MyUNICEF Impact Challenge

Frequently Asked Questions (FAQs)

Have questions about the MyUNICEF Impact Challenge? Read on to find your answer. If our FAQs section do not answer your questions, ask us at myunicefimpactchallenge@gmail.com.

1. What is the MyUNICEF Impact Challenge?

The MyUNICEF Impact Challenge is a UNICEF Malaysia initiative in collaboration with MaGIC’s Social Impact Challenge Accelerator (SICA). The initiative aims at supporting startups and entrepreneurs that are actively innovating, with purposeful intent for positive impact around mental health and psychosocial support as well as and safe and clean environments for all children and young people in Malaysia.

Selected winners stand a chance to secure prizes from a pool of RM50,000 and exclusive invite to join an impact-focused accelerator for capacity building, network and more funding opportunities.

Post-accelerator, a Demo Day will be held where the participants will present their ventures in front of a panel of investors with the opportunity of securing development grants of up to RM100,000 from UNICEF Malaysia, other curated benefits and eligible to apply for a 1:1 matching grant from MaGIC. To find out more about SICA please visit MaGIC’s website.

2. Who is behind the MyUNICEF Impact Challenge?

The MyUNICEF Impact Challenge is created and organised by UNICEF Malaysia, in partnership with MaGIC.

**UNICEF:** UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. Across 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. For more information about UNICEF and its work, visit [www.unicef.org](http://www.unicef.org). Follow UNICEF on [Twitter](https://twitter.com) and [Facebook](https://facebook.com).

**MaGIC:** Since its inception in 2014, the Malaysian Global Innovation and Creativity Centre, otherwise known as MaGIC has impacted more than 100,000 aspiring and seasoned entrepreneurs with an overall value creation of USD460mil. We empower technology startups and social innovators through creativity, innovation and technology adoption with aims to develop a vibrant and sustainable entrepreneurship ecosystem in Malaysia. As an agency under the Ministry of Science, Technology and Innovation (MOSTI), MaGIC facilitates, navigates and enables the ecosystem with the mission of strengthening Malaysia’s position as an emerging innovation nation. For more information, visit [www.mymagic.my](http://www.mymagic.my).
3. What are the MyUNICEF Impact Challenge’s areas of focus?

The MyUNICEF Impact Challenge 2021 is looking for business proposals with game-changing models that will equip Malaysian children and youths with the necessary support to succeed in the future in the following areas:

- Mental Health and Psycho-social Support (MHPSS) for young people in Malaysia
- Access to a safe and clean environment for all children in Malaysia

More details on these areas can be found on the MyUNICEF Impact Challenge webpage.

4. How do I enter the MyUNICEF Impact Challenge?

The MyUNICEF Impact Challenge is accepting submissions from 31 May 2021 to 4 July 2021, 11.59pm Malaysian time (GMT+8). To apply please complete this application form. Prior to accessing the form, you will be required to register with MaGIC. There is no cost to participate in the MyUNICEF Impact Challenge.

Please review the Terms & Conditions before submitting your solution to the challenge; you will be required to declare that you have read and understood the document.

5. What are the key elements required from the solutions?

For this challenge UNICEF Malaysia is looking for submissions that:

- contribute to the problem statement and key focus areas under Question 3 and have intention to create positive social impact
- ideally incorporate the use of technology – in line with the Principles for Digital Development - within the solution or the solution itself can be technology-based
- are scalable, intended for a wide audience within Malaysia, and ideally with the prospect to scale beyond Malaysia
- safe and do not cause mental, moral or physical harm to children and align with international standards, including non-discrimination, freedom of expression and access to information for children

6. Who is eligible to apply?

You are eligible if you:

1. Are a startup or a registered business entity in Malaysia with potential solutions that are relevant to the theme of the challenge
2. Have been in operation and has track record, either financially or commercially, for a minimum of 12 months
3. Have business operations within Malaysia, or have the intention and commitment to do so
4. Have a revenue-generating business model with a minimum viable product or market tested prototype ready to be launched or available to be customised for the challenge
5. Have a scalable growth strategy
6. Have a strong execution team

7. **What is the information required for the application?**

As part of your application, you are required to provide the following information about your organisation and your proposed solution across the following areas:

- Organisation Details
- Representative Contact Details
- Description of Solution
- Understanding of the Problem
- The Impact of the Solution
- Target Market
- Revenue & Traction to Date
- Financial Plans & Achievements
- Founder, Team, Board and Advisors

As part of the application, you will also be asked to provide:

- Company legal registration documentation
- Latest audited financial statements of your organisation, or if not available, the latest management accounts will be required
- Product development evidence to indicate where you are at in your Product Development Stage.
- Declaration on conflict of interest, if any, for close relative or connected otherwise with individuals involved in the shortlisting, judging and organising of the MyUNICEF Impact Challenge
- An optional video upload. It will help us get to know your organisation aiding in your application. In no more than 2 minutes please tell us:
  - Who you are
  - What motivated you to create your MyUNICEF Impact Challenge solution
  - How your solution will tackle the challenge theme
  - Why you should win this competition

The video should be in English and no more than 90 seconds. The person who will represent your organisation at future stages of the MyUNICEF Impact Challenge should speak in the video. Please record horizontally/landscape. You can record on a mobile phone. Feel free to present in a casual, Youtuber-style format. Please consider lighting and audio quality when recording.

