

# Challenge Request Overview

## About the Fellowship

The HSBC Social Innovation Academy and Railyard Academy Fellowship Program trains impact-driven youth interested in the intersections of social innovation & research, finance, and design. Fellows work remotely in teams across Canada to support social purpose organizations and complete training modules.

## What are Challenges?

Challenges are eight week projects issued by social purpose organizations, completed by a team of 3-5 Fellows. Each Fellow will be able to commit 5 hours to working on the project each week, totalling between 120 – 200 hours of total project time.

## Am I eligible to issue a Challenge?

You are eligible if:

- You are an organization with a social and/or environmental mandate. We are open to all forms of organizations (e.g. start-up, small business, co-operatives, non-profits, charities).
- You are headquartered in Canada or you have a significant amount of operations in Canada.
- You have plans to fundraise capital (philanthropy, grants venture capital, impact investing etc.) in the next 1-2 years.
- You have an interesting project that can be completed in 8 weeks.

## What kinds of Challenges can we issue?

We are open to working with you on a variety of projects as long as they are within our Fellows' skillsets. We expect most of the projects to be related to:

- Market Research
- Research
- Impact Measurement
- Marketing & Communications
- Branding & Design

We are accepting **12-14 projects** that will be completed over eight weeks from January 25 – March 19, 2021.

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## Who are the Fellows?

There are 50 SIA & Railyard Fellows from a range of backgrounds, from college and university studies to supporting family business and community initiatives. All Fellows have one thing in common: the desire to use business, design, and research as a force for good. They are living all across Canada and take part in the program remotely, from their corners of the country.

## Will this cost anything?

There is no cost associated with this program.

## What is my time commitment?

Approximately **10 hours** in total:

- 1 hour for a kick-off call
- 1 hour for a quarter-point check-in call
- 1 hour for a mid-point check-in call
- 1 hour for a final presentation call
- ~5 hours of flex time for phone calls, responding to emails, etc.

## How do I apply to issue a Challenge?

Please fill out our Google Application Form by January 3<sup>rd</sup> at 11:59pm PT. We will be reviewing all applications between January 4<sup>th</sup> and 6<sup>th</sup>.

### Timeline:

- **Sunday, January 3 by 11:59pm PT:** Challenge request deadline
- By Wednesday, January 6: Challenge confirmation from SIA team
- Between January 11 – 15, 2021: One 30 minute orientation call with all Challenge Issuers
- January 25 – March 19, 2021: Challenge Cycle

## Questions?

Email us at [hello@socialinnovationacademy.ca](mailto:hello@socialinnovationacademy.ca)