accelerator program housed at MaRS Discovery District, in partnership with Scale AI. [Scale AI](#) is a program stemming from the [AI-Powered Supply Chains Supercluster](#), created in partnership with the Government of Canada. It aims to support the emergence and acceleration of high-potential, Canadian venture companies that are focused on building applied AI and intelligent supply chain products and services.

Scale AI partners with organizations like MaRS to provide ventures access to growth and scale-up support services, with the added objective of fostering emerging global leaders.

The Supply Chain AI program at MaRS (the “**Program**”), supports a cohort of up to 12 eligible venture companies applying AI to supply chains, providing them with hands-on advice, mentorship, market insights and subject matter expertise, along with marketing opportunities and critical connections to capital, talent and customers.



## Why apply — Program details

If selected to this exclusive, inaugural Supply Chain AI cohort at MaRS, ventures will receive access to the following initiatives in combination with business advisory services and access to customers, talent and investors (the “**Cohort Benefits**”):

### Business advisory services

Each participant will be paired with a business advisor for the duration of the program.

### Capital and talent intensive programs

Selected ventures will get outsized and priority access to capital and talent advisors. Support from the capital advisory team includes capital strategy advice, targeted introductions to investors, valuation services and access to selected online resources. The talent intensive program includes a human resources and talent diagnostic tool and debrief session with each selected venture, 1:1 HR and talent advisory, access to events and programming, and ecosystem partnerships.

### MaRS PR and Creative Services

MaRS will work with the selected venture clients to position their message, create branded content & generate strategic coverage in the press.

### Market intelligence insights

Eligible ventures will have access to research and investment data reports developed by MaRS market research analysts to support growth of supply chain AI companies.

### Co-working spaces in MaRS Beta

As part of this initiative, selected venture companies will get access to work-spaces at MaRS for one to two of their team members, access to the MaRS Beta Slack channel and online community, as well as access to in-house advisors specializing in AI technologies. The selected ventures will be immersed in an environment with fellow entrepreneurs working on similar challenges and technologies, and will be eligible to attend AI-related events, seminars and presentations made available to the MaRS Beta community.

### AI/ML consulting services

The lead business advisor will refer certain eligible ventures to subject matter experts in data science and ML engineering for consultations on AI/ML-related problems. The subject matter experts will work with the selected eligible ventures to isolate and gain a deeper understanding of the technical and business problem the entity is facing and offer customized solutions, including architecture review, business strategy review, and in recommending techniques, tools, architectural and strategic approaches for improvements.

### High profile MaRS Supply Chain AI event

This high-profile event aims to bring together industry experts, buyers of technologies, and other entrepreneurs from across Canada for a day of programming and networking opportunities. This event will be broadened to include a demo day component where venture companies will have the opportunity to showcase and pitch their technologies to investors, prospective customers and government professionals. This event will educate industry partners and corporates (buyers of supply chain AI venture products) on the state-of-the-art Canadian automation tools available in the supply chain and manufacturing space, increasing the rate of adoption of AI/ML-based solutions and powered technologies in their supply chains.

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*Disclaimer: Not all eligible ventures shall receive all Cohort Benefit resources, benefits and services as set out above but the same and mix of services shall be allocated to eligible ventures based on their stage, engagement plan, business needs and in MaRS' sole discretion in its delivery of the Program.*

## Eligibility criteria

The following criteria will be applied to determine if an applicant is eligible for the Program:

- The applicant (herein referred to as the “**Applicant**,” “**Venture**” or “**you**”) must be:
  - both incorporated, based and operating in Canada
  - focused on applied AI and intelligent supply chain products and/or services;
  - less than 2 years old, or employs fewer than 500 globally (including its affiliates) or has had an average annualized revenue growth rate of greater than 20 percent over the past three years;
  - an existing MaRS Growth Services venture company at the time of application; or
  - part of and referred by an incubator, accelerator or other entrepreneurial program within Canada
- \* ventures selected for the program agree to join the MaRS portfolio
- Venture must be at the validation stage, have developed a minimum viable product (MVP) and able to demonstrate evidence that their technology solves a real problem for an identified market or is at the efficiency stage, experiencing initial traction in a receptive-enough market to build a business in
  - \* venture stages definitions were adopted from the following article: [A Deep Dive Into The Anatomy Of Premature Scaling](#)
- Venture must fall under one of the industry sectors and supply chain categories outlined in the application form
- Venture must demonstrate evidence of customer interest and traction

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*Ventures that are remote can still participate in this Program as many of the deliverables will be adapted to offer a digital version due to the current circumstances around COVID-19.*

## Key dates

Application will **be available on June 30, 2020 (“Start Date”) commencing at 12:01 a.m. EST and end on July 26, 2020 (“End Date”)** ending at 11:59 p.m. EST. All applications must be received within this time period, late or incomplete submissions will not be accepted.

