



THE MASTERCARD FOUNDATION CLIENTS AT THE CENTRE PRIZE

How to Apply

- The Prize is open for applications as of April 3, 2017 and closes on June 5, 2017
- To begin your application, you will need to create an account by clicking the “Register to Apply” button on the Prize homepage (www.mastercardfdn.org/clientsprize). After you have entered the information requested, you will receive a confirmation email. You must confirm your registration by clicking on the link that you receive in that email. The confirmation email will be sent from InnoCentive Custom Challenges as soon as you register. Please check your spam or junk mail if you do not receive it within one day of your submission.
- Applicants from the 2015 and 2016 editions of the Prize do not need to create a new account and can use the same log-in details.
- When you log into your account, you will be taken to your dashboard. You can start your application by clicking the “Enter the Prize” button on your dashboard. You will be asked to agree to the Prize’s [Terms and Conditions](#). Please read these carefully.
- You will then access the **application form**. You can start completing the form and save your answers as you go. You are able to save what you have entered and return at another time to edit or complete your application.
- Please read carefully the guide below for the completion of the application form. Following these instructions can be crucial for the success of your application.
- When your application is completed, you can submit by clicking the “Enter the Prize” button. Once you have done this, you will not be allowed to make further changes to your application. After you have submitted your application, you will be able to view your entry and answers by clicking on ‘My Dashboard’ at the top of the page.
- If you experience any technical difficulties, please contact us at clientsprize@mastercardfdn.org.



Application Guide

- Please put careful consideration into your application form. Adequately filling out this form will allow the judges to better evaluate your application and can be crucial to its success.
- In general terms, we are looking for applications that respond directly to the questions in a succinct yet complete manner. Please ensure that you do this to the best of your ability.

➤ Part 1: Eligibility Questions

- This section is focused on determining the eligibility of your organisation for the Prize and to provide a quick background of your organisation

➤ Part 2: Key Application Questions

Executive Summary

- This executive summary will be used for an initial screening of applications by the judges, so please pay particular attention to this section of the application form. Make sure to focus clearly and succinctly on the key elements of your application. In this executive summary, make sure you include:
 - *Who your clients are and what is the need you are addressing*
 - *What is the client-centric practice that responds to that need*
 - *Success metric(s) that showcase your achievements to date*
 - *The potential scale at which your idea could be applied [Number of Clients]*

Video 'pitch'

- While not mandatory, a video describing the importance of client centrality to your organisation is a powerful statement to the judges
- Please keep these videos under 2 minutes in length
- We don't expect elaborate productions, the most powerful videos can simply be you passionately talking through your application

Questions relating to the Judging Criteria

- Please refer to the Judging Criteria when answering these questions
- Make sure you respond directly to the question asked
- Provide any additional relevant information you believe is necessary beyond what is directly asked (but please remain within the word limit)