UReka Challenge Framing Template

What is the Challenge Title?

	Short & sweet, but clearly states your brand, task & challenge format

Challenge URL: *www.ureka.my/challenge/* [   ] *(Keep it short & memorable)*

Do you have a Visual Icon? (✔)

Yes!		*Please give high-res file*	*Preferred colours, objects to be included, typeface, tone of message etc*
No need.		*OK!*	
No. Please design.		*Provide criteria for icon ------>*	

What are your objectives?

	To increase brand awareness and profile? Crowdsource solutions for implementation? Get insight from your target audience? State your ultimate aim and expected outcome for running this challenge.

Who are you targetting?

	Be clear: Is it any member of the public? School or College students? Gender? Age group? Location? Area of focus? Citizenship?

Are there any sub-categories? (✔)

No.		*OK!*	*If your challenge has separate sub-categories (e.g. 'Students' and 'Public'), please specify details for each. Differences in submission format, judging process and timing will require splitting the categories into separate challenges.*
Yes!		*Please elaborate -->*	

Idea submission format? (✔)

Powerpoint slides		*How do you want the ideas presented? A mix of formats is possible, but not recommended as it makes it harder to judge. However, if you'd like to have different stages (e.g. Submit slides -> If shortlisted, present to judges) please indicate sequence and timing*
Text/writeup		
Design/Images		
Video/Audio		
Live presentation		

Stage timing & sequence

Stage	(✔)	Start Date	End Date	Remarks	
Idea Submission	✔				*When can people start sending ideas? How long is the window open? Possible to extend deadline? How long do judges need to evaluate entries? Do you want to coach participants to 'fine tune' their entries and present to judges? Do you allow Public Voting? How do you want to announce winners?*
Evaluation					
Public Voting					
Presentation to Judges					
Announce/Showcase winning ideas	✔				

What are the prizes?

	Cash prizes, Products, Services, Experiences or Capacity-building Opportunities. List down the prizes, the value and sum up the total value of the prizes. Make them amazing and irresistable!

Who are the Judges?

Name	Title & Organisation	
		5 is max, 3 is just nice. Smart folks, experts in the subject matter. Remember: judging can be time consuming, so pick those who can spare the time to evaluate each idea. If you have organising partners, you may want to include their representatives too.

List the Judging criteria (✔)

Innovativeness/Creativity		Evironmental Impact*		
Relevancy		Sustainability		*Tick the criteria relevant to your challenge requirements.*
Implementability		Others (Fun factor, maybe?)		*(FYI, judging score will be 1 to 5, with 5 being the best/highest score,*
Effectiveness		Others (Marketability?)		*except for Environmental Impact* where less Impact*
Cost		Others		*earns higher score.)*

Are you OK with the default Official Rules? (✔) (Refer to attached document)

Yes, let's use it		Nope, please see our edit		
	We'll prepare the final version with relevant details		Please provide the changes for us to incorporate in the final one	*Read the default document (your organisation name will fill the blank spaces). We need airtight Rules to keep the Challenge fun & clean.*

Marketing & Promotion: *who does what to drive entries...*

(✔)	Activity	When	Who	Details	
	Main media				*People can be notoriously lazy to participate in any activity that doesn't excite them. Driving entries involves a combination of conventional and social marketing, as well as onground activation like workshops and roadshows. Work out a way to make it easy for your target market to share their quality ideas. Leverage on available networks and the influence of your partners.*
	Social media				
	Other media				
	Onground				*Let's share resources to reach out to them.*
	Others				

Do you have an Implementation Plan for the winning idea(s)?

Implementation project owner(s) *Your org? Others?*	*It's OK not to have any plan to use the winning ideas, but it'd help justify to your market (and stakeholders) why you're organising this challenge.*
Outcome/Deliverables *What do you expect out of the idea implementation?*	
Time frame *When can we see results?*	*It could be 'further study', 'pilot project', 'apply idea in current process, etc.*
Cost *Who'll pay for the implementation? How much?*	

Anything we missed? Suggestions?

