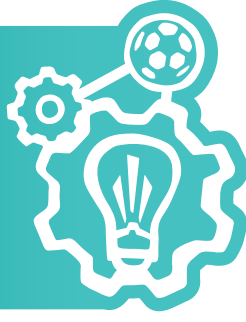


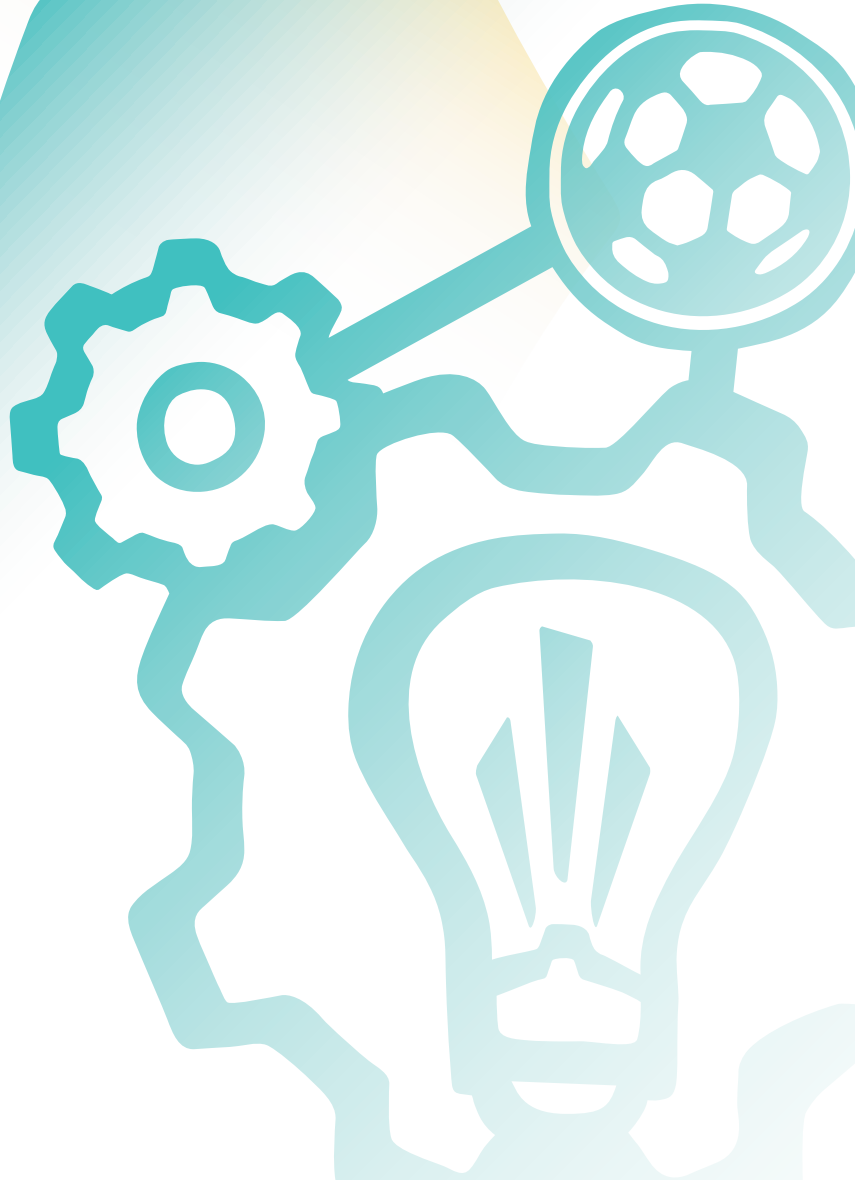


اللجنة العليا
للمشاريع والبرث
Supreme Committee
for Delivery & Legacy

تحدي ٢٢ Challenge 22



Applicant Guide



Contents

Introduction	2
Challenge 22 Snapshot	3
Application Process	4
Application Review Process	5
Focus Areas	6
Appendix 1 – Application Form Template	11
Appendix 2 – Pitch Deck Template	15
Appendix 3 – Terms & Conditions	15



Introduction

Qatar is on its way to becoming the Middle East's top sports and events hub.

Hosting the world's biggest football tournament is an opportunity to create inventions and solutions that can enhance the fan experience and accessibility at mega-events, and benefit Qatar and the region.

