

# FREQUENTLY ASKED QUESTIONS

## What is the 100-hour Challenge?

This is a contest that challenges your inventiveness, resourcefulness and creativity! Create and pitch a valuable, innovative or socially beneficial product or service using materials you likely have just steps away in your dorm room, apartment or house. Think like an entrepreneur and keep in mind the three elements of entrepreneurship: having an idea, taking action and creating value. To succeed in this Challenge, test assumptions, seize opportunities and be creative.

## To participate:

1. On Thursday after 9 AM, check the 100-Hour Challenge website or UW-Madison Residence Halls' [Facebook](#), [Twitter](#), or [Instagram](#) to see the list of approved “supplies” for your creation.
2. Sign up to participate and include a photo of the supplies you’ll be using.
3. Work alone or with a team to build and document your prototype...have fun and be creative!
4. Submit and pitch your creation by posting a video or photo series/presentation to a public website. The contest is administered by the [StartUp Learning Community](#) at UW-Madison and is open to all currently enrolled UW-Madison students.

## What are the awards and prizes?

There are three award categories; Most Creative, Most Potential Social Value, and Most Potential Revenue Value. The winning submission for each will receive a \$400 prize (*if awarded to a team it will be split evenly between the team members*).

## Sounds cool! How do I enter the contest?

No pre-registration is required. Simply participate in the Challenge (*see details below*) and you'll register online when you submit a photo of your supplies as you begin the contest. Please note, you must be an enrolled UW–Madison student.

## Do I have to enter the competition by myself?

No, you can enter as a team...in fact we encourage team entries! However, a team captain must register as a team, and s/he must list all team members at that time—registration opens on Nov. 12th.

## Can I use any additional materials in my entry besides the listed item(s)?

Yes. But the listed item(s) must be used as the main component(s) of your entry. The judges will be taking the use of approved materials into consideration as part of the judging criteria.

## Once I have my items picked out, then what do I do?

You have 100 hours during the Challenge (*9AM Thursday, November 9th to 12:00 Midnight Monday, November 13th*) to create something of value, using your item(s), and tell us about it by making a video or digital photo set and posting it on a publicly accessible website (*such as YouTube, Vimeo, Prezi, Flickr, etc.*). Use your creativity both when building your invention and when pitching it! See our Contest Rules for specifics.



## How long can my video be? How many photos do you need?

We want you to tell your story concisely. Videos should be no more than 3 minutes long, and photos should number 6 or fewer. See our Contest Rules for specifics. The judges and audience will make their selections based solely on the content of your online presentation, so in addition to being informative, make it compelling and/or creative!

## Where and how do I submit my entry?

Once you have posted your project on a publicly accessible website, you will email contest coordinator Sari Judge at [sari.judge@housing.wisc.edu](mailto:sari.judge@housing.wisc.edu) telling us who you are, the title of your entry and the URL where others can view your project. It must be a public website; entries using private or password protected sites, or URLs using the 'https://' prefix, will not be accepted. We regret that we are unable to provide technical support for submissions. It is very important that your link works (non-functioning links, links to non-public sites, and links to pages requiring passwords will be disqualified), so please check your URL carefully! Also, be mindful of copyright regulations and make sure your post won't be blocked or disabled by the host site you use.

## How long do I have to create my masterpiece and submit an entry?

The clock starts ticking at 9AM on Thursday, November 9th. All entries must be submitted by Midnight on Monday, November 13th.

## What happens next?

All entries may be posted on the 100-hour Challenge website for public viewing. In addition, they will be reviewed by a panel of judges, and three winners will be selected: most creative, most potential revenue value (money) created, and most potential social value created.

## How will the judges choose the winners?

For winners in all three categories, the judges will consider the following factors in selecting winners:

- Does the entry clearly indicate what problem it seeks to solve or what need it seeks to address?
- Does the entry clearly show how it solves the problem or meets the need described above?
- Does the entry make a compelling case that the solution has value (*business/market value, social value, or artistic value*)?

Entries that provide short, concise answers to these questions will be rated more highly than entries containing lengthy explanations. **Entries that appear to promote the use of alcohol, tobacco, or other drugs may be disqualified.**

## When will I know whether I have won?

Winning teams lead will be notified by Tuesday, November 22rd by email. Winners will also be posted on our website, as well as on Social Media.

## I have a question not covered in these FAQs. Whom may I contact?

First, check the comprehensive Contest Rules. If you still have questions, please contact the StartUp Learning Community Program Coordinator, Sari Judge at [sari.judge@housing.wisc.edu](mailto:sari.judge@housing.wisc.edu).