The application review and evaluation process will take place between **July 27, 2020 and August 21, 2020.**

Selected applicants will be notified on **August 21, 2020** (the “**Applicant Selection Date**”)

Selected applicants will be notified by email or phone (the “**Selected Applicant Notification Method**”)

Program start: **September 1, 2020**

Program end: **March 31, 2021**

## Application

You can apply by completing the information requested in the Program application form below (the “**Application Method**”).

By submitting an application, you confirm that:

- You (the Venture’s contact) have legal authority to bind the Venture corporation
- The Venture corporation meets all eligibility requirements
- The contents of your entry are true, accurate, and do not violate any third-party intellectual property rights
- MaRS may share the contents of your application with [Scale AI](#) and as otherwise described herein
- The Venture corporation is not party to a third-party contract that would be violated by the entry
- You agree to be bound by the terms, rules, and criteria outlined in this document
- You accept MaRS and Scale AI’s decisions to be final and binding as it relates to the Supply Chain AI cohort Program
- You are committed to participating and actively engaging in the seven-month accelerator Program (September 1, 2020–March 31, 2021)

While the following qualifiers do **not** impact eligibility of Ventures to access the Program, we wish to communicate that the Program is most likely to deliver the highest impact to:

- Companies with at least \$500,000 CAD in annual revenue, and/or companies that have raised more than \$5 million (\$5,000,000) in capital (non-dilutive and dilutive)
- Companies that are early-growth and have some initial customer traction and market demand, are fairly confident about product/market fit, and are preparing for growth or in the initial stages of scaling for growth
- Companies that are actively engaged in the Supply Chain AI community (participating in events, networking) and interested in building connections with other community members
- Companies looking to hire in the next six months and adopt HR best practices for growth
- Companies looking to raise a financing round with institutional investors in the next six months (at least seed-level, \$1 million or greater)
- Companies who have actively engaged with advisors in the past and leveraged services supporting their business growth and success

## Opt in

### PR/media exposure consent:

- If selected, are you comfortable with being interviewed by the media and appearing at the Supply Chain AI at MaRS conference and promoting your business/technology?

### Submitting three- to five-minute video clip:

- Are you prepared to submit a short video clip as part of the application?

**Please apply by completing the following application form and submitting all documents and information described below. You must enter all information accurately, and you must accept the terms and conditions displayed as part of the application process.**

MaRS wants to ensure fair and equal participation in this program and will provide necessary accommodations (alternative arrangements) for individuals who have needs protected by human rights legislation (e.g. people experiencing a disability); to request an accommodation related to such a need, email [supplychainai@marsdd.com](mailto:supplychainai@marsdd.com) with the necessary details. In some cases, MaRS may request more information to better understand your needs and determine how it can make the process accessible.

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## Application questions

### Applicant information

1. Please provide your first and last name and job title
2. Please provide your email address and phone number

### Company information

3. Please upload a short video clip no longer than three to five minutes in length to introduce yourself and provide an overview of your business solution.

Please provide a YouTube or Vimeo link (ensure the privacy settings are such that those with the link can access the video. If it is a YouTube link, please make it unlisted and not private. If your Vimeo link is password-protected please share the password with us).

Please use your webcam or the camera of a hand-held device to record this video (we care about the content, not the production quality).

Please do not post an explainer video — we want to hear directly from you.

4. Please provide the legal name of the company you are applying on behalf of
5. Please provide the incorporation number
6. When was the company incorporated?
7. How many years has the company been in operation?
8. Where are your headquarters located?
9. Please include the link to your company website
10. Please provide a one-sentence description of your company (summary of your product / service / technology / value proposition / activities). Please describe from both a business and technical perspective.
11. Is your company a client of MaRS Venture Services?
12. If not, are you willing to apply to the MaRS Venture Services program?
13. If your company is not a MaRS client, please indicate the partner accelerator, incubator or other entrepreneurial program you were referred by.