We are also working towards a lasting economic legacy beyond 2022, in line with the Qatar National Vision 2030. Our goal is to enhance the regional business environment.

That is where Challenge 22 comes in. Launched in 2015 by the Supreme Committee for Delivery & Legacy (SC), this innovation programme helps startups enter the market by creating opportunities for investment and partnerships.

The resulting community cohesion boosts regional engagement in smaller companies from corporate and public-sector businesses.

Benefits

1. Implementation and global exposure

Implement and showcase your product at local, regional and international events held in Qatar.

2. Funding

The chance to receive grant funding to implement, pilot or operate your innovative solutions.

3. Business support

Support to operate your startup and establish a presence in Qatar.

4. Mentorship

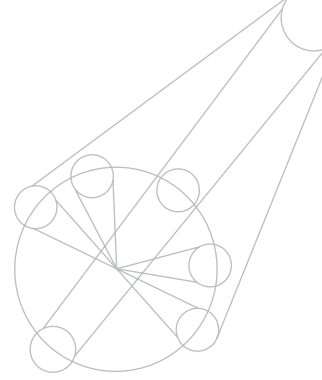
Receive coaching and mentoring support from leading industry and subject-matter experts.

5. Networking

Connect with potential investors and clients from a wide range of fields for business collaboration.

6. Retention of equity and IP

Receive equity-free grant funding and retain exclusive ownership of all intellectual property (IP) rights.



Challenge 22 Snapshot

Eligible applicants

The applying startup should be a registered business in its country of origin

The solution or product proposed should be commercially available

Startups applying should have been operating for a maximum of five years

How to apply

Log in to the online application system through the [Apply webpage](#)

Aside from completing the form, applicants must submit a pitch deck, a video and a copy of the founder's passport/ ID

Applications must be submitted in either English or Arabic

Please find the application form template in Appendix 1

Announcement of acceptance

After submitting, the applicant will receive a confirmation email

Applicants who have progressed to the next stage may be required to submit further information and documents

Formal notifications will be sent directly to applicants on the status of their application – to inform of acceptance, rejection or request further information

Challenge 22 focus areas

Tournament information
Cultural offering
Language and translation
Entertainment and hospitality
Wayfinding and navigation
In-stadium services
Open innovation category

Benefits to startups

Implementation and global exposure
Funding
Business support
Mentorship
Networking
Equity-free funding and IP protection

Please read the [FAQ](#) if you need more information.

Application Process

Lifecycle

Applicants will be informed of their progress at each stage of the process.



Entry criteria

Challenge 22 is looking for innovations with the potential to enhance the fan experience at the world's biggest sporting event. Here are some tips for your application – you can also check out the [FAQ](#) for more information.

Eligibility criteria

- The startup should be a registered business in its country of origin
- The proposed solution or product should be commercially available
- Startups applying should have been operating for a maximum of five years
- Applications must be submitted in either English or Arabic

Disqualification

Challenge 22 may disqualify an application at its sole discretion for any reason and at any stage. Reasons may include:

- The application goes against the rules or the spirit of Challenge 22
- The application (in part or in whole) violates existing intellectual property rights
- The application violates the laws of the State of Qatar or of the applicant's country of origin
- The application does not comply with the selection criteria
- The required supporting documents were not submitted completely
- The applicant fails to correct any errors identified by Challenge 22 in their application within the required timeframe
- Any applicant may be disqualified at any time during the process for submitting false information and/ or documentation

Application process

- Log in to the online application system via the [Apply webpage](#)
- It is recommended that applicants complete the application form offline, and then copy and paste the details into the online application. The form outline can be found in Appendix 1
- After submitting, the applicant will receive a confirmation email
- Applicants who have progressed to the next stage may be required to submit further information and documents

Application Review Process

Applications submitted will be subjected to a review process to make sure that they comply with the programme criteria and requirements.

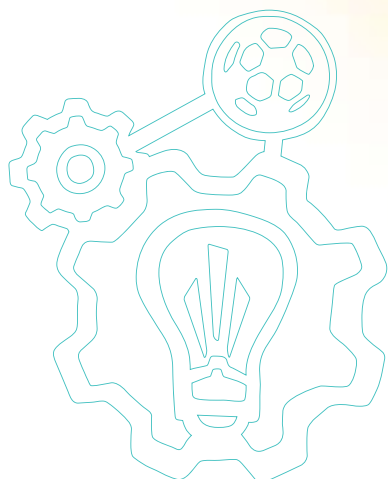
The technical review will analyse the information provided in your application using the following criteria:

- Technical merit: innovation potential and feasibility
- Programmatic merit: relevance to Qatar, upcoming tournaments and the world's biggest football tournament
- Business merit: financials and team strengths

Challenge 22 will procure the services of internal and external experts to review the applications, if required. All applying startups will be informed of the outcome of their application and the next steps.

