



اللجنة العليا  
للمشاريع والبرث  
Supreme Committee  
for Delivery & Legacy

## تحدي ٢٢ Challenge 22



# FAQ



See our frequently asked questions for answers about applying to Challenge 22 – a driving force behind innovation for the FIFA World Cup Qatar 2022™.

Please contact [info@challenge22.qa](mailto:info@challenge22.qa) if you can't find the answer to your query.

## 1. What is Challenge 22?

Challenge 22 is the Supreme Committee for Delivery & Legacy's (SC) flagship innovation programme that opens the door for entrepreneurs and innovators to explore solutions that directly enhance or address the challenges related to mega-events, and bring benefits to Qatar and the wider region. The programme targets global talent, with a focus on the Arab region.

## 2. When can I apply to Challenge 22?

Applications will remain open until 2022.

We will give prior notice of any end date on the Challenge 22 website.

## 3. How do I apply to Challenge 22?

Complete the [online application](#) and submit all necessary documents.

We recommend that you complete your application offline and then copy and paste your answers into the online form. Please read the [Applicant Guide](#) for more information.

## 4. Who can apply?

Any startup within its first five years of operation, after incorporation with a market-ready product or solution. Please read the full eligibility criteria in the [Applicant Guide](#).

## 5. Can a registered startup with no user traction/ sales apply?

To be eligible to apply, the startup must have user traction with demonstrable use. However, in exceptional cases, the application may be evaluated on the merits and potential of the product/ solution alone and how relevant it is to the focus areas.

## 6. What benefits does Challenge 22 offer?

### Implementation and global exposure

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

### Funding

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

### Business support

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

### Mentorship

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

### Networking

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

### Retention of equity and IP

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

## 7. Do we need to write a business plan or send a pitch deck?

For the initial application, a simple pitch deck is required. If selected for the next stage, you will be requested to submit a detailed business proposal.

## 8. Do you have any sample pitch deck slides?

Please note that this [pitch deck template](#) is a guideline only.

## 9. What happens after I submit my application?

You will receive an automated response upon your successful submission. Then you will be notified of your application status and whether you have been accepted for the next stage of the selection process.

## 10. Why wasn't our application accepted?

This could be for multiple reasons, such as the application not meeting the eligibility criteria or the solution/ product not being applicable to our current needs.

## 11. What are your current needs/ focus areas?

Our focus areas aim to give fans and stakeholders a personalised and memorable experience at the tournament:

- Tournament information
- Cultural offering
- Language and translation
- Entertainment and hospitality
- Wayfinding
- In-stadium experience

There is also an open innovation category for products and solutions that could make a difference to the tournament, the fan experience and Qatar.

Read more about our focus areas in the [Applicant Guide](#).

## 12. Will you fund multiple startups working on the same focus area?

Yes, we fund startups based on relevance and applicability.

## 13. We don't really need the money. Does it still make sense to apply?

Yes. We would still be interested in exploring opportunities to work with your company if your solution is viable.

## 14. What if our solution is costly?

We would still encourage you to apply. The grant will take into consideration the cost-benefit parameters when assessing the solution and how innovative it is.

## 15. Can our startup apply more than once?

Yes, but not with the same solution or focus area.

## **16. If my startup/ company is selected, do I need to stay in or relocate to Qatar?**

You do not need to relocate. However, if your startup is selected and you are required to establish a company in Qatar, Challenge 22 will support you with this process.

## **17. Do I need a visa to join Challenge 22 in Qatar?**

You do not need a visa to apply to Challenge 22. However, if your startup is selected and you need to come to Qatar, Challenge 22 can provide you with information about the visa requirements and support your application, if necessary.

## **18. Are accommodation, transportation and travel allowances provided?**

No, but allowances will be considered in specific cases.

## **19. Does Challenge 22 or the SC have any claim to my IP if selected and implemented?**

Challenge 22 and the SC do not claim any proprietary rights over your IP, but will have usage rights for the product or solution developed, based on the utilised grant fund.

## **20. Does Challenge 22 or the SC take equity in the selected startups?**

The selected startups are given an equity-free grant to implement the solution.

## **21. Who will evaluate my application?**

The application review committee will consist of representatives from the SC and, if required, external experts.

## **22. What is the purpose of the video in my application?**

Videos help the application review committee get a better understanding of your company and founders.

## **23. What is the Supreme Committee for Delivery and Legacy?**

The Supreme Committee for Delivery & Legacy (SC) was established by the State of Qatar in 2011 to deliver the infrastructure and host country planning and operations required for Qatar to host a historic FIFA World Cup™. The SC accelerates Qatar's progress towards achieving national development goals and creates a lasting legacy for the country, region, Asia and the world.