



Contest Rules & Guidelines

1- Eligibility

- a. The contest is open to all current Canadian Viewpoint clients, partners, and members of the market research industry.

2- Submission Requirements

- a. Submissions must be made through the official contest page [Link](#).
- b. Entries should include a detailed description of the custom tool or question type, its intended use, and its potential benefits for quantitative research.
- c. All submissions must be in English.

3- Submission Deadline

- a. The contest opens on October 3, 2024.
- b. All entries must be submitted by October 31st, 2024.

4- Categories for Submission

- a. **Custom Question Type:** A unique question format tailored to your survey needs.
- b. **Custom Tool:** A fully custom-built tool designed to support your quantitative research.

5- Development Process

- a. Winning entries will receive up to 7 non-consecutive business days (56 hours) of free development work. If the project exceeds this timeframe, any additional development time will be subject to a fee, which will be discussed with the participant in advance.
- b. Development will commence in 2025.
- c. The contest only covers a single language: English

6- Prizes

- a. **Industry Sharing Prize:** The winning tool will be developed and shared as an open-source solution, available to the entire market research community.
- b. **Exclusive Use Prize:** The winning tool will be developed for exclusive use by your company, providing a unique solution tailored to your needs.

7- Selection Process

- a. Submissions will be evaluated by a panel of experts from the Canadian Viewpoint team.
- b. Entries will be judged based on creativity, feasibility, and their potential impact on the research industry.
- c. Winners will be announced by December 12th.

8- Intellectual Property & Usage Rights

- a. For the **Industry Sharing Prize**, Canadian Viewpoint will retain the right to publish the tool as open-source. By entering this category, participants agree to have their tool shared with the wider community.
- b. For the **Exclusive Use Prize**, the developed tool will remain exclusive to the winning company, but Canadian Viewpoint retains the right to include similar features in future developments.
- c. All ideas submitted, including those that do not win, may be considered for future development by Canadian Viewpoint.

9- Limitations & Disclaimers

- a. In the event of unforeseen delays or circumstances, Canadian Viewpoint may modify the contest timeline or development schedule.

10- Confidentiality

- a. Canadian Viewpoint will treat all submissions as confidential. However, for the **Industry Sharing Prize**, selected tools will be made public as open-source solutions.
- b. Participants entering the **Exclusive Use Prize** category will retain ownership of the developed tool, which will not be shared with third parties.