

What is Amazon Catalyst? Amazon Catalyst is a program aimed at sparking innovation by helping academic communities, cities, conferences, and other professional organizations run competitions with the purpose of surfacing new ideas that have the potential to benefit millions. Each competition is structured to allow eligible applicants to submit ideas that are judged by subject-matter experts you have identified. The intention is that winning ideas are novel, grand in scale, and address an existing problem. You are responsible for promoting the competition, reviewing applications, and selecting a winner, while Amazon supplies you with prize and promotional funding, and technical infrastructure.

Amazon Catalyst is NOT a research fund and is not appropriate for basic research. Rather, it is a "problem/solution fund," wherein proposals seek to address a visible problem in the world and present and publish an *original*, practical solution to that problem.

Submissions, *including the non-winning ones*, will be published within three months after each competition closes.

Why is Amazon building this program? The foundation for Amazon Catalyst rests on two of [Amazon's Leadership Principles](#): Think Big and Learn and Be Curious. Amazon Catalyst promotes a culture of innovation and enables us to support this at scale. We want people to share more about problems they see in the world and encourage (and share) original thinking on ideas that address these problems.

Do ideas have to be related to Amazon or Amazon's business? No. Projects do not need to have a connection with Amazon. Amazon Catalyst is an opportunity for anyone to dream big about a solution to the contest theme and share their solutions with the world.

What does my organization have to do? As Catalyst sponsor, you will define the contest scope and manage the competition. This includes defining the timeline and eligibility criteria, selecting judges, and managing the judging process. You will also have the option to establish a contest theme to help guide entrants. You will be responsible for posting Official Rules, disclosing the key details in your marketing (including the website), and otherwise complying with applicable laws.

We recognize that many organizations have limited budgets and manpower, and we have built Amazon Catalyst to minimize the setup and operations required by your organization. We provide you with an Amazon Catalyst website to market the event, which will also be used to manage entries after the competition closes.

We expect participating organizations to commit sufficient marketing resources to the competition, and we may provide a marketing budget depending on your request.

What does my organization need to do to apply? Visit catalyst.amazon.com/registration and download the Application Form. Submit completed form to catalyst-info@amazon.com. Be sure to review the FAQ and Funding Terms prior to applying.

What organizations are eligible to apply to sponsor a competition? Academic institutions, conferences, trade shows, professional organizations, and cities. We are open to other types of organizations, try us! At this time, only organizations located in the US may run a Catalyst competitions.

If my organization becomes a sponsor, who is eligible to submit to the competition? You choose. Your applicants will be “eligible” members of your organization (e.g. students/professors/staff in the case of the educational institutions; attendees/members in the case of conferences or professional organizations). The eligibility status you select will be clearly indicated on the catalyst.amazon.com website promoting the event. In some cases it will be easy to verify eligibility criteria (e.g. using an email from a specific domain) and in others it may depend on credentials only your organization can access (e.g. whether the applicant is a current active student).

Members of professional organizations, events or conferences are treated on a case by case basis (at the organization level), but are usually registered attendees, previous year’s attendees or part of a current membership roster of that organization.

How long do competitions run? You choose. Typically, Amazon Catalyst competitions run between 60-90 days. The start and end submission dates (along with eligibility and any available prizes) will be clearly indicated on the catalyst.amazon.com website promoting the event. After the submission period ends, the judging period of 30-60 days starts, and then you announce the winner(s).

What is judging? How are winners selected? Who picks the winners? Your organization selects the winner(s), abiding by number and amount of the award that we've agreed upon in advance.

You will have 30 days from the close of the submission period to review all your applications and decide the winner(s). We will provide you with a document on judging criteria we have found helpful. We require that you share your judging criteria before it appears on the website for applicants to see.

You may use any objective criteria to judge the winner(s) that reasonably respects the skills and innovation of the submissions. For instance, it is recommended you use one or more responsible senior members of your organization (with expertise in the theme) to review and weigh the entries against the criteria. Crowdsourcing your judging is *not* an acceptable judging method.

Can a sponsor select a random winner? No. Your selection of winners should be based on the skills demonstrated by a submitter. You will need to provide applicants with information on your judges and judging criteria on the competition website.

Why do people participate? It’s fun to participate and win. Winners will be recognized by your organization and Amazon. A brief summary of their idea, name, and photo may be shared on the Amazon Catalyst website. Participating in Amazon Catalyst represents a great opportunity

for ideas to gain recognition among peer and professional groups. They may also win financial prizes. The availability of prizes and the prize structure will be clearly indicated on the catalyst.amazon.com website promoting the event.

Why do organizations participate? This is an opportunity to work with Amazon to add an innovation competition to your organization's calendar of events. Your organization gets to recognize some of your brightest thinkers at no additional cost to you. Amazon will even provide some marketing/branding assets and financial support to promote your competition. Your organization may find sponsoring a Catalyst competition a significant enrollment inducement if applied properly (e.g. invite to an exclusive party, increase conference attendees, etc.).

What types of themes is Amazon looking for? The theme should be designed to attract, challenge, and engage innovative thinkers. We will provide guidelines on what we believe are important, world changing ideas during the application process. In general, we are committed to the 10X rule: Does this idea have an element—price, speed, population positively impacted—that is 10x better than what is possible today?

How much money is an Amazon Catalyst Award? Typically, Amazon will fund your organization to give prizes up to \$10,000. You may choose to split this award multiple ways. Winners are not expected to launch or fund a company based on their problem-solutions (although this would be a wonderful use of the money).

You may choose to supplement the funded amount, although we ask that you discuss this with us in advance. Some organizations have elected to do this if a winner chooses to implement their idea.

How does Amazon promote or publicize the Amazon Catalyst winners? Amazon and the sponsoring organizations are proud of the contributions of Amazon Catalyst applicants and winners. Amazon Catalyst winners will be promoted on the catalyst.amazon.com site, and contribute to short interviews and Q&A. If the prizes are used to develop an actual product, service or company, winners will be encouraged to share their progress with us.

May an organization run more than one competition? Yes, we are willing to consider multiple applications at once. We encourage you to run one competition first, however, to ensure that you and your applicants understand the entire process.

What happens after? After each competition is over and the winner(s) selected, submissions will be published online within three months so that everyone may benefit from the novel thinking. We need you to make sure your applicants understand Amazon Catalyst is not the appropriate program to submit ideas to if their goal is to keep the ideas to themselves.