14. Please select your company's industry based on the list below:
- Agriculture
  - Advanced materials and advanced manufacturing
  - Clean technologies
  - Consumer retail
  - Digital media and telecommunications
  - Education
  - Financial services
  - Food and beverage
  - Forestry
  - Life sciences and advanced health
  - Mining
  - Oil and Gas
  - Tourism and culture (including entertainment and sports)
  - Transportation
  - Other
15. This Program supports companies at the validation and efficiency stages of growth, as described by Startup Genome. Please select your company's business stage:

- **Validation** — a minimum viable product and evidence that it solves a real problem for an identified market
- **Efficiency** — initial traction in a receptive-enough market to build a business in

Other:

- **Idea** - Entrepreneur with an idea; a solution in search of a problem
- **Discovery** - Clearly articulated and plausible problem/solution statement and the capacity to test it
- **Scale** - Evidence that a scalable sale and marketing process has been established, accelerating revenue/customer growth
- **Mature** - Stable profit from year to year

16. Please include a brief overview of your competitors and your competitive advantage.

### Supply chain

17. Please select the Supply Chain AI category that best fits your area of focus:
- Supply chain management/logistics companies
  - Streamlining procurement-related tasks through the automation and augmentation of chatbot capabilities
  - Use of AI and ML for enhancing demand forecasting and warehouse management
  - AI for anomaly detection in the supply chain
  - Autonomous vehicles for logistics and shipping
  - Final-mile delivery route efficiency
  - Natural language processing (NLP) for data cleansing and building data robustness
  - ML and predictive analytics for supplier selection and supplier relationship management (SRM)
  - Other [please indicate]
18. Describe the relation of your company's work to supply chains, and the potential impacts.

## Technology

19. What areas of AI are you planning on or currently using to enable your solution?
- Computer vision
  - Expert system
  - Machine learning
  - Natural language processing
  - Planning scheduling and optimization
  - Predictive analysis
  - Reinforcement learning
  - Robotics
  - Speech
  - Generative models
  - Other
20. What makes AI technology intrinsic to your solution? Please specify whether your solution is supervised, unsupervised or semi-supervised.
21. Describe your data set(s). Enter sources of your data i.e. how they were (or will be) collected, size, type (e.g. numeric, text, image), number of variables, etc. What platforms are you using? Please indicate if you have access to it already, or if you are planning to gather it while in the program.
22. Please describe the analytical methods and tools you have used (or intend to use) to analyze the data.
23. Does your technology have the potential to be deployed at a larger scale? At what scale is it currently being deployed? Please expand.

## Business needs/objectives

24. Please provide an overview of your growth objectives and projected growth rate(s) over the next year.
25. Considering your business needs over the next year, which of the following Supply Chain AI at MaRS Program offerings would you find most-valuable, ranked on a Scale from 1 to 10, and why? This helps us understand how the Program can help you.
- High-profile MaRS Supply Chain AI event
  - Co-working spaces in the MaRS Beta office suite
  - MaRS PR and creative services
  - Capital and talent intensive programs
  - Business advisory services
  - AI/ML consulting services
  - Market intelligence insights

## Traction and fundraising

26. Please provide a summary of your company's targeted clients and markets, including geographies and customers. How many customers do you currently have?
27. What types of projects have you deployed?
- Proof of concept (POC)
  - Pilot (unpaid)
  - Pilot (paid)
  - Commercial deployment

28. Please indicate your annual revenue figure (booked ARR for the last fiscal year and ARR projection for the year ahead) and provide an overview of your revenue model.
29. Please include a summary of the funding you've received so far. How much total funding have you raised to date, including both dilutive and non-dilutive funding sources?
30. Are you planning on raising a funding round between now and March 31, 2021? If yes, what round and amount, when is your target fundraising close date and what will you use the funds for?
31. What are the key attributes that make your company investment-worthy? For example, growth/traction, team, IP, customer base, competitive advantage.

### Team and hiring strategy

32. Please indicate the number of full-time and part-time employees you have.
33. Please provide the names and titles of the management team and brief bios (experience, training). LinkedIn URLs or a link to team information on your company website will also be accepted.
34. Are you looking to hire in the next six to 12 months?

