



Challenge Request Form

HSBC Social Innovation Academy & Railyard Academy

Thank you for your interest in issuing a Challenge to the HSBC Social Innovation Academy & Railyard Academy Fellows. If you haven't already, please read this short 2-page [Program Overview](#).

DEADLINE: Sunday, September 13 at 5pm PT, via [Google Form](#).

Note that this document includes all questions that your team will be required to answer on the Google form. It is designed to make it easier for your team to collaborate on responses before you have to submit your application online. We will only review applications submitted through the Google form.

About Your Organization

Please enter information about your organization below. We require these data points for reporting to our funders and supporters.

Organization name:	
Website URL:	
Your first and last name:	
Role within the organization:	
Contact email address:	
Contact phone number:	
Did you apply to the Investment Readiness Program? (https://irp-ppi.ca/en/)	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>This information is kept confidential. The reason we ask is that IRP is a funder of our program, and we would like to keep track of how our programming may have helped IRP applicants.</p>	
Are you planning on raising capital (philanthropy, grant, venture capital, private equity etc.) in the next 1-2 years?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>This information will be kept confidential. We are mandated to support ventures who are aiming to become investment ready. This helps</p>	



<p>us understand if we are fulfilling that mandate.</p>		
<p>Are you (1) headquartered in Canada or (2) have the majority of your business operating in Canada?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	
<p>Which city are you based in?</p>		
<p>Which province or territory?</p>		
<p>Organization Type: Select all that apply.</p>	<input type="checkbox"/> Registered charity <input type="checkbox"/> Not-for-profit <input type="checkbox"/> Social enterprise <input type="checkbox"/> Co-operative <input type="checkbox"/> Mission focused for-profit	
<p>Please check off the Sustainable Development Goals that apply to your organization.</p> <p>For internal reporting purposes. Not familiar with the SDGs? Learn more here: https://sdgs.un.org/</p>	<input type="checkbox"/> For-profit business <input type="checkbox"/> Impact Investing Fund <input type="checkbox"/> Hybrid (CIC, 3C, CCC) <input type="checkbox"/> Other: _____	
<p>Do you serve any of these populations?</p> <p><i>For internal reporting purposes.</i></p>	<input type="checkbox"/> SDG 1. No Poverty <input type="checkbox"/> SDG 2. Zero Hunger <input type="checkbox"/> SDG 3. Good Health and Wellbeing <input type="checkbox"/> SDG 4. Quality Education <input type="checkbox"/> SDG 5. Gender Equality <input type="checkbox"/> SDG 6. Clean Water and Sanitation <input type="checkbox"/> SDG 7. Affordable and Clean Energy <input type="checkbox"/> SDG 8. Decent Work and Economic Work <input type="checkbox"/> SDG 9. Industry Innovation and Infrastructure <input type="checkbox"/> SDG 10. Reduced Inequalities <input type="checkbox"/> SDG 11. Sustainable Cities and Communities <input type="checkbox"/> SDG 12. Responsible Consumption and Production <input type="checkbox"/> SDG 13. Climate Action <input type="checkbox"/> SDG 14. Life Below Water <input type="checkbox"/> SDG 15. Life on Land <input type="checkbox"/> SDG 16. Peace, Justice, and Strong Institutions <input type="checkbox"/> SDG 17. Partnerships for the Goals	
<p><input type="checkbox"/> Children/youth <input type="checkbox"/> Ex-offenders <input type="checkbox"/> Homeless <input type="checkbox"/> Immigrants/refugees <input type="checkbox"/> First Nations communities (on-reserve) <input type="checkbox"/> Indigenous populations (urban/off-reserve/non-affiliated) <input type="checkbox"/> Métis communities <input type="checkbox"/> Inuit communities <input type="checkbox"/> LGBTQ2 populations</p>	<input type="checkbox"/> Persons of low-income <input type="checkbox"/> Persons with disabilities <input type="checkbox"/> Persons with mental health and/or addiction issues <input type="checkbox"/> Rural and/or remote communities <input type="checkbox"/> Seniors <input type="checkbox"/> Visible minority populations	



	<input type="checkbox"/> Official Language Minority Communities	<input type="checkbox"/> Women and girls <input type="checkbox"/> N/A – none of the above <input type="checkbox"/> Other: _____
How did you hear about us?		



About Your Challenge

<p>I'm confirming that I understand that Challenges last 8 weeks, with 3-5 Fellows assigned to the project. Each Fellow will spend up to 5 hours per week on the project (ie. approximately 40 hours per student in total). This Challenge must be feasible within the scope of time allocated.</p>	<input type="checkbox"/> Yes, I understand.										
<p>Name of your project:</p>											
<p>Project type:</p> <p><i>Please choose one.</i></p>	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Market/targeting research <input type="checkbox"/> Marketing & communications <input type="checkbox"/> Business development & sales <input type="checkbox"/> Financial model <input type="checkbox"/> Investor relations </td> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Operations <input type="checkbox"/> Impact measurement <input type="checkbox"/> Strategy <input type="checkbox"/> Other: _____ </td> </tr> </table>	<input type="checkbox"/> Market/targeting research <input type="checkbox"/> Marketing & communications <input type="checkbox"/> Business development & sales <input type="checkbox"/> Financial model <input type="checkbox"/> Investor relations	<input type="checkbox"/> Operations <input type="checkbox"/> Impact measurement <input type="checkbox"/> Strategy <input type="checkbox"/> Other: _____								
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<p>Please (1) describe your Challenge and (2) explain why this Challenge is needed by your organization.</p> <p>Please provide as much information as possible.</p>											
<p>I would prefer the following meeting/update frequency:</p>	<input type="checkbox"/> Weekly <input type="checkbox"/> Once every two weeks										
<p>Please provide an overview of up to three deliverables you would like the team to return over the duration of the Challenge.</p> <p>Please follow this format: 1. Deliverable title (ex. "Research report on Customer Segment X, Y, Z"); 2. Short description (ex. "A research report that outlines the psychographics, demographics, and preferred communication channels of customer segments X, Y, Z").</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Deliverable title</th> <th style="width: 50%;">Short description</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;"><i>Example: Research report on Customer Segment X, Y, Z</i></td> <td style="padding: 5px;"><i>A research report that outlines the psychographics, demographics, and preferred communication channels of customer segments X, Y, Z.</i></td> </tr> <tr> <td style="height: 20px;"></td> <td></td> </tr> <tr> <td style="height: 20px;"></td> <td></td> </tr> <tr> <td style="height: 20px;"></td> <td></td> </tr> </tbody> </table>	Deliverable title	Short description	<i>Example: Research report on Customer Segment X, Y, Z</i>	<i>A research report that outlines the psychographics, demographics, and preferred communication channels of customer segments X, Y, Z.</i>						
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