

Official Rules: 2025 100-Hour Challenge

go.wisc.edu/100hour

THE CHALLENGE IS OPEN TO ALL STUDENTS OF THE UNIVERSITY OF WISCONSIN-MADISON WHO ARE CURRENTLY REGISTERED FOR THE FALL SEMESTER, 2025.

No Cash Outlay Necessary.

Eligibility

Open to individuals or teams of individuals, all of whom are students registered for classes for the Fall semester 2025 at the University of Wisconsin-Madison.

Challenge Schedule:

Phase 1: Thursday, November 13th, 2025: Check the 100-Hour Challenge website to view the approved list of materials at 9:00 AM

1. Develop a product or prototype, using primarily approved materials;
2. Pitch your project or idea in a video (not to exceed 3 minutes) or digital photo set (not to exceed 6 photos);
3. Upload the video or photo set to the submission form on the 100-Hour Challenge website, be sure to also include you and your team members' names and the title of your entry;

Submitting the URL or files along with participant contact information by emailing Sari Judge at sjudge@wisc.edu by the Challenge deadline (11:59 PM Monday, November 17th, 2025) or by uploading to the submission form on the 100-Hour Challenge landing page.

Phase 2: Judging

Panels of independent judges will review submissions and will select a winner in each of the following three categories:

1. Most Potential Revenue Value (*as measured in US dollars*)
2. Most Creative
3. Most Potential Social Value

Contest Requirements

The Challenge Assignment

Each entrant may make only one Submission and Submissions must use the approved item(s) as the main component of the Entry (use of incidental materials such as glue, paint, fasteners and the like are acceptable).

Additional Requirements

- a) Entrant must answer all questions listed on submission form.

- b) Submissions must be in English.
- c) Sponsor may, in its sole discretion, remove, delete and/or disqualify Submissions deemed to be inappropriate, illegal, or non-compliant with these rules any time during the judging phase.
- d) The person who completes the entry process online to submit his/her entry will be deemed the Official Team Representative. Students must submit their Entry using their .edu domain email address. Students may only participate once in the Fall 2025 Challenge.
- e) e. In the case of Team submissions, the online form will require that that one (1) team member be designated as the Official Team Representative for the purpose of subsequent communications with the team in connection with the Challenge. Prize(s) will be awarded to the Official Team Representative on behalf of the team. The Sponsor is not liable for any disputes between or among team members arising under or related to the Challenge.
- f) Entrants may only enter one (1) Submission which must:
 - a. be suitable for display or publication in public;
 - b. not contain defamatory statements or threats;
 - c. not invade privacy or other rights of any person, firm or entity; and
 - d. not in any other way violate applicable laws and regulations or network standards.

Note: Entries that appear to promote the use of alcohol, tobacco or other drugs may be disqualified.

Each Submission must be entirely the work of the Entrant or Entrant Team and must not contain any copyrighted materials (*other than as owned by the Entrant*). In particular, a Submission may not incorporate elements of audiovisual works copyrighted by others. Any elements appearing in a Submission, including without limitation, music, audio, speech/voiceovers, stills, video, supers, or other audiovisual materials used must be entirely original, created and performed by the Entrant or the Entrant Team, or be in the public domain, or be legally downloadable from a Web Site specified by the Entrant. All Submissions will be screened for content before being judged. Submissions may be featured on UW-Madison Division of Housing web pages or related Sponsor-affiliated websites or in related Sponsor publications after the deadline for entry.

Judging

A panel of judges, drawn from UW–Madison faculty, staff, alumni (*who are not Challenge Participants*) and the greater-Madison community will determine the final winners. Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Challenge and that all decisions of Sponsor are final and binding. Winners, by acceptance of a Category Prize, agree to release, indemnify and hold harmless Sponsor and Related Challenge Parties, as well as each of their respective parent and affiliated entities, and each of their employees, representatives and contractors from any and all liability, loss, damage, cost or claim related to any allegation regarding the acceptance or use of their prize, including but not limited to the public announcement(s) about the Submission.

Prizes: Each of three (3) category winners will receive a cash prize of \$400.00.

Total Value of Cash Prizes in The Challenge Is: \$1,200.00.

