

# Accelerate the change our planet needs to see!



## iLab innovation challenge

The **entry categories** for Kantar's iLab Sustainability Challenge are:

CATEGORY OF ENTRY	DEFINITION
Start-up	<p>Meet at least one of the following criteria:</p> <ul style="list-style-type: none"> <li>— Currently marketing a product / service that does not exceed annual sales revenue of \$300k</li> <li>— Have raised capital between \$100k and \$1m</li> <li>— Have between 2 and 25 full-time employees</li> </ul>
Scale-up	<p>Meet at least one of the following criteria:</p> <ul style="list-style-type: none"> <li>— Currently marketing a product / service with over \$300k annual sales</li> <li>— Have raised over \$1m</li> <li>— Have over 25 full time employees</li> </ul> <p><b>Exception:</b> If the company meets the scale-up criteria, but has less than two years since their legal incorporation then it will be considered a start up.</p>
Academic	<p>Lecturers / researcher's associated with a specific academic institution. <b>This does not include students.</b></p>
Individual or groups outside an organisation	<p>An individual or group not affiliated with or submitting on behalf of Kantar or any of the above organisation types.</p>