

CareerTech Challenge Prize - Entry Form

Welcome to the online entry form for the **CareerTech Challenge Prize**, a part of the [CareerTech Challenge](#). The *CareerTech Challenge* consists of both a Prize and a Fund - this form is to enter the Prize. [If you wish to apply to the Fund, information is available on the Nesta website.](#)

[Prize entries must be submitted via the Submittable platform](#) by **14:00 GMT, Wednesday 29 January 2020.**

Entries must respond to the prize statement, and will be evaluated against our Judging Criteria. We expect to be able to notify you of the outcome of your entry in **April 2020.**

Please respond directly to the questions in the form, providing concrete examples and/or evidence to support your entry where possible. Entries should be completed in English, and we ask that you avoid unnecessary jargon or unexplained acronyms. You must complete the entry form; partial or incomplete forms will not be eligible.

[All the information about the Prize can be found in the Innovator Handbook and Frequently Asked Questions.](#) Before submitting, ensure you have read these documents, and review the following checklist:

1. Have you read and understood the prize statement and are you confident that your idea meets the aims of the Prize?
2. Do you understand all the Judging Criteria and know what the judges will be looking for?
3. Do you meet all the Eligibility Criteria?
4. Have you read carefully through the Prize Terms and Conditions?
5. Have you read our Privacy Policy?
6. Have you reviewed the entry form and the questions you will be expected to answer?

Before you enter:

- [I confirm that I have read the Terms and Conditions](#) and [Privacy Policy](#) and that my team, any partner organisations and I agree to these.
- [I confirm that I have read the Eligibility Criteria.](#) that my team, any partner organisations and I are eligible for the Prize now and that we will continue to be so throughout the course of the Prize.

SECTION 1 - Your Details

These details will be used to contact you or your team and to assess eligibility, and will only be shared where we are required to do so to administer the Prize, for example to conduct due diligence. More information on how we use your personal data is included in our Terms and Conditions and Privacy Policy.

1.1 Lead Contact

Please enter the details of the person who will be the primary point of contact with the CareerTech Challenge Prize team.

Name of lead contact*	
Position within the organisation(if applicable)*	
Email address *	
Address line 1 *	
Address line 2	
City	
Postcode*	
Phone number*	
Country*	

1.2 Are you entering as an individual, group,organisation or partnership? *

- Organisation
 - 1.2.1 Organisation name**
- Partnership
 - 1.2.2 Name of lead organisation**
 - 1.2.2.1 Please list your partner organisations**
(name / location of head office / their role in the proposed project)
- Individual
 - 1.2.3 Your name**
- Group
 - 1.2.4 Name of project lead**
 - 1.2.4.1 Please list the members of your group**
(name / where they are based / their role in the proposed project)

1.3 Type of organisation/lead organisation

- Community interest company
- Public limited company
- Private limited company
- Company limited by guarantee
- Unlimited company
- Limited liability company
- Higher education/research institution
- Charity
- Other

1.3.1 If other, please state

1.4 Size of organization? (members of staff)*

- 0-10
- 11-50
- 51-200
- 200+
- N/A

1.5 Are you (and your team):

Please check all that apply

- Already working in the career information, advice and guidance sector
- Already working with labour market information
- Already working with the target beneficiaries
- Active in another sector and pivoting an existing solution to this sector
Please specify your current sector
- Building a new solution and new to the sector

1.6 Company/Charity/Non-Profit Registration Number (if applicable) *

If not applicable, insert N/A

1.7 Organisation or project website URL (if applicable)*

If not applicable, insert N/A

1.8 Has the lead organisation received state aid in the past three years?

- Y
- N

1.8.1 If yes, how much did you receive and what was it intended for? (150 words)

SECTION 2: Summary

Your answers in this section should provide an overview of your solution.

2.1 Please provide the name of your digital solution.*

If you are selected as a finalist, this name may be used at public events and in the media.

2.2 Please provide a summary of your digital solution and how it addresses the Prize Statement.*

A short public facing description of your solution - an elevator pitch. If you are selected as a finalist, this description may be used at public events and in the media.

2.3 At a high-level, if selected as a finalist, what work would you look to undertake during the nine-month finalist period to develop, test and validate your digital solution?*

No more than 300 words.

2.4 What progress, if any, have you made towards developing your solution?*

It is not a requirement that you already be working on your solution, but we would like to understand what stage you have reached if development is already underway so, if you are successful, we can tailor your support appropriately.

No more than 200 words

2.5 Pitch video: Please provide a link (and password, if applicable) to a short (no more than 3-minutes) video, with closed-captions, outlining your digital solution's unique value proposition.*

Your video will be used to understand your solution, and should discuss (at a high-level) what your solution is, how it will address the problem(s) set out in the Prize Statement, who will use it, and how it improves on current approaches. Videos can be filmed on a smartphone. You will not be judged on the production quality, however, audio must be clear and content visible.