The review team may request further information during this process to validate and evaluate the solution and implementation plans. This may include, but not be limited to:

- Business/ solution implementation plan
- Detailed team capabilities
- Technology-related details
- Milestones and timelines
- Grant utilisation plan
- Project risks and mitigation plans



Focus Areas

When Qatar won the bid to host the world's biggest football tournament, we told the world to expect amazing. The local organising committee is working hard to host the most immersive, engaging and innovative tournament ever.

Challenge 22 finds practical solutions to real world challenges. Here are the types of innovations that we're looking for from applicants:

Tournament information

The success of this tournament depends on a well-connected and well-informed audience of fans and visitors. We want to make sure that fans coming to Qatar are engaged by the variety of activities and events happening around the country.

The objective is to disseminate information to fans in an easy and digitally engaging manner. Proposed solutions should also allow fans and visitors to easily book or reserve tickets (excluding match tickets) and services. Proposed innovations should use real-time technology to provide accurate information to fans and visitors throughout their stay in Qatar.

Solutions could focus on providing information related to: match schedules, tickets and terms & conditions, transport, hospitality, visas, services and attractions at fan zones.

Innovations could include: social media platforms, podcasts, and radio-frequency identification and beacon technologies.

Cultural offering

In 2022, fans from around the world will come to Qatar in a celebration of the beautiful game. This is a once-in-a-generation opportunity to share the Middle East's cherished cultural heritage and spirit of generosity with the world. It is also an important chance to dispel misconceptions about the region.

We want your solution to create truly memorable experiences that reflect the best of who we are to the fans that will visit Qatar. Proposed solutions should be digital and allow access to relevant information or locations.

Solutions could include: gamification, AR/ VR, e-commerce, ticketing solutions, rewards schemes.

We have identified four types of tourism products and services that will contribute to an exceptional visitor experience:

Culture and heritage

Providing authentic cultural experiences and promoting Arab culture

Business events

Catering for businesses and other entities, and event organisation and management

Recreation and sports tourism

Enhancing family recreation and sports tourism, including health and wellness offerings and recreation and sporting activities

Urban and family entertainment

Offering exceptional urban experiences with an emphasis on family (e.g. theme parks, destination resorts, museums and edutainment facilities)

Your innovative solution should fall within one or more of the following areas:

1. Cultural services and amenities for fan villages

Fan villages will act as accommodation and entertainment hubs before, during and even after the tournament. Developing new services, products and amenities that provide high-impact, engaging experiences for families and children staying in and visiting fan villages will be a key element of their success.

Innovative products and services related to fan villages should be scalable, considering the need for expanded capacity during the tournament and other large events, and for post-event downscaling.

2. Unique tourism experiences

The Arab world comprises a rich tapestry of cultures woven together by a shared language and common values. In line with National Tourism Council strategies, we want to provide tourists with authentic Qatari and Middle Eastern cultural experiences.

Innovative methods could include:

- Unique services and experiences
- Recreational activities, such as existing or new sports, nature and adventure activities
- Excursions and educational programmes to educate visitors about Qatar and the region
- Iconic products or souvenirs made or designed in Qatar

3. Accessibility for all

Tourist sites and experiences cannot be truly enjoyed unless the attractions and information are accessible to all.

Developing innovative products and services that enhance accessibility could include:

- Personalised, real-time, user-friendly information, such as maps and information on destinations, events, restaurants, hotels and transport that is accessible to people with disabilities
- Ensuring all tourist venues and their programming are accessible to people with disabilities

Language and translation

We want to make sure fans can actively engage with the tournament using effective communication methods. Fans should have a seamless and customised experience, regardless of language barriers and other communication issues. This initiative will also build bridges between nations.

The objective is to use innovative technology to provide services that create a more accessible, safer and better tournament experience for all.

