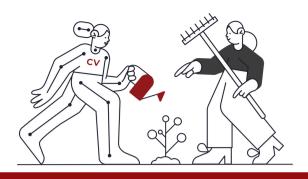
CANADIAN VIEWPOINT

TOOLSGIVING A GIFT OF INNOVATION



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.