Upon successful selection for the MyUNICEF Impact Challenge Pitch Day, you will be required to provide:
8. **How will my application be shortlisted for the MyUNICEF Impact Challenge?**

Once submissions are closed, the co-organisers, together with a panel of subject experts will evaluate all applications to shortlist the top ten entries who will advance to the MyUNICEF Impact Challenge Pitch Day.

Submissions are selected based on:
- quality of application;
- relevance of the innovation (product or service);
- significance of the innovation (product or services);
- feasibility and scalability of the business model;
- commitment and expertise of execution team; and
- previous track record combined with future vision

Shortlisted applicants will be notified by the Organiser and are required to accept the invitation to the MyUNICEF Impact Challenge Pitch Day within 3 working days. In the event they fail to do so, their spot will be given to the next best project.

All applications submitted must fit the challenge theme. Projects that do not meet requirements will be declined.

9. **How will my pitch be evaluated during the MyUNICEF Impact Challenge Pitch Day?**

Shortlisted applicants invited to the MyUNICEF Impact Challenge Pitch Day will be evaluated based on the following criteria:

1. **Impact**
   - The solution is addressing a problem that aligns with the challenge outlined
   - The solution has a clear theory of change
   - Plans to manage and/or measure impact

2. **Feasibility**
   - The solution is applicable in different settings (e.g. urban/rural, Malaysia/outside)
   - The technology proposed is up to date with existing infrastructure
   - The solution can be replicated or scaled

3. **Commercial Viability**
   - The solution meets the demand of the specific target market, and the target market are prepared to pay for it
- There’s a clear unique selling point to separate them from competitors
- A comprehensive financial plan to sustain and grow the company

4. Team
- The team has the necessary experience and capabilities to make things happen
- They demonstrate relevant knowledge and skills to plan, execute and evaluate their ventures
- They are committed and passionate to solve the identified problem

5. Presentation
- The presentation is articulate and on-point
- The team captures the attention of the audience, has a strong mastery of the material, and handles questions effectively

10. Who are the judges during the MyUNICEF Impact Challenge Pitch Day?

Judges will be selected representations from UNICEF and a panel of judges invited exclusively by UNICEF and MaGIC.

11. What can I expect during the MyUNICEF Impact Challenge Pitch Day?

The MyUNICEF Impact Challenge Pitch Day will be held virtually via the Organiser’s platform of choice. It is a by-invite only event open to the shortlisted applicants, judges and partners. Shortlisted applicants will be notified of the platform of choice and be provided with the necessary details.

12. What are the awards of the MyUNICEF Impact Challenge?

Post-accelerator and if deemed fitting to UNICEF criteria, they will also have the opportunity to receive grants of up to RM100,000 from UNICEF Malaysia as well as other benefits curated by MaGIC, if eligible.

Note that the decision to offer grants is at the sole discretion of UNICEF Malaysia.

13. What are the key dates for the MyUNICEF Impact Challenge?

<table>
<thead>
<tr>
<th>Key Dates</th>
<th>Events</th>
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<tbody>
<tr>
<td>31 May 2021</td>
<td>Application Opens</td>
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<tr>
<td>8 June 2021</td>
<td>“Ask Me Anything (AMA)” Webinar #1</td>
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<tr>
<td>23 June 2021</td>
<td>“Ask Me Anything (AMA)” Webinar #2</td>
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<tr>
<td>Date Range</td>
<td>Event Description</td>
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<tr>
<td>4 July 2021</td>
<td>Application Closes</td>
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<td>5 – 9 July 2021</td>
<td>Application review and clarification process. Shortlisted applicants will be notified.</td>
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<tr>
<td>12 – 16 July 2021</td>
<td>Pitch Day, exact date to be provided to shortlisted applicants closer to date. Winners to be announced at a later date.</td>
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<tr>
<td></td>
<td>Applicants will be notified on the same dates if they are not selected.</td>
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</tbody>
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In the event, any of the dates above change, applicants will be notified.

14. **What are my obligations as an applicant?**

Upon submitting an application, an applicant agrees to commit to the following:

- be available for clarification calls during the evaluation of applications by the Organiser to be shortlisted for the MyUNICEF Impact Challenge Pitch Day
- shortlisted applicants to participate in a 1-day networking event where participants will get to know experts in the industry and receive advice prior to the Pitch Day.
- upon selection and notification, attend the MyUNICEF Impact Challenge Pitch Day on a predetermined date to participate in its agenda
- accept all terms and conditions attached to your participation in the MyUNICEF Impact Challenge

15. **Any recourse to the MyUNICEF Impact Challenge?**

The Organiser holds the right to disqualify and revoke any submitted and/or approved applications, at any point of time, in the event that the information and evidence are available to confirm the following:

- Willful misrepresentation of information during application;
- Involvement of fraud or money laundering activities; and/or
- Massive drift or significant changes from the intended objectives and outcome as represented during application.

16. **Is my information confidential?**

The information you provide on your application will only be available to the following parties:

- The Organiser of the MyUNICEF Impact Challenge and its partners
- The panel of experts and judges invited exclusively for the MyUNICEF Impact Challenge

Upon submission of an application including personal data information, applicants are deemed to agree with the Organiser’s data privacy policy and declare all information provided is true and correct. Any willful misrepresentation shall render disqualification of this application. All
applications and submissions will be treated in strict confidence and processed for the MyUNICEF Impact Challenge purposes only.