*The next five questions support our commitment towards creating and ensuring diverse program cohorts with a strong desire to monitor and measure the impact and success of our diversity initiatives and to identify gaps. In asking these questions, our goal is to track and make progress in the diversity of our portfolio and provide an avenue and opportunity for all diverse groups to apply to our program.*

*Data collection is designed to help us better target, monitor and shape our diversity initiatives. It will not be used in the selection process and not used as a basis for making a decision. All data collected will be held confidential. The data will be used as a baseline of metrics we want to track and show progress on. The only time data will be used is to revisit how we approach our cohorts, assessment process, and channels used for direct outreach. Please include only information that will not identify a certain individual. Please note that you may select the "I prefer not to disclose" option for these questions.*

35. Do any members of your management team identify as female, transgender, gender neutral, non-binary, agender, pangender, genderqueer, two-spirit, third gender, all, none or a combination of these?
36. Do any members of your management team identify as Black, Indigenous and/or People of Colour (BIPOC)?
37. Do any members of your management team identify with the LGBT2Q+ community?
38. Do any members of your management team have a visible or invisible disability?
39. Please note any noteworthy activities your company engages in to promote and support diversity.



## Confirmation as a member of the Supply Chain AI Cohort:

Before selected Ventures are officially accepted participants in the Supply Chain AI cohort, selected Ventures must:

- Execute the Supply Chain AI cohort agreement with MaRS
- Become a MaRS Growth Services venture
- Provide any follow-up information reasonably requested by MaRS

## Supply Chain AI Cohort Requirements:

Ventures confirmed as accepted participants in the Supply Chain AI cohort must:

- Continue to be a MaRS Growth Services venture or become one
- Actively engage with MaRS and leverage the resources we offer to our clients
- Actively engage with MaRS community members and Supply Chain AI cohort participants by participating in scheduled programming sessions and community events and discussions
- Meet with assigned business and talent advisors (at least) monthly
- Participate in quarterly check-ins with the Supply Chain AI Program management team
- Complete mid-term and end-of-term surveys for the Program in the manner described by MaRS
- Respond to MaRS and Scale AI requests for data regarding their companies for the purpose of completing the surveys requested by Scale AI. A list of data points collected will be made available on request.
- If so requested by MaRS, provide a representative to speak at the final Supply Chain AI at MaRS conference as a final capstone to the Program

# Selection process

## First stage — recruitment

- Applications will be accepted from June 30, 2020 (commencing at 12:01 a.m. EST) until July 26, 2020 (ending at 11:59 p.m. EST)

## Second stage — screening process

- An evaluation committee consisting of the Supply Chain AI at MaRS delivery team, subject matter experts, and internal MaRS-appointed advisors will review all applications (video and completed application form) received, and rank Ventures based on the scoring methodology outlined below.
- Ranking will be incorporated into a master list reviewed by the evaluation committee in a peer-review process to determine a shortlist of the 20 Ventures with the highest scores.
- Applicants with the 20 highest scores will then move on to the third interview stage.
  - \* This list of shortlisted Ventures will be sent in parallel to Scale AI for approval.
  - \* Applications will be shared with Scale AI at the sole discretion of MaRS, as it deems necessary to select Ventures at this stage.

## Third stage — interviews

- Interviews will be conducted with the 20 Ventures selected for this round

## Fourth stage — cohort selection

- Based on the interviews, and once confirmed and cross-checked with Scale AI, the top 11–12 Ventures will be selected. These Ventures will be notified before or on August 21, 2020 of their acceptance, and be eligible to participate in the program (pending adherence to the terms of this Application Guide and Official Rules), during which they will receive the Cohort Benefits.