2.6 Password for video (if applicable)

SECTION 3: Innovation

We expect solutions to integrate and build on labour market information in new or innovative ways, or to draw on innovative sources of labour market information to generate actionable insights about people's future careers. This innovation should improve the information, advice and/or guidance available for the Prize's target beneficiaries.

3.1 Please outline how your digital solution is innovative, either in the sources of labour market information it draws on or how it uses that information.*

No more than 400 words.

3.2 How will your digital solution's innovative approach support better career information, advice and guidance for the Prize's target beneficiaries?*

No more than 300 words.

SECTION 4: Insight & Impact

Solutions should combine insights into the future of the labour market with an understanding of the Prize's target beneficiaries, their needs, and their motivations. To be effective, solutions will need to proactively engage with beneficiaries and provide them with straightforward, actionable and localised recommendations to help them plan for their future careers.

4.1 Describe who your solution will help, and how it will address the barriers they face in accessing information, advice and/or guidance?*

No more than 400 words.

4.2 If selected as a finalist, how would you measure the level of impact your solution has?*

No more than 200 words.

SECTION 5: Accessibility & Usability

Entries will need to demonstrate how solutions are easy, enjoyable and intuitive for the Prize's target beneficiaries to access. Solutions should take into account the diverse needs of their users, and cater for varied levels of digital literacy and preferences for accessing the solution.

5.1 Who are the users of your digital solution and how do they relate to the Prize's target beneficiaries?*

Solutions could service the Prize's target beneficiaries and/or the organisations that work with or support them.

No more than 300 words.

5.2 What approach will you take to make your solution accessible and engaging?*

Solutions should take into account users' digital literacy and preferences for accessing the solution. Users should find the solution to be intuitive and reflective of their needs.

No more than 300 words.

SECTION 6: Market Potential

Although solutions do not need to be market-ready at the time of entry, by the end of the Prize it is expected that finalists will be able to demonstrate that there is a market of sufficient size to sustainably commercialise their solution.

6.1 Please outline the potential market for your solution and the steps that you will take during the Prize to validate the market.*

No more than 200 words.

6.2 What is your proposed business model and how will you test this model during the Prize?*

No more than 200 words.

SECTION 7: Capabilities

We want to understand why we should back your team and the intellectual property status of your solution.

7.1 Please describe the technology underpinning your solution.*

No more than 200 words

7.2 What do you expect to be the main challenges in developing your solution and its use of labour market information?*

No more than 200 words

7.3 What are the relevant skills and experience of the team working on the solution?*
Please provide information about up to five team members.

Describe each person's relevant expertise to the project.

Include details of at least one technology expert.

No more than 400 words

7.4 What is the current intellectual property status of your solution?*

No more than 200 words

SECTION 8: PROGRAMME EVALUATION QUESTIONS

Questions in this section are for evaluation purposes only. They will not be shared with Judges and are not part of the assessment process.

8.1 How would your project team members describe their gender?*

Gender Identity	Percentage
Female	
Male	
Non Binary	
Prefer to self describe	
Prefer not to say	

8.2 Provide the age range of your team, what is the age of it's youngest and eldest members?*

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8.3 Which ethnic groups are represented in your project team?*

Black / African Descent / Caribbean Descent
Caucasian / European Descent
East Asian Descent
Mixed Descent
South American Descent / Hispanic
South Asian Descent
Other, including Arab (please state)
Prefer not to say

8.3.1 If other, please state

8.4 Does anyone in your project team consider themselves to have a disability under the Equality Act 2010?*

dropdown

Yes
No
Prefer not to say

8.5 How did you hear about this Prize?*

dropdown

Nesta social media
Nesta Challenges social media
Other social media
Nesta newsletter
Other newsletter
Online search
Word of mouth
Event
TV or Radio
Print media
Other

8.6 What are your primary motivations for entering the Prize?*

Select a maximum of three responses

- The Prize inspired me to create something new
- The Prize can show me how to transfer my knowledge/ability for new purposes
- The Prize is a great opportunity to partner with more experienced people and organisations
- I am interested in winning the final prize
- I am interested in increasing my reputation
- I am interested in doing something that can help people
- I am interested in developing my skills in this area
- I would like to develop more partnerships
- Other (please specify)

8.6.1 If other please specify

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8.7 Have you ever participated in a challenge prize before?*

dropdown

Yes
No

8.7.1 If yes, which one(s)

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8.8 What areas of support do you most need to develop your idea further?*

Please select three responses

- Applying for grants and attracting investment
- Market research advice
- Legal advice
- IP (intellectual property) advice
- Product design
- User testing
- Business skills
- Communications/marketing/PR measurement and evaluation
- Human resources
- Financial planning / modelling
- Impact measurement
- Other (please specify)

8.8.1 If other please specify

Description (optional)
