

EQUAL RATING INNOVATION CHALLENGE

powered by **mozilla**

Imagine billions of empowered people, millions of strengthened communities, thousands of thriving businesses, and hundreds of breakthrough innovations powered by the full diversity of the open Internet.

How might you help build the next generation of the open Internet?

Mozilla is inviting entrepreneurs, researchers, designers, and innovators to help connect all people to the open Internet so they can realize the full potential of this globally shared resource. The Equal Rating Innovation Challenge is focused on identifying creative new solutions, and providing US\$250,000 in funding to bring these solutions to the market.

WHY EQUAL RATING?

We advocate for “equal rating” where consumers choose content based on the quality of that content, not the financial power and business partnerships of the provider. Equal-rating practices meet the following criteria:

1. They are content-agnostic.
2. They are not subject to gatekeepers.
3. They do not allow pay-for-play.

WHAT TYPE OF SOLUTIONS WILL BE CONSIDERED?

We’re looking for proposals of products and services that provide affordable access to the full diversity of the open Internet and that are Equal Rating compliant. We will accept solutions from a broad spectrum of maturity – from early ideas to products currently in the marketplace.

THE IMPORTANCE OF SCALABILITY

We believe in creating prototypes and piloting in small communities, but in this innovation challenge, we are particularly focused on supporting solutions that can be scaled.

TARGET AUDIENCE AND GEOGRAPHY

We are accepting submissions that focus on any user group in any geography needing affordable access to the open Internet.

OPEN SOURCE RECOMMENDED, NOT REQUIRED

We believe solutions successful in this space will be interoperable and implementable by a range of actors therefore we recommend that you open source your proposed solution. It is not required though.

AWARDS

Grand Prize Winner
US\$125,000

Grand Prize Runner-up
US\$75,000

Most Novel Solution
US\$30,000

2 Semifinalists
US\$10,000 each

KEY DATES

Open Submissions
1 Nov – 6 Jan 2017

Semifinalists Announced
17 Jan 2017

Semifinalist Mentorship
18 Jan – 8 Mar 2017

Demo Day
9 Mar 2017

Community Voting
10 Mar – 16 Mar 2017

Winners Announced
29 Mar 2017

CRITERIA

Judges will be evaluating submissions based on:

- Equal Rating compliance
- Affordability & accessibility
- Scalability
- Focus on user experience
- Differentiation
- Speed to market
- Technical feasibility
- Sustainability
- Team potential
- Community feedback

CONTACT

Visit the website to learn more about barriers to Internet adoption, current solutions in the market, and key reports and data to bolster your research.

www.equalrating.com

Please share the Equal Rating Innovation Challenge with your networks!

If you'd like to partner with us, or have any questions, email:
equalrating@mozilla.com