Launch your Challenge - Guide

To create your challenge, follow the process detailed in this guide. The three main components are:

A. **Complete the excel template** for the submission form.

B. **Gather content, text and images** to create the challenge landing page.

C. **Upload all materials** such as the completed excel submission form, content, graphics, and any other assets necessary to launch the challenge.

A Excel **Template**

Download the provided excel template to structure the submission form. Fill in the questions you would like to ask the challenge participants (Included in this template are some commonly used fields as examples, which you can keep or delete as per your preference). The template is structured in four columns:

1 Label

It's the question you ask the candidates - eg. "what's your name?"

2 Public Label

This is how the question will appear on the submission recap page - eg. "your name"

3 Type

Based on the input you want, select the appropriate widget from the dropdown cell. Here is a list of widget types you can choose:

- **Image** (to upload a logo)
- **Phone**
- **Address**
- **Title** (this would be the entry submission title or project name)
- **Brief** (this allows user to enter a brief overview of the submission entry or solution)
- **Input Text** (to insert a small number of words)
- **Paragraph** (to insert long descriptions and allow formatting)
- **Radio Button** (to allow users to choose only 1 option)

- **Web Address** (for links and URLs)
- **Checkbox** (to allow users to choose multiple options)
- **Number** (such as phone numbers or registration numbers)
- **E-mail address**
- **Date** (to enter a date, whether it is a personal or professional detail such as "when was your Startup created?" Standard format - MM/DD/YYYY)
- **Country**
- **File Upload** (such as pdf, pptx, doc etc.)
- **Image Upload** (to upload images relevant to the submission)
- **Video upload** (to upload a video)

4 Required

You can decide if this field is mandatory for candidates to fill out by selecting "Yes" or "No" in the dropdown cell

Actions you can do within your template

- **Change labels of the submission questions**
- **Delete or add any fields** - If you add a field, you can personalize the whole row, choosing the labels and selecting the type of widget you need from the dropdown in the third column ("Type")
- **Decide if you want the field to be mandatory or not**

Please note: the fields in this template are the most common ones, you can edit and customize the file as you prefer.
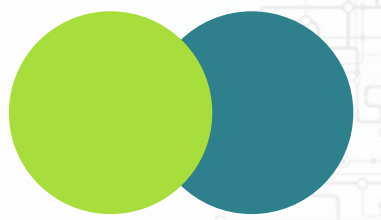
Creating the Challenge Landing Page

Please follow the guidelines below in order to create the landing page for your challenge. You can see the types of available blocks and the content needed in order to customize the landing page.
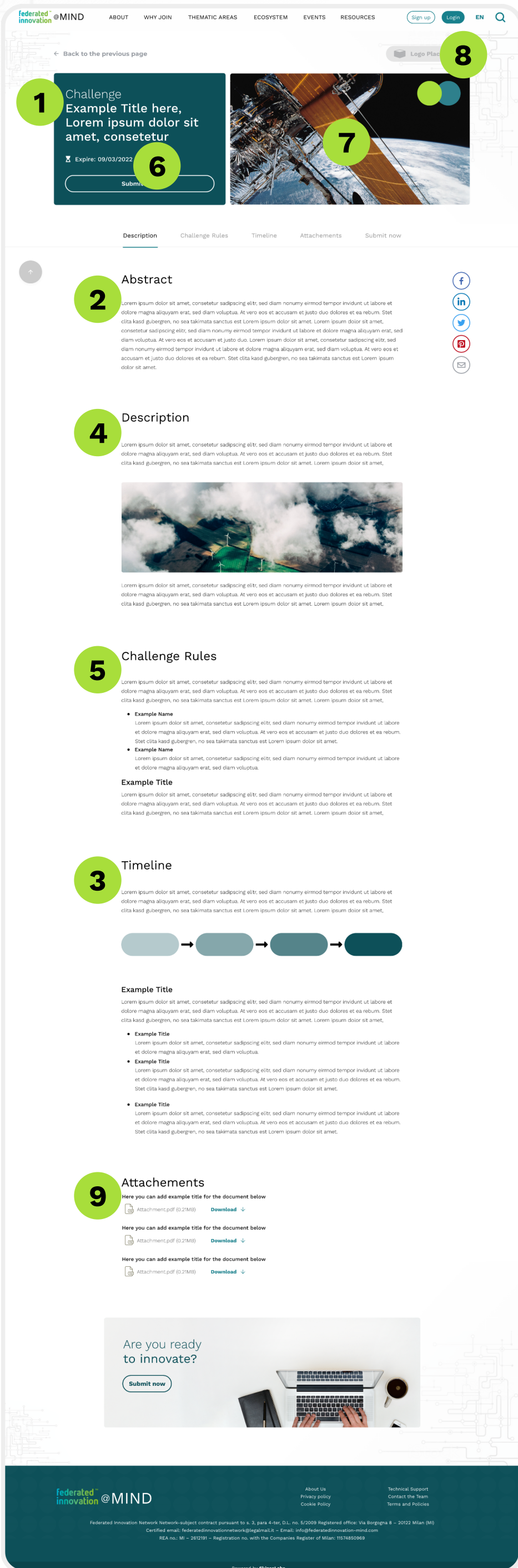
Main Blocks:

