



APPLICATION Q & A'S Updated September 2020

Intent of the Social Connections Challenge

Movember sees an opportunity within Covid-19 to tackle men's mental health by launching the Social Connections Challenge (the "Challenge") in five participating countries: Australia, Canada, Ireland, New Zealand, and the United Kingdom through the direct investment of \$3.54M AUD *(CAN \$3.22M, IRE € 2.12M, NZ \$3.77M, UK £1.86M). Movember is looking for digital/technology-based solutions that are being utilized to maintain men's social connections and manage their isolation while needing to be physically apart. We are aiming to address the mental health risks of vulnerable men by exploring innovative solutions that can potentially be scaled for long-term impact.

Along with the Challenge Brief, below are questions and corresponding answers that may be helpful when considering the submission of an idea. Questions that you have which are not found in the Q&A should be forwarded to socialconnections@movember.com. New questions and answers will be published regularly on Movember's website to ensure a transparent process.

*Note that there has been a correction to the Guidance on Submissions: 4. Intellectual Property.

3) Ownership of Co-developed IP will vest in the Party that developed it. In the event that this is entirely collaborative, or ambiguous, ownership will vest in the Ideator.

- (a) Where rights in Co-developed IP vest in the Ideator, the Ideator grants Movember an exclusive, perpetual, irrevocable, global royalty-free license to Use the material for their charitable purposes. The Ideator cannot license IP rights in co-developed content without the written consent of Movember.

NEW QUESTIONS ABOUT THE CHALLENGE

Q. If selected as one of the 75 shortlisted applicants, can I assume that anything I have submitted will end up in the public domain, or will some items be kept internal and confidential?

Only the video component of the pitches for the 75 shortlisted ideas will be shared online. The written component will be utilised internally as a key component of the assessment by the external panel who will review both the video and the written statement. The written component will not be shared publicly.

Q. Our organization currently holds membership in at least one of eligible countries listed in the brief, but we also have membership in other non-eligible countries. Does this limitation preclude our participation in the Challenge?

As long as your work/team is in one of the participating markets for this Challenge, you are eligible to apply, regardless of your membership in non-eligible countries. However, the funding would have to stay in one of the eligible markets and could not be used for work carried out elsewhere.

Q. The Guidance on Submissions states that Movember will have worldwide, perpetual and irrevocable rights to use any background material or intellectual property owned by an

organization. Given that our organization already exists, does this mean that Movember would effectively own our organization in the event that we are successful in this challenge?

When referring to ownership of IP, we are referring to the material/knowledge that gets created or developed. Movember would not own any organization or company that is selected through the Challenge.

Q. Clause 4. Item 3 notes that ownership of any intellectual property that has been collaborative or ambiguous will vest in Movember. What is meant by “ambiguous” in this context?

There is a correction to the terms. Ownership of Co-developed IP will vest in the party that creates it. In the event that co-development is entirely collaborative, or ambiguous, ownership will vest in the Ideator. In other words, if it's not clear (ambiguous) on who the owner is, it will be considered to form part of the Idea generator's IP. Where rights in co-developed IP vest in the Idea generator, as is the practice for any project funded by Movember, the Ideator will be asked to agree to granting Movember an exclusive, perpetual, irrevocable, global royalty-free license to use the material for their charitable purposes.

Q. Is the Social Connections Challenge open to applications from any kind of entity? If so, is there a preference for non-profit over for-profit?

The Challenge is indeed open to applications from any kind of entity, even on an individual level from people who just have great ideas that they want to get out there and hope to develop. There is no preference in terms of individuals/non-profits/for-profits – we're really just looking for creative and innovative ideas to address the challenges presented in the brief.

Q. Item 9 seeks indemnification for third-party claims arising out of any use of all proprietary information submitted with or included in the full application. Can you clarify what is meant by this?

With regards to proprietary information submitted with or included in an application, this is referring to a situation where something that has been created and/or is owned by another individual which you may be incorporating into your own idea e.g. a unique process, without obtaining permission to use. In this situation, Movember would not be responsible for any claims arising out of the use of someone else's IP.

Q. Could you clarify the issue of licensing?

Agreements will be entered individually with each ideator who is selected for co-development. Generally, IP will vest in the ideator and as with all project related funding, Movember would retain an exclusive, perpetual irrevocable royalty free license to use the co-developed IP to further our charitable purpose. For the Phase 1 co-development agreement, there would be a provision that the ideator cannot license the IP to anyone else unless a) they are not accepted for Phase 2 or b) they receive Movember approval.

Q. You have not mentioned whether an idea can make money, and if so, who gets the revenue if an idea is selected for the co-development stage?

As a global men's health charity, our goal in funding projects is not to make a profit or generate revenue, which is why that isn't touched upon in the brief. If revenue were to be generated from something that Movember funds, the expectation is that it would need to go back into the project in order to benefit the users.

