



# Challenge Request Form

## HSBC Social Innovation Academy & Railyard Academy

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.

<b>Organization name:</b>	
<b>Website URL:</b>	
<b>Your first and last name:</b>	
<b>Role within the organization:</b>	
<b>Contact email address:</b>	
<b>Contact phone number:</b>	
<b>Did you apply to the Investment Readiness Program? (<a href="https://irp-ppi.ca/en/">https://irp-ppi.ca/en/</a>)</b>	<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>	
<b>Are you planning on raising capital (philanthropy, grant, venture capital, private equity etc.) in the next 1-2 years?</b>	<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 us understand if we are fulfilling that mandate.</p>	
<b>Are you (1) headquartered in Canada or (2) have the majority of your business operating in Canada?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Which city are you based in?</b>	



<b>Which province or territory?</b>		
<b>Organization Type:</b> Select all that apply.	<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	<input type="checkbox"/> For-profit business <input type="checkbox"/> Impact Investing Fund <input type="checkbox"/> Hybrid (CIC, 3C, CCC) <input type="checkbox"/> Other: _____
<b>Please check off the Sustainable Development Goals that apply to your organization.</b>  For internal reporting purposes. Not familiar with the SDGs? Learn more here: <a href="https://sdgs.un.org/">https://sdgs.un.org/</a>	<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
<b>Do you serve any of these populations?</b>  <i>For internal reporting purposes.</i>	<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 <input type="checkbox"/> Official Language Minority Communities	<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"/> Women and girls <input type="checkbox"/> N/A – none of the above <input type="checkbox"/> Other: _____



<b>How did you hear about us?</b>	
-----------------------------------	--



## About Your Challenge

<p><b>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.</b></p>	<input type="checkbox"/> Yes, I understand.										
<p><b>Name of your project:</b></p>											
<p><b>Project type:</b></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 &amp; communications  <input type="checkbox"/> Business development &amp; 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"/> Brand audit &amp; recommendations  <input type="checkbox"/> Digital audit &amp; recommendations  <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"/> Brand audit & recommendations <input type="checkbox"/> Digital audit & recommendations <input type="checkbox"/> Other: _____								
<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"/> Brand audit & recommendations <input type="checkbox"/> Digital audit & recommendations <input type="checkbox"/> Other: _____										
<p><b>Please describe the project you are proposing.</b> Maximum 300 words.</p>											
<p><b>Please describe why this project is needed by your organization.</b> Maximum 300 words.</p>											
<p><b>Please provide an overview of up to three deliverables you would like the team to return over the duration of the Challenge.</b></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: 35%;">Deliverable title</th> <th>Short description</th> </tr> </thead> <tbody> <tr> <td><i>Example: Research report on Customer Segment X, Y, Z</i></td> <td><i>A research report that outlines the psychographics, demographics, and preferred communication channels of customer segments X, Y, Z.</i></td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </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>						
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>										
<p><b>I would prefer the following meeting/update frequency:</b></p>	<input type="checkbox"/> Weekly <input type="checkbox"/> Once every two weeks										

