

Launch an Idea Challenge 2016: ASSIGNMENT

OPPORTUNITY:

Team One has a deep and long-standing history of launching the remarkable. We are powered by people with great ideas and we're giving them the opportunity to apply that big thinking to impact a community in need. The top team will receive \$25,000 to make their winning idea a reality, plus access to all the capabilities that our full-service agency provides.

TASK:

Collaborate with fellow Team One employees to develop a proposal for an original idea that will solve a problem near to your heart and that will benefit the community. This could support a:

- Cause (e.g. drought, homelessness, illiteracy)
- Organization (e.g. Homeboy Industries, CicLAvia, California Arts Council)
- Need (e.g. inability to communicate, lack of food/shelter/water, enrollment in Covered CA)

JUDGING CRITERIA:

You will be measured on:

- The level of innovative thinking around the idea
- The potential to generate awareness and buzz for the problem and for Team One (buzz can be defined as PR impressions, social amplification of idea, etc.)
- The degree to which Team One's CORE values are included in the ideation and execution of the solution
- The feasibility of the idea (an amazing \$100k idea could lose to a viable \$25k idea)

REWARD (FOR THE WINNING IDEA):

1. Team One will allocate a \$25,000 budget to make your team's idea come to life
2. A week of paid leave and up to \$2,500 of travel & experience expenses reimbursed* per team member to leave you inspired and recharged
3. Publicity through Team One PR efforts, website, and new business credentials
4. The love and admiration of Team One peers and Leadership

**upon completion and launch of your team's idea*

SUBMISSION :

All ideas must be submitted to launch@teamone-usa.com. Please include the following in your email:

- A link to your 60-second (or less) unlisted pitch video**
- Photos and/or one-page supporting document to convince us why we should make YOUR idea a reality
- Team name and team members (see rules on page two)

*** To protect Bryan Cook's sanity, no TOM time may be used.*

Launch an Idea Challenge 2016: FINE PRINT

TIMING:

Submissions Due 10/28/2016
Judging Panel 11/01/2016
Agency Presentations 11/03/2016
+ Winner Announced

RULES:

- Teams should consist not only of members who have ideas, but also of those who know how to execute. Maximum of five (5) full-time employees per team.
- One individual cannot be on more than two (2) teams. There's a ton of talent in this agency, so collaborate as much as possible!
- Idea must be original and generated by current Team One staffers.
- Team One is the "client," so all ideas should be connected to the Team One brand and may not be related to any existing Team One or Saatchi & Saatchi North America client.
- Job performance in current position must be maintained to participate.
- Finalists will be selected by a Team One judging panel and winners chosen by Team One employee vote. All voting details and instructions forthcoming.
- Winners will be announced at an All-Agency meeting.
- Winners will be eligible to take inspirational and rejuvenating trip at a mutually agreed upon date post-launch of the idea.

PROCESS:

Any questions regarding idea feasibility, team building, video creation, and development of the business plan can be directed towards Mac McIntosh x2211. The website will host examples of past video submissions. <http://intranet.teamone-usa.com/launch-an-idea/>

LEGAL:

All confidentiality and non-disclosure, copyright, intellectual property rights, moral rights and conflict of interest policy rules, as outlined in our Saatchi & Saatchi North America Inc. corporate and employment policies, remain in full effect. This is an extracurricular project.

Time spent on the idea cannot be coded on your timesheet as client hours. For those who are eligible for overtime, please get advanced approval from your supervisors before you burn the midnight oil!

All ideas must be original. If your team is selected as the winner, it is your team's responsibility to secure all applicable rights, releases and permissions to use any third party content or property in the execution of the idea, including but not limited to copyrights, patents, trademarks, rights of publicity and other intellectual property rights.