1. **Challenge Title** - maximum 8 words

2. **Brief description (Abstract)** - brief overview of the challenge program. Limit: 30 words

[using our text editor you can format the content and also add some images to enrich your paragraph]

3. **Timeline** - key dates and events, along with a short description of each key dates and events

4. **Description** - paragraph which explains and describes the purpose of this challenge

5. **Challenge rules** - section explaining the rules and regulations

6. **Start and End dates** for submissions and any deadlines for judging

7. **Background Image/s** - upload image/s to be displayed on the top right block. (if multiple images are uploaded they will be displayed as a carousel) Max size up to 5 MB, aspect ratio 16:9

8. **Logo placeholder (optional)** - Max size 5 MB

9. **Any documents (optional)** that want users to be able to download, such as templates, rules, checklists etc.

10. **Card Image** - This image will be displayed on the challenge section as a cover of your card. Max size 5 MB, aspect ratio 16:9.
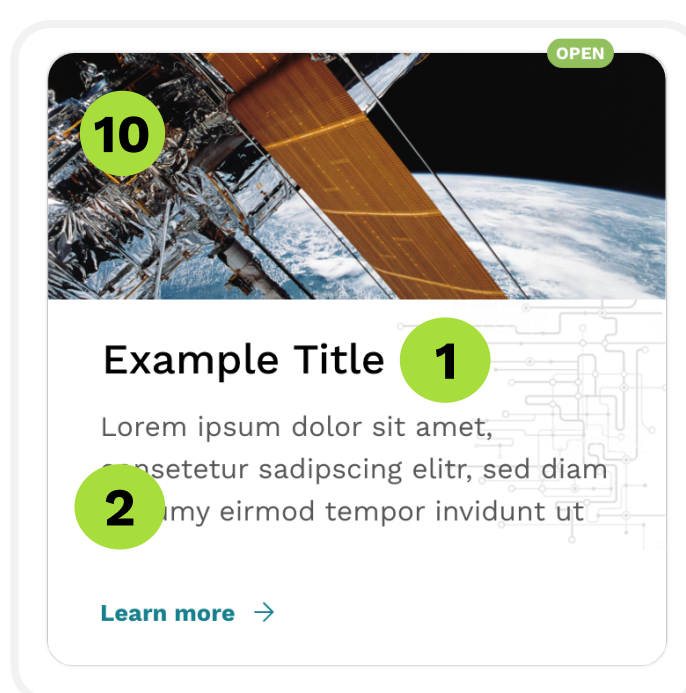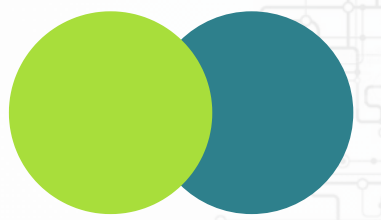
C Upload **your materials**

The final form includes all the information that we need to structure your Challenge, so it is important to compile the fields properly. We will ask you to:

- Upload the Excel Template properly filled

- **Insert the contents of the landing page:** texts and graphic elements that will personalize your page such as title, timeline, description of your challenge and all the other fields shown above

- **Point of contact for any questions and clarifications pertaining to the challenge.**

- **Download the Privacy Policy template** and upload it properly filled:
  The Privacy policy template must be reviewed by the controller, based on its specific needs. The template is a standard format that must necessarily be assessed and customised on the basis of the actual purposes and methods of processing personal data decided by each company launching an initiative.

3. Submit **the form**

Before submitting the form please make sure you review the PDF guide and you have everything required.
You will be asked to upload the completed Excel form as well as some content & graphic elements to be displayed on the challenge landing page.

Submit the form