Challenge Criteria Checklist Just for thought...
- ***Is the challenge innovative?***
  - *i. New/novel*
  - *ii. Beneficial or creates/adds value*
  - *iii. Implementable/commercializable*
- ***Does it create any positive social impact?***
  - *i. Who?*
  - *ii. How many?*
  - *iii. How long is the impact?*
- ***Does it benefit your brand/organisation?***
  - *i. Better brand awareness*
  - *ii. Improve process/product*
  - *iii. Better market insight*
  - *iv. New partnerships, opportunities*

Signature:

Name/Title/
Organisation:

Host, Organisers/Sponsors & Participants

The 'Host' of the *(Challenge Title)* refers to Agensi Inovasi Malaysia (AIM), the owner of UReka.my.

The 'Sponsor(s)' or 'Organiser(s)' refer to *(Your organisation and partners)* who own the *(Challenge Title)*.

A 'Participant' refers to any member of the public who submits an entry in the *(Challenge Title)*, or contributes an 'inspiration'.

Eligibility

The challenge is open to Malaysians or Malaysian permanent residents. Challenge submissions can be from an individual or a team of individuals. Prizes will be awarded to the team leader for distribution to the rest of the team. The Host & Organiser will not be responsible for failure of a team leader to distribute prizes.

The challenge is NOT open to Agensi Inovasi Malaysia and *(Your organisation and partners)* employees, and any individual involved with the design, production, promotion, execution, or distribution of the challenge, and each member of their immediate family or household. The members of an individual's immediate family include the individual's spouse, children and stepchildren, parents and stepparents, and siblings and stepsiblings. The members of an individual's household include any other person that shares the same residence as the individual for at least three (3) months out of the year.

Dates & Timing *(dates as per Framing Template)*

Submission Period: *(start & end date)*
Judging Period: *(start & end date)*
Public Voting Period: *(start & end date)*
Winners Announced: *(date)*

Submission

Idea submissions have to be in wording/text and/or picture (image) form (JPG, maximum size 1.5Mb) with some description, including your name, IC number and contact (telephone and email). The image may comprise illustrations, graphics, drawings, photographs or flattened text.

Multiple ideas must be submitted as separate entries, each entry with the required information as stated above.

Only entries received within the Submission Period complete with the required items will be considered for judging. No correspondence will be entertained. The Organiser reserves the right to amend the terms and conditions at any time for reasons it deems valid, keeping to the spirit of impartiality and fairness.

Prizes

*(Prize list as per Framing Template)**

* The Organiser reserves the right to substitute the prizes with any other products of equal value

Judging

The Organiser will appoint a panel of qualified judges to select the winners of the *(Challenge Title)*. The panel comprises *(number of judges)* distinguished individuals selected for the expertise in the fields of *(relevant fields)*.

Before providing any submissions to the panel of judges, the Organiser reserves the right to initially review all submissions to ensure that they are minimally competitive and that judges can apply the criteria described below:

(List of Judging Criteria as per Framing Template)

* Judges' decision is final. No correspondence will be entertained.

Intellectual Property Rights & Promotions

By submitting an entry to the competition, you represent and warrant that you are the sole author and owner of the submitted idea. Each entry or any part of it must be your original work, and must not violate or infringe the rights of other parties, including but not limited to privacy, publicity, or intellectual property rights, or material that constitutes copyright or license infringement. Your Submission may not contain any material that is inappropriate, indecent, obscene, hateful, defamatory, or in any way disparaging. Your Submission cannot have been submitted previously in another promotion or contest of any kind.

All entries submitted to the *(Challenge Title)* remain the intellectual property of the individuals or teams that developed them. By registering and entering a submission, however, the Participants agree that the Host & Organiser reserve an irrevocable, nonexclusive, royalty-free license to use, copy, distribute to the public, create derivative works from, and publicly display the work of contest winners, and to authorise others, including the general public, to use the Submission without restriction on a royalty-free basis.

The Host & Organiser reserve the right, at their sole discretion, to cancel, suspend, and/or modify the challenge for any reason, which includes the right to decline to select a winning design if it is determined that no submission satisfactorily meets the judging criteria.

By participating in this challenge, you are providing your full and unconditional agreement to abide by the rules set forth in these Official Rules.

Except where prohibited, participation in the challenge constitutes each winner's consent to AIM, *(Your organisation and partners)* and their agents' use of each winner's name, likeness, photograph, voice, opinions, and/or hometown and state information for promotional purposes through any form of media, worldwide, without further payment or consideration.

Please provide your edits in a separate document, detailing your changes and other requirements to be incorporated, or for further discussion, if need be.