Your innovation solutions should focus on at least one of the following areas:

1. Translation and interpreting solutions

Information is key for mega-events; it not only enables fans to engage more, but also to use all the services the event and host country are offering. Serving the many nationalities that will attend the world's biggest football tournament is a challenge – and a requirement. Proposed solutions should address these issues using innovative technologies.

2. Voice technologies, sign language and brail

This tournament is a truly inclusive event. Therefore it is imperative that we enable fans with disabilities to enjoy the same experience as everyone else. Proposed solutions should offer innovative ways to implement communication technologies across the various platforms used by fans.

This could include: digital platforms, apps, websites, signage and wayfinding.

Entertainment and hospitality

A host of festivities and entertainment experiences await fans and visitors to Qatar during the world's biggest sporting event. Fans will have an enjoyable and memorable stay in Qatar – beyond attending matches. Providing information about entertainment experiences in Qatar is an important way of engaging fans.

The objective is to offer primarily digital solutions so fans can use entertainment services in Qatar. We also want to create a fun gamified experience, helping fans to connect with each other. Proposed solutions should be engaging, informative and accessible.

Proposed technologies could include: eCommerce, payment solutions, social media platforms, podcasts, games, AR/ VR.

Proposed solutions should focus on:

1. Sharing real-time, customised information

Fans coming to Qatar will have different wants and needs; therefore, it is important to understand their preferences and customise their experience. Technology can provide information and access to entertainment options, thus enabling a seamless experience for all fans.

Proposed technologies could include: social media platforms, beacon and radio-frequency identification technologies to share location-based information, podcasts.

2. Engagement solutions

Fans at the world's biggest football tournament should be able to engage with other fans who have similar interests.

To facilitate this, proposed applications could include: gamified solutions, social connection platforms, location-based notification systems.

3. Hospitality services

Digital solutions can help fans access hospitality services. These could include: booking hotel rooms, finding recreational facilities like gyms and spas, reserving tables at restaurants and ordering takeaway food.

Wayfinding and navigation

With an estimated two million fans coming to Qatar for the world's biggest football tournament, providing a seamless experience is a challenge. The tournament experience needs to be unique, memorable and easy to access – for fans with and without disabilities.

Proposals must provide creative solutions that give all fans an amazing tournament experience, regardless of where they're staying in Qatar, their nationality or any disabilities. Solutions should provide real-time data and information allowing fans to easily find their way and make decisions.

Solution should use: IoT, beacons, AR/ VR, AI and other innovations that can enhance the user experience.

The proposed solutions should focus on at least one or more of the following areas:

1. Wayfinding solutions

The solutions should use cutting-edge navigational tools to enable fans to reach their destinations efficiently and cater to all fans, regardless of gender, age or physical abilities. Proposed digital platforms should not be limited to smartphones, but include navigational screens and outdoor digital technologies.

2. Journey planning and navigation

Many fans will be visiting the Middle East for the first time in 2022, so they will need real-time information about traffic, public transport, taxis, hotels, restaurants, parking, toilets, baby changing and ablution facilities, mosques and venue entrances and exits.

This will require new applications using available data to support accessibility within Qatar. Solutions could also have new features that add value to existing applications. Solutions should include information about queueing time and crowd density, in order for fans to make more informed decisions.

In-stadium services

During 2022, the focus will be squarely on football. To ensure fans have a positive experience at matches, we are looking for solutions that can enhance the delivery of in-stadium services, such as crowd control, and food and beverage ordering, thus eliminating the hassle of long queues.

Proposals should provide solutions that will create a memorable, engaging experience. With 40,000+ fans at each stadium, you should consider how technology can provide solutions to cater to their needs.

Technologies could include: digital platforms, ePayment solutions, online ordering, AR/ VR, real-time data and information, and entertainment solutions.

1. In-seat services

Please consider:

- How can technology change the way fans order and receive food and beverages while watching a match?
- How can this be achieved with minimal disruption to the match?
- How can we digitalise concession stand operations?

2. Fan engagement

Proposed solutions should address innovative ways that technology can connect fans at a match. The objective is for fans to enjoy the match while engaging with other fans digitally.

Solutions could include: chants and songs, games and competitions, celebrations, showing loyalty to a country.

3. Stadium services

The proposed solution should address how fans can use digital technologies to quickly access toilets, emergency areas, first aid rooms and other amenities and hospitality services.

Proposed technologies should be accurate and user friendly.

Open innovation category

Do you have another solution that you think will support our preparations for the world's biggest football tournament? All submissions are welcome, even if they do not apply directly to the focus areas mentioned above.