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*\* Note: This is a competitive application and not all Ventures that apply will be selected for the Supply Chain AI program. However, Ventures that advance to the second stage and are not selected for the program may still be considered for MaRS Growth Services in the sole discretion of the MaRS venture engagement team.*



## Evaluation rubric and methodology

The following criteria will be applied to all applications submitted by eligible Ventures (the “**Evaluation Criteria**”):

Criteria	Description	Weighting & Scale
1. Technology merit and growth potential	<p>“To what degree is the technology highly innovative, solving a sizable problem, and pushing industry boundaries?”</p> <p>“To what degree is the venture innovating in one or more technology areas versus simply using off-the-shelf technologies?”</p> <p>“Are AI techniques intrinsic to the solution and likely to have a significant impact on supply chains and manufacturing processes?”</p> <p>“To what degree does the company demonstrate potential of becoming a high-growth/high-impact supply chain AI company?”</p>	<p>25 percent</p> <p>Scale 1-10 with 10 being highest score</p>
2. Traction and stage	<p>“To what degree is the company’s stage of growth aligned with product/market fit, customer traction and demand in the market? (Validation and Efficiency stages)”</p> <p>“To what degree is the company showing evidence of pilots/trials, significant customer traction (signed customers, customer demand etc.) and revenue generation?”</p>	<p>25 percent</p> <p>Scale 1-10 with 10 being highest score</p>
3. Long-term sustainability	<p>“To what extent is the product differentiated and offering a clear competitive advantage in customers’ eyes?”</p> <p>“To what degree is the revenue model sustainable and capital is being deployed strategically and effectively?”</p>	<p>20 percent (10 percent for each question)</p> <p>Scale 1-10 with 10 being highest score</p>
4. Team capability and coachability	<p>“How devoted, engaged and coachable does the team appear to be?”</p> <p>“Does the team work with advisors/coaches/mentors and/or express desire for this type of guidance?”</p> <p>“Will the key decision-makers (founders/execs/leads) engage in the Program or would this Program be lower-priority for the company?”</p>	<p>15 percent (5 percent for each question)</p> <p>Scale 1-10 with 10 being highest score</p>
5. Program impact	<p>“To what degree would the Supply Chain AI at MaRS Program and services benefit and support the growth of the venture company?” Consider which program offering(s) the company would benefit most from, and which ones are less potentially useful.</p> <p>“To what degree has this team actively contributed to the tech ecosystem, the AI and/or supply chain communities, and/or the broader MaRS community? Will this team engage in community-building?”</p> <p>“To what degree would the company’s product offering attract buyers, top talent and investment to the supply chain AI sector?”</p>	<p>15 percent (5 percent for each question)</p> <p>Scale 1-10 with 10 being highest score</p>

## FAQs

### How do I apply?

**ANSWER:** If referred by an advisor or innovation hub, click on the following application link:  
[Supply Chain AI at MaRS application](#)

### What technologies fall under “Supply Chain AI?”

**ANSWER:** Please refer to question 17 on the application form

### How will the information I submit be used?

**ANSWER:** Privacy is immensely important to us, and we respect the need for confidentiality. If you do apply, all of the information collected through our online application form will only be viewed by our selection committee, the MaRS team operating the Program, and (as Scale AI is helping to make the Program possible) members of the Scale AI team involved in the Program. While we encourage you to be as open as possible in your application, we would advise against including any critically sensitive proprietary details. If you are not selected for the Supply Chain AI cohort, your application will be permanently deleted unless you tell us otherwise. Subject to the foregoing, MaRS will otherwise treat your application as confidential information, and will protect it in a manner no less protective than it treats its own confidential information. Collection, storage, protection and use of private information included in your application will be subject to the [MaRS privacy policy](#).

### If I am selected and confirmed as a member of the Supply Chain AI cohort, will information about my company (for example, intellectual property, financial information etc.) be kept confidential?

**ANSWER:** The Supply Chain AI cohort agreement with MaRS will detail how your information will be treated by MaRS and when this information might be shared, for example, with investors and potential customers/partners.

### What are your selection criteria?

**ANSWER:** Please refer to the selection criteria section in the application guide.

### Are applicants selected on a rolling basis, or, will the cohort selection only begin once the application deadline has closed?

**ANSWER:** Selection of Ventures will begin once the application deadline has closed. Applications will not be reviewed or selected prior to the deadline.

### If I have other questions, who can I contact?

**ANSWER:** If you'd like to ask us something, email [supplychainai@marsdd.com](mailto:supplychainai@marsdd.com)

# Terms & Conditions

MaRS Discovery District ("MaRS") is pleased to present the herein-described Program, which is governed by the Application Guide provided above and the Program Rules found below. Together, the Application Guide and Program Rules shall be referred to as the "Official Rules". If there is an inconsistency between the Application Guide and Program Rules, the Program Rules will govern. Terms defined in the Application Guide (as indicated with quotation marks and bolded font) are used in the Program Rules.

