

# CreatorCon® Challenge FAQ

February 2019

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## Not a replacement for the Official Rules

This FAQ does not over-ride, replace, or augment the Official Rules. If anything in this FAQ inadvertently conflicts with the Official Rules, the Official Rules is the single source of truth and over-rides anything in this FAQ that inadvertently conflicts with the Official Rules. All developers contemplating entering should read and understand the Official Rules and acceptance of the Official Rules is required for a valid entry.

## Overview

What is the CreatorCon Challenge?

The CreatorCon Challenge is a developer competition for seed funding investment for early stage startups to build the best new native apps on the Now Platform that will deliver the most value and business impact to ServiceNow customers globally, accelerating their digital transformation.

What kinds of apps is ServiceNow looking for?

We want apps that:

- are built native on the Now Platform
- that extend ServiceNow products in IT, HR, Customer Service, Security and Risk with significant new feature/functionality and into new, adjacent, broadly applicable user stories and/or use cases
- that complement ServiceNow products with new solutions for shared services across the enterprise in horizontal departments outside of IT, HR, Customer Service, and Security and Risk
- deliver new solutions into industry vertical lines of business
- make maximum use of the latest capabilities available in the Madrid and London releases of the Now Platform to showcase the innovation possible on the Now Platform
- disrupt legacy solutions
- solve a high impact, well defined business problem
- deliver tangible, high impact benefits and business outcomes to ServiceNow customers that accelerate their digital transformation across the enterprise
- are priced commensurate with the high value they deliver to customers

Who is ServiceNow targeting to enter?

We are seeking developers who are also entrepreneurs and are either already at an early stage startup or have an idea that they think is good enough to start a business on. Anyone with a big idea for solving a big business problem using the Now Platform.

## Eligible Entities

Who is eligible to enter?

Anyone can enter subject to the Eligibility section in the Official Rules. However, by the entry deadline of March 8<sup>th</sup>, 2019, all entries must be made by an independent legal entity (LLC or C-corp if in the USA). This means that if you are not currently at an early stage startup, you will need to form one (an independent legal entity) and include the company name and website information in your entry by the entry deadline of March 8<sup>th</sup>, 2019. After the entry deadline, and if you are being considered for the short list, you will need to show proof/evidence that your startup (independent legal entity) exists in good standing, otherwise you will be disqualified.

What is the definition of an early stage startup?

We are defining an early stage startup to mean an independent legal entity that has not yet received a valuation as a result of an equity round and has raised less than \$2M in cash funding.

Can any type of early stage startup enter?

No. Only product startups are eligible – those startups whose primary business is the development and sale of pre-packaged, off-the-shelf enterprise applications. Startups who are primarily services companies are not eligible.

Are ServiceNow employees eligible to enter?

No. Current or former employees (as of six months prior to the contest announcement or later) and companies managed by immediate family or household members of current or former employees as of six months prior to the contest announcement or later, are not eligible.

Do I have to be a ServiceNow partner to enter?

No.

Does it cost anything to enter?

No. Entry is free, including your designated ServiceNow developer instance that you must submit your app on.

Is this a global competition or USA only?

This is a global competition subject to the restrictions in the Official Rules. All entries must be submitted in English.

## Eligible Apps

What apps are eligible?

Any app is eligible if it:

- 1) is built native on the Now Platform – Madrid or London release
- 2) has not been submitted for certification for the ServiceNow Store or have an approved OEM app description prior to July 1<sup>st</sup>, 2018
- 3) has not previously been entered into the CreatorCon Challenge

Does an app have to be certified and/or published to the ServiceNow Store to be eligible? Does it have to be production ready or even beta release ready?

No. Apps must be at a minimum, solid demo-ware by the entry deadline, meaning that the key features and UI elements must be demonstrable. In addition, the app must be technically viable and be on a development trajectory to be able to be certified by ServiceNow within 3 months of Knowledge19. App technical viability is part of the judging process conducted by ServiceNow platform experts post entry deadline to ensure no vaporware is being submitted and that only real, technically and commercially viable apps are considered for advancement in the judging process.

## Entry Materials

What is due for submission by the entry deadline?

- Your app, on your designated ServiceNow developer instance
- Narrated app demo video (up to 5 minutes)
- Investor pitch video (up to 5 minutes)
- Investor presentation (Powerpoint)

If I'm a Technology Partner, can I use a vendor instance?

Yes. However, you must specify your vendor instance ID clearly in your entry at the very top of the description (the first field in the App Profile part of the entry). You will still need to specify a developer instance in the developer instance field as a placeholder.

Can I do my entry in chunks?

Yes. You can start your entry with just your personal & company profile, and you can come back anytime to update your entry until the entry deadline. You can add your company name and website right up until the entry deadline, meaning if you're currently an independent developer, you have until the entry deadline to form an independent legal entity and add that information (company name and website) to your entry.

## Judging & Prizes

### Judging

How does the judging process work?

There are three rounds:

Round 1 – Shortlist selection – ServiceNow execs will select up to ten entries based on the judging criteria

Round 2 – Shortlisted entries will pitch and answer questions via an online video meeting (e.g. WebEx) and the ServiceNow execs will select three finalists based on those meetings

Round 3 – The three finalists will pitch on-stage to the judging panel and answer questions and one winner will be selected

What's the judging criteria?

Please review section 4.1.1 of the Official Rules for the official judging criteria. In a nutshell, we are looking for a high-quality leadership team, innovative apps that push the boundaries of what's possible on the Madrid or London release of the Now Platform via deep and wide use of Now Platform capabilities such as Mobile Studio, Virtual Agent and Flow Designer, a large and growing market opportunity, solving a well-defined high impact problem, and a sustainable competitive differentiation and advantage.

### Prizes

What are the prizes?

Shortlist – two passes to Knowledge19 for two team members from each shortlisted company and a demo pod in a dedicated CreatorCon Challenge showcase area in the Developer Hub on the show floor at Knowledge19.

Finalists – trip (airfare and hotel) for two executives with the authority to bind the company (i.e. founders, C-level) to Knowledge19, and the opportunity to pitch on-stage to the judging panel at a topic keynote at Knowledge19

Winner – one winner will receive an investment opportunity from ServiceNow Ventures for \$250K USD. The winner will also receive:

- Featured in a ServiceNow Press Release announcing the winner
- One year at the Silver tier in the Technology Partner Program
- Production and communication of a ServiceNow sales training video (subject to having a referenceable customer win)
- Customer-facing webinar produced and promoted by ServiceNow (subject to having a referenceable customer win)
- Invitation to the ServiceNow app accelerator at Jay St. in Santa Clara for consultation with ServiceNow personnel (product managers, partner managers, ServiceNow Ventures, product marketing managers, solution consultants, developers, etc.) to optimize product ideation, architecture, and go to market strategy and execution
- Premium banner ad on ServiceNow Store for one month

## What if I have questions?

Please contact us at [creatorconchallenge@servicenow.com](mailto:creatorconchallenge@servicenow.com)