Appendices

Appendix 1 – Application Form Template

We recommend that you complete your application offline and then copy and paste your answers into the form. Hard copies of application forms will not be accepted.

Applications must be submitted in either English or Arabic.
Fields marked with (*) are mandatory.

Question	Answer
Name of startup*:	
Contact details*:	Provide your email and phone number (including country code).
Website URL: Social media accounts:	If applicable, provide your website URL and social media URLs for LinkedIn, Instagram, Twitter and Facebook.
What focus areas does your solution address?* Multiple focus areas can be selected.	Tournament information Up-to-date information on match schedules/ tickets and terms & conditions, transport, hospitality, visa, services and attractions at fan zones Cultural offering Unique touristic initiatives and services related to culture, shared through digital means for better integration Language and translation Breaking language barriers through technology Entertainment and hospitality Provide access to information related to entertainment experiences in Qatar Wayfinding and navigation Journey planning and navigational tools to ease fans' movements In-stadium services In-stadium services that create a positive fan experience, such as crowd control, virtual queues and in-seat food ordering

Open innovation category

Technology proposals that don't directly apply to the above categories, but could enhance the overall fan experience

What activities is your startup involved in?

Describe your field and services offered (max. 1,000 characters).

Have you previously applied to Challenge 22?

If yes, please detail when you applied and what was your solution (max. 500 characters).

Have you received any grants/ external funding in the past five years?*

If yes, detail any previous, ongoing, or completed grants/ funds received by your startup, including grant amount, date received and any other important details (max. 2,000 characters).

Has your startup gone through any incubation or accelerator programmes in the past five years?*

If yes, detail the name of the incubator/ accelerator programme, location, incubation period, outcomes and any other important details (max. 2,000 characters).

Is your startup incorporated in any country?*

If yes, provide the year of incorporation and the location of registration.

What markets does your startup operate in?*

Multiple regions can be selected.

MENA region
Africa
Asia
North America
South America
Europe
Oceania
Global

Who is your core team?*

You need to provide the following details of the founder/ applicant and any other core team members:

Full name
Position
Nationality
Country of residence

Upload founder/ applicant's passport or ID*

You need to upload a PDF or JPG file (max. file size: 2MB).

What makes your startup or solution innovative?*

Please detail (max. 5,000 characters):

- What is the value proposition/ what makes your solution unique?
- Provide a summary of your innovation
- Describe what is new about your proposed solution, such as a technology, product, service or a process
- How will it directly disrupt/ add value to the overall fan experience at mega-events?

Do you have any case studies for your solution?*

If yes, describe 1-3 case studies (max. 5,000 characters):

- Who was the customer?
- What was the challenge/ need?
- What was the intervention/ solution?
- What was the impact?

What stage is your product or service at?*

Select one option only.

Idea stage

Business strategy or plan that hasn't been developed

Prototype

An early sample, model, or release of a product built to test a concept or process

Product ready

A product or service that is ready to market

Product in market

With paying customers who are using or subscribed to your product or service

How does your startup align with the world's biggest football tournament and its legacy for Qatar?*

Explain how your innovation will support or add value to the tournament – and contribute to a lasting legacy for Qatar and the region (max. 2,000 characters).

We recommend that you read about our [vision, mission and values](#).

Does the proposed innovation use any existing intellectual property (trade secrets, copyrights, patents)?*

If yes, you need to provide evidence of licence to use. You can upload a PDF or JPG file.

You shall retain exclusive ownership of all intellectual property (IP) rights for your startup.

Executive summary of your pitch*

Please see Appendix 2 for the pitch deck template that you can use as a guide.

You need to upload a PowerPoint presentation that summarises your solution and business plan (max. number of slides: 10 and max. file size: 5MB).

Information to be included in pitch deck:

- Product/ solution overview
- Technologies used
- Financials
- Pricing model
- Customers
- How Challenge 22 can help you

Video introduction*

Record an introduction about yourself and why you founded your startup and provide the URL (max. length: 2 minutes).

How did you hear about Challenge 22?*

Select one option only.

- Website
- Social media
- Friends
- Events
- Other (please detail)

Declaration

Please accept our terms & conditions*

You can find the terms & conditions in Appendix 3.

Please confirm that you meet the eligibility criteria*

You can find the eligibility criteria on p4 of this guide.