By applying for the Program, you agree to abide by the Official Rules and decisions of MaRS and any judges that it may appoint, as described below. You also agree to comply with applicable laws.

## Program Rules

1. **Application Window.** The Program will open for Applications at 12:01 a.m. (Eastern Time) on the Start Date and close for Applications at 11:59 p.m. (Eastern Time) on the End Date (the "Application Window").
2. **How to Apply.** You may apply for the Program by satisfying the Eligibility Criteria and applying in accordance with the Application Method during the Application Window. You must provide the required information accurately, and (as applicable) accept the terms and conditions displayed as part of the registration process.
3. **Your Responsibility.** It is solely your responsibility to ensure that you properly applied to the Program. MaRS will not be responsible for any lost, delayed, misdirected, illegible, incomplete, damaged, or undeliverable applications, or any delay or failure to transmit, process, receive or consider applications.
4. **Bad Applications.** MaRS may at any time in its sole discretion disqualify any Applicant who: does not meet the Eligibility Criteria, fails to comply with these Official Rules, attempts to apply for the Program in any manner or through any means other than as described in the Official Rules, attempts to disrupt the Program or attempts to circumvent any of these Official Rules.
5. **Chances.** Chances of becoming part of the Supply Chain AI cohort depend on the number of applicants.
6. **Submissions.** To the extent required by the Application Method, any materials provided by the applicant as part of the Program (we will call those materials "Submissions") must meet the following criteria (as determined by MaRS in its sole discretion):
  - a. It must not contain, depict or refer to any crude, vulgar, obscene, sexually explicit, disparaging, discriminatory, offensive, illegal or otherwise unsuitable language, activity or other content;
  - b. It must not contain, depict, or refer to any content which disparages or refers negatively to MaRS, the Program, Scale AI, or any other person or entity;
  - c. It must not conflict with any of MaRS' or Scale AI's core values, or otherwise be objectionable to MaRS or Scale AI;
  - d. It must not contain any content that violates any law or any third party's rights (including privacy, personality, and intellectual property rights); and
  - e. It must meet all other guidelines and criteria required by the Eligibility Criteria.
7. **Original Materials.** By submitting a Submission to MaRS as part of this Program, you represent and warrant that:
  - a. you are the original creator of the Submission;
  - b. you are the sole owner of the copyright and all other intellectual property rights in the Submission; and
  - c. the Submission meets all the eligibility requirements set out in these Official Rules.
8. **Selected Applicants.** Applicant(s) invited to participate in the Supply Chain AI Cohort (and potentially receive the Cohort Benefits) will be notified by the Selected Applicant Notification Method no later than the Applicant Selection Date. To be declared an official member of the Supply Chain AI Cohort, the selected applicant(s) must comply with the Official Rules (e.g. execute the Supply Chain AI cohort agreement with MaRS, become/continue to be a MaRS Growth Services venture, provide any follow-up information reasonably requested by MaRS, etc.)
9. **Judging Process.** MaRS will appoint a panel of judges to evaluate applications based on the Evaluation Criteria. Decisions of the judges will be final and binding. Should the selected applicant not accept its invitation to the Program in accordance with these Official Rules, MaRS reserves the right to have the panel of judges select an alternative applicant to receive the Cohort Benefits, on the same conditions as those provided herein.



**10. Cancellation.**

- a. If for any reason MaRS cannot run the Program as planned (including any cause that corrupts, impairs or affects the administration, security, fairness, integrity, or proper delivery of this Program, or any Force Majeure (defined below)), MaRS may cancel, modify, extend, or suspend the Program. "Force Majeure" means an event beyond MaRS' reasonable control, including, without limitation, flood, earthquake, storm, cyclone, tornado, hurricane, lightning, fire, explosion, epidemic, pandemic, war, embargoes, riot or civil disturbances, or change in federal or provincial policy or legislation.
- b. MaRS may also disqualify any applicant who tampers with or in any way corrupts the Application or voting process, or who attempts to undermine the legitimate operation of the Program by cheating, hacking, deception, or other unfair practices, or by attempting to annoy, abuse, threaten or harass any other applicants, MaRS representatives or Scale AI representatives.
- c. Without limiting the terms of section 10 a., MaRS may adjust, modify, cancel, terminate or replace any element of the Program as described herein, including without limitation delivery of the Cohort Benefits, if so required due to causes associated with the COVID 19 pandemic; this includes (without limitation) replacement of any benefit that involves physical attendance at the MaRS offices with a remote or digital alternative.

