

# The 1<sup>st</sup> Mansmith Innovation Challenge

## INTRODUCTION

Before participating in the Mansmith Innovation Challenge, you must read these rules and guidelines in their entirety. If you register to join this competition, you unconditionally agree to the terms and conditions presented by the organizers.

### What is the Mansmith Innovation Challenge?

On March 3 and 4, 2021, Mansmith and Fielders will be holding its first ever Mansmith Innovation Summit and Awards to recognize Filipino innovators who have made an impact beyond their own industries. As part of the ultimate advocacy of these awards, the first Mansmith Innovation Challenge will be held in the same month as the summit and awarding ceremonies in order to help nurture and inspire future innovators with the potential to make an impact.

Entrants to the Innovation Challenge will be given time to select between several company-specific business cases and propose an innovative solution to one or all of them.

## GUIDELINES AND CRITERIA

### Who is eligible to join this competition?

Both students and working professionals are eligible to join the competition, whether individually or in groups of at most three (3) members. Mansmith employees and individuals employed under its sister companies are ineligible for the competition, as well as those with connections up to the third degree.

### Rules

1. Teams and individuals must confirm their participation by February 3, 2021 by submitting a full list of their team name, members' names, contact details, and current employment information.
2. Teams must select the cases they would like to work on from the choices presented when confirming their participation.
3. Teams must complete their solution using the attached format within the specified time period.
4. Only those specified in the team line-up are allowed to work on the case study, however they may do additional research and collect data during the time period.
5. Teams are required to submit a short progress report or sample of the case solution to the competition organizers by the first 24-hour mark.
6. All materials must be sent and received by the appointed Team Leader, specified in the member list.
7. Once entries are submitted, they can no longer be amended.
8. Ownership of these submitted ideas shall transfer to the participating companies.
9. The organizer has the right to amend timetable and mechanics according to fairness at any time, and will inform participants if this happens.
10. All information provided to the participants must remain in confidentiality, and only known to members of the team working on the competition entry.

## TIMELINE

1. Company Case Submission Deadline - January 31, 2021
2. Team Application Deadline - February 19, 2021
3. Team Participation Confirmation and Cases Sent - February 22, 2021
4. Competition Entry Deadline - March 6, 2021
5. First Screening - Starting March 9, 2021
6. Final Screening - Starting March 16, 2021
7. Awarding - March 24, 2021

## ENTRY FORMAT

Below you may find the general format of the one-page entries for the competition.

Each case must be written in Calibri font, single-spaced, font size 11 and submitted in .pdf file format.

1. **Executive Summary:** In the participants' own words, they will summarize the contents of their entries. (max 1 paragraph)
2. **Key Insight:** Based on the information presented in their chosen case, participants must write a penetrating new truth that the entry would like to leverage for their Big Idea, as well as what is the most pressing issue they have elected to address in their entry. (max 1 paragraph)
3. **Big Idea:** Participants must explain their game changing concept, grounded on insight, that serves as a unifying force behind a brand's marketing effort.
4. **Innovation:** The concluding segment of each team's entry must state how their proposed solution is considered an innovation, not just for the company whose case they solved, but for the entire industry, as well as demonstrate its effectiveness and efficiency, as well as how the company can market it.

## PRIZES

Each of the Mansmith Innovation Summit and Awards' partners will be contributing to the prize pool of the competition, which is subject to withholding tax.

1. First, entries will be screened by a committee of Mansmith professional consultants.
2. Next, the top cases will be submitted to the companies providing these case studies, who will be acting as a judge panel screening all final entries.
3. There will be one (1) winner per company-case study. The winner will be awarded Php 50,000 subject to withholding tax.
4. Teams can win in one or all case studies, so as much as Php 200,000 can be bagged by a team, subject to withholding tax.
5. In the case of a tie from the judging panel for one case, the winners will split the cash prize.

## **DATA AND PRIVACY**

In accordance with applicable laws, the personal data collected through team application forms shall be processed solely by Mansmith and Fielders for the purpose of managing participants' entries into the Mansmith Innovation Challenge. Only persons authorized by Mansmith and Fielders will be able to access the data specified.

Participants must know that their names and surnames will be available to those screening their competition entries, the final judging panel, as well as in an announcement of winners during the awarding ceremonies.

For further information, you can view Mansmith and Fielders' privacy policy [at this link](#).