I declare that all information submitted is correct, the proposal is my own original work (except where appropriately referenced) and the **proposal is only for Challenge 22** and for no other award or grant.

Appendix 2 – Pitch Deck Template

Applicants should provide a basic pitch deck to showcase their business plan. If selected for the next stage, you will be requested to submit a detailed business proposal.

Please use this [pitch deck template](#) as a guideline.

Appendix 3 – Terms & Conditions

Privacy

1. To help Challenge 22 in the evaluation and analysis of projects, applicants agree that Challenge 22 may use, copy, and otherwise deal with all applications, documents, communications and associated materials submitted to Challenge 22 during the application process (collectively, “submission materials”). Specifically, Challenge 22 may share the submission materials with other partners, funding partners, and potential funding partners.

2. The applications may be subject to confidential external review by independent subject-matter experts and potential co-funders, in addition to analysis by Challenge 22. Please carefully consider the information included in the submission materials. If you have any doubts about the wisdom of disclosure of confidential or proprietary information, we recommend you consult with legal counsel and take any steps you deem necessary to protect your intellectual property. You may wish to consider whether such information is critical for evaluating the submission, or whether more general, non-confidential information may be adequate for these purposes.

3. By taking part in the programme, applicants agree that their personal details will be included in a database owned by the Challenge 22 programme, which will be the exclusive custodian of these details for managing the programme. Challenge 22 will not sell or distribute applicants’ personal data to third parties.

4. By entering the Challenge 22 programme, you agree that we may collect, store and use your personal information as set out in our [Terms of Use](#). The selected startup also hereby agrees to the use of their name, prize, hometown and their likeness for online posting, and/ or any advertising and publicity without additional compensation.

Warranty And Indemnity

1. By providing any submission materials, the applicant warrants to the Challenge 22 programme that they have the right to provide the information submitted. Applicants with questions concerning the contents of their submission materials may contact us at info@challenge22.qa and a member of the Challenge 22 programme will reply within two working days.

2. All applicants hereby guarantee that their organisation, or they themselves, originated the application/ proposed solution, and will not hold Challenge 22 programme liable for any action or claim from a third party with respect to the project submitted.

Relationship of the Parties and Changes to the Programme

1. Submission of an application does not create a contractual relationship between the applicant and the SC or its partners.

2. Furthermore, all applicants acknowledge that all terms of this application are subject to change. In particular, the administrators of Challenge 22 reserve the right, at their sole discretion and without notice, to:

- a. Cancel any of the listed focus areas at any time and for any reason.
- b. Amend and re-issue new focus areas at any time and for any reason.
- c. Accept or reject any application that is non-conforming because it does not meet the eligibility criteria or does not comply with the application instructions.
- d. Not fund any application with proposed activities that might be prejudicial to relations between Qatar and other countries.
- e. Disqualify any application at any stage where there is an indication that the application was, in any way, plagiarised.
- f. Accept or reject any or all applications, regardless of an application's ranking based on the evaluation criteria, with or without cause or notice providing an explanation.
- g. Decide upon the number of selections and grants they will make through the programme.
- h. Verify any information provided by applicants through independent research or by contacting third parties deemed to be reliable by the Challenge 22 programme and use that information to inform any Challenge 22 decision.
- i. Modify eligibility and evaluation criteria, including but not limited to criteria assessed at the screening stage, at any time.
- j. Not provide any feedback regarding the reasons for an application being selected or not selected.
- k. Request additional documentation and verify any submitted documentation, at any time.

Communication and Advertising

1. Challenge 22 reserves the right to publicise the applicants and the winning projects by means of any kind of communication (internal and/ or commercial advertising), through any promotional media (press, magazines, catalogues, websites etc.). This communication may be in the form of images, recordings (audio and video) and text supplied by each of the applicants and the winning projects.

2. Successful applicants agree to give full access to and facilitate, when necessary, the film production and innovation assessment conducted by the Challenge 22 programme.

Acceptance Of These Terms & Conditions

1. Applying for Challenge 22 implies full acceptance of these rules by the applicants.
2. Interpretation of these rules falls within the exclusive competence of Challenge 22.
3. Doubts related to the online application, these terms & conditions or Challenge 22 itself can be communicated to info@challenge22.qa.

These terms & conditions will be governed by and construed in accordance with Qatari law and are subject to the exclusive jurisdiction of the courts of Qatar.