**11. Publicity.** Except where otherwise prohibited by law, participation in the Program constitutes a winner's consent to MaRS' and Scale AI's use of the winner's name, hometown, and photograph for promotional purposes without further notification, permission, payment or other consideration.

**12. Personal Information Consent.** You consent to MaRS and Scale AI using and disclosing your personal information as you disclose to such parties (or if you are a corporation, you consent on behalf of all individuals whose personal information is included in the Submission) for the purposes of administering the Program; advertising the Program and any future Programs and any of MaRS' or Scale AI's products and services; and for the other purposes described in these Official Rules. Collection, storage, disclosure and use of your personal information will be governed by the MaRS Privacy Policy.

**13. Disclaimers, Liability and Indemnification**

- a. MARS DOES NOT ACCEPT LIABILITY FOR ANY LOSS OR DAMAGE OF ANY SUBMISSION OR FOR ANY OTHER LOSS OR DAMAGE RESULTING DIRECTLY OR INDIRECTLY FROM YOUR PARTICIPATION IN THE PROGRAM.
- b. MARS IS NOT RESPONSIBLE FOR: (1) INCORRECT OR INACCURATE TRANSCRIPTION OF APPLICATION INFORMATION OR LATE, LOST, INCOMPLETE, MISDIRECTED APPLICATIONS, OR APPLICATIONS RECEIVED THROUGH IMPERMISSIBLE OR ILLEGITIMATE CHANNELS; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING THE MALFUNCTIONING OF ANY TELEPHONE, COMPUTER, NETWORK, HARDWARE OR SOFTWARE; (3) THE UNAVAILABILITY OR INACCESSIBILITY OF ANY SERVICE; (4) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE APPLICATION PROCESS OR THE PROGRAM; (5) ELECTRONIC OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE PROGRAM OR THE PROCESSING OF APPLICATIONS; OR (6) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY, INCLUDING YOUR COMPUTER, WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM YOUR PARTICIPATION IN THE PROGRAM OR FROM DOWNLOADING OR USING ANY MATERIAL PROVIDED BY MARS.
- c. MARS WILL NOT BE LIABLE TO YOU FOR ANY INDIRECT, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES IN CONNECTION WITH THE PROGRAM OR THESE OFFICIAL RULES.
- d. YOU HEREBY RELEASE AND AGREE TO INDEMNIFY AND HOLD HARMLESS MARS AND ITS EMPLOYEES, DIRECTORS, OFFICERS, AFFILIATES, AGENTS, JUDGES AND ADVERTISING AND PROMOTIONAL AGENCIES FROM ANY AND ALL DAMAGES, INJURIES, CLAIMS, CAUSES OF ACTIONS, LIABILITY OR LOSSES OF ANY KIND (INCLUDING ACTUAL LEGAL FEES AND EXPENSES), KNOWN OR UNKNOWN, ABSOLUTE OR CONTINGENT, NOW OR IN THE FUTURE ARISING FROM OR RELATED TO: (A) YOUR FAILURE TO COMPLY WITH ANY OF THESE OFFICIAL RULES; (B) ANY MISREPRESENTATION YOU MAKE UNDER THESE OFFICIAL RULES OR OTHERWISE TO MARS OR SCALE AI; (C) YOUR PARTICIPATION IN THE PROGRAM; OR (D) ANY ASPECT OF YOUR PARTICIPATION IN THE SUPPLY CHAIN AI COHORT.

**14. Laws.** The Official Rules will be governed by and construed in accordance with the laws of the Province of Ontario, Canada, and the federal laws of Canada applicable in Ontario.

**15. Disputes.** All disputes, claims and causes of action arising out of or connected with the Program, Cohort Benefits, or these Official Rules will be resolved individually, without resort to any form of class action, and exclusively by the appropriate court of the Province of Ontario, Canada.

**16. Further information.** For more information please contact the MaRS via the MaRS Contact Information (see Applicant Guide above).