Challenge Terms of Submission

As conditions of entry into this Challenge, and by posting an entry, each Entrant or Entrant Team:

- a) Warrants and represents that the Entrant is the sole owner of all rights to the Submission, including, without limitation, the video or digital recording and the performance contained in the Submission, with the exception of any university or college assets used by Entrants in connection with this Challenge;
- b) Warrants and represents that the Entrant is the individual pictured and/or heard in the Submission, or alternatively, that the Entrant has obtained written permission from each person who appears or is heard in the Submission to grant the rights to the Sponsor and can make copies of such permissions available to the Sponsor upon request;
- c) Warrants and represents that the Entrant's Submission:
 - a. is original to the Entrant and has been legally obtained and created;
 - b. does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, or violate applicable laws, regulations, or network standards;
 - c. has not been entered in or won previous Challenges, competitions or contests;
 - d. has not been published previously in any medium;
- d) Irrevocably grants to Sponsor and its affiliates, legal representatives, assigns, agents and licensees, the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), the Entrant's name, image, voice, likeness, statements, biographical material and Submission, including, but not limited to, the video or digital, recording and performances contained in any of the above items (in each case, as submitted or as edited/modified in any way by the Sponsor, in the Sponsor's sole discretion), as well as any additional photographic images, video images, portraits, interviews or other materials relating to the Entrant and arising out of his/her participation in this Challenge whether with or without using the Entrant's name (collectively, the "Additional Materials") in any media throughout the world for any purpose related to the Challenge, without limitation, and without additional review, compensation, or approval from the Entrant or any other party.
- e) If an Entrant does not wish his or her name, photograph, voice, likeness and/or biographical information to be released in connection with promotion or publicity related to the Challenge, he or she may so request by writing a letter to StartUp - Challenge Manager, 33 Sellery Hall, 821 W. Johnson Street, Madison, WI 53706-1798. Such letter must be delivered before Entrant begins participation.
- f) In the event that an Entrant is under the age of 18 and does not opt out as described in section 6(e), above, Entrant agrees to obtain his/her parent's/guardian's written permission for Sponsor to use Entrant's name, photograph or likeness for the purposes described in section 6(d), above. The written permission must be submitted to StartUp - Challenge Manager, 33 Sellery Hall, 821 W. Johnson Street, Madison, WI 53706-1798, in a letter before Entrant begins participation.
- g) Agrees to release, indemnify and hold the Sponsor and Related Challenge Parties harmless from any and all liability or claims of any kind or description arising from participation in the Challenge brought or asserted by Entrant or third parties, including but not limited to liability arising from the content of the Submission or Additional Materials, acts or omissions of the Entrant in the course of the Challenge, and the subsequent use and promotion of the Submission or Additional Materials by Sponsor or Related Challenge Parties.

General Conditions

Winners of the Challenge are solely responsible for any taxes on their respective prizes. No substitution of a prize is offered, except at the sole discretion of the Sponsor. Prizes are nontransferable. By participating, Entrants agree to these Official Rules, which are final and binding in all respects. Unclaimed prizes will not be awarded. Winners will be notified by e-mail, phone and/or mail. The UW-Madison may be required to withhold and report income tax in the case of any prize-winning Entrant or member of an Entrant Team that is an international student. Specific treatment accorded to any such prize-winning Entrant will depend on the specifics of the situation including the nationality of the student and how long he/she has been present in the US. If for any reason the Challenge is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Challenge, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Challenge. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be:

- a) tampering or attempting to tamper with the entry process or the operation of the Challenge or any Sponsor or related website;
- b) violating the Official Rules;
- c) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor property or service, or
- d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person and help ensure that the use of any such person in advertising or publicity for the Challenge will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Challenge or the Sponsor, as determined by Sponsor in its sole discretion.

This Challenge is offered only in the State of Wisconsin and is governed by the laws of the State of Wisconsin. All claims relating in any manner to this Challenge or to any Submission must be resolved in the federal or district courts located in Madison, WI. Void where prohibited, taxed or regulated.

Limitations of Liability And Release

No liability or responsibility is assumed by Sponsor or Related Challenge Parties resulting from any Entrant's participation in or attempt to participate in the Challenge or ability or inability to upload or download any information in connection with participating in the Challenge. No responsibility or liability is assumed by the Sponsor or Related Challenge Parties for technical problems or technical malfunction which may affect the operation of the Challenge. By participating in the Challenge, the Entrant releases Sponsor and Related Challenge Parties from any and all claims, damages or liabilities arising from or relating to such Entrant's participation in the Challenge. By accepting a prize in the Challenge, winners agree that the Sponsor and Related Challenge Parties shall not be liable for any loss or injury resulting from participation in the Challenge, acceptance or use of any prize, or any travel related thereto. Sponsor, and the Challenge Parties are not liable in the event that any portion of the Challenge is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control.

Winners List/Rules Request

The official Challenge Rules and list of the Challenge winners will be available on the Challenge Web Site. For a hard copy of the names of the Winners or Official Rules, send a self-addressed, stamped envelope



STARTUP



postmarked by November 30th, 2022 to: *StartUp- Challenge Manager, 33 Sellery Hall, 821 W. Johnson Street, Madison, WI 53706-1798.*

Sponsor

The University of Wisconsin–Madison