GENERAL QUESTIONS ABOUT THE CHALLENGE

Q. Are researchers at universities eligible to apply? Is the cost of a research assistant at a university an eligible cost?

Sole requests for researcher salary support/scholarships are not considered under this opportunity. However, if an idea generator is located at a university, they can submit an idea and

would be eligible to receive the licensing fee and stipend for their role in the co-development of the idea.

Q. Does my idea fit the brief?

If you're still unsure if your idea fits the brief, feel free to reach out and check with us. However, before doing so, note that what we're looking for includes: a clear priority area/group, an idea that is digital and/or technology based, and is not something that falls into the category of things that will not be considered for funding under this initiative. When pitching, think about your idea through a gendered lens - how it would appeal to men and get them engaged. With this in mind, it's up to you and your imagination to fill in the gaps for us and pitch your idea!

Q. Who can apply for the opportunity?

This Challenge is open to anyone/any organization that meets the Funding Eligibility as outlined in the Challenge Brief in any of the participating five countries: Australia, Canada, Ireland, New Zealand or the United Kingdom.

Q. Do you accept French language submissions?

Yes. Submissions in either of Canada's official languages are welcome.

Q. What do you mean by "a male perspective"?

Applying a male perspective (or 'male lens') means developing, implementing and evaluating a program with the knowledge that men and women may respond differently to the program and content. We know that men are less likely to participate in health-related interventions, and if they do take part, are less likely to complete. We encourage ideas using a male perspective so that men are involved in the creation and implementation of the solution.

Q. Can my idea include other groups of men not prioritised within the Challenge?

Yes, other ages and groups of men will be considered provided the need is clearly identified. However, ideas that are focused on the identified groups would be prioritised under this initiative.

Q: What do you mean by an innovation?

An innovation is a new idea, product, service, collaborative partnership that offers fresh approaches which ultimately disrupt, change or replace existing behaviours. Successful examples of innovation are based on learning from what is already known or exists and building upon it, rather than reinventing the wheel.

Q: What happens to the short videos if my idea is not selected as part of the 75 in Stage 1?

The video submissions are part of the application process and considered confidential. Movember will not utilize videos outside of the assessment process.

Q. Can I submit more than one idea for this opportunity?

Yes. Please complete a separate submission for each idea. Note: there is no guarantee that any one or more than one idea will be approved or accepted.

Q. How many ideas will be selected under the initiative?

Movember will shortlist 75 ideas to be publicly promoted through our website. From this list, 16 ideas will be chosen for co-development.

Q. If my idea is chosen, when will the funding be available?

Subject to the full execution of a Funding Agreement funding will be available from 15th April 2021.

SUBMISSION OF AN IDEA

Q. What is the due date for submitting my idea?

Ideas from all participating markets must be received by 15th October 2020 at 5.00 pm (EDT)
NOTE: In fairness to other applicants, incomplete or late (after 5:00 pm) submissions will not be considered.

Q. How do I apply under this opportunity?

You must register through Movember's online grants management (accessed <https://www.grantinterface.com/Home/Logon?urlkey=movember>) to submit an idea. Late or emailed submissions will not be accepted. You should receive a confirmation of receipt of your idea after two business days. If you do not receive the confirmation, contact socialconnections@movember.com.

Q. Do I have to create an account to access the online application?

Yes. In the grants management system, click on "New User?" to complete the registration process. An account is required to access and submit an idea online. The account also allows you to save and return to a request. If a grant is awarded, you will also submit grant requirements via the online account.

Q. Where can I go for more information on how to use the online management system?

Instructions and tutorials on how to use the online management system can be found on the login page here: <https://www.grantinterface.com/Home/Logon?urlkey=movember>

ASSESSMENT OF IDEAS

Q. How will the ideas be assessed?

Ideas will be assessed by an independent selection panel of subject matter experts (SME's) that reflect the topics represented in the submissions.

Q. Will I receive feedback on my idea if unsuccessful?

Due to the expected high volume of submissions, only general feedback will be provided.

FURTHER QUESTIONS

Q. If we become a co-developer with Movember do we have to grow moustaches and raise money?

While it's not a requirement, we welcome moustaches of all shapes, sizes, colours, and degrees of patchiness that work to save men's lives.

Q. Our organization doesn't work with men per se but supports families of men living with mental health challenges. Can we submit an idea?

Yes. Family and friends can be great sources of support for men's social connections and often need tools/resources to strengthen that support. If you have an idea that will ultimately benefit men, consider applying.

Q. What is the total amount outside of development costs that an idea generator could expect to receive if idea is successful?

The initial amount of AUD\$10,000K for the license agreement; depending upon time commitment and role you want to play in co-development, the stipend would be in the range of AUD\$20K-\$40K over a two-year period.

Q. Is the intent that ideas will continue to be delivered entirely through digital or technological interventions post-Covid-19?

Yes. We are looking for digital or technological interventions, but they could be expanded to a

hybrid post-Covid.