

Welcome to the Toumouhi Challenge Program!

This document is aimed to offer you tips and guidelines regarding a competent submission to the Toumouhi Challenge.

We wish best of luck!

Reading the Case Study

- The case study has been created to inspire you and motivate you to follow your aspirations using sports values within your professional sphere.
- Read the case study thoroughly taking notes on the success stories that fuel your drive for professional growth.
- Explore the different industries and professions that are revealed in this document.
- Write history!

Birth your idea

- Be creative, innovative, and unique.
 - All ideas are welcome.
 - Be relevant to the Case study material.
 - Double check if your idea is S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, Timebound).
 - Make sure you love your idea!
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Communicating your idea

A judging committee will evaluate your idea which will be submitted in the form of a video or answer 6 questions.

The committee will be evaluating ideas based on the following criteria:

- Does your idea follow the S.M.A.R.T. model?
- Answers to Questions:

Do you have a sports-related goal or business idea? If yes, what is it?

How do you plan on achieving your sports-related goals? What are the major challenges that you face with achieving your sports-related goals?

How can you help and positively contribute to the development of women in sports in Saudi Arabia?

What is it that you are searching for? or what are you missing to be able to reach your sports-related goals?

Video Guidelines

You are called to submit a video. This video will be the material evaluated by the judging committee and the chance to become a Toumouhi Challenge 2023 Winner.

- You don't need a professional camera to shoot your video. You can use a simple smartphone camera.
- Avoid windows behind you.
- Background preferably should be neutral.
- Have your phone in the landscape position.
- Film the video inside so you minimized any background noise.
- Ensure you film your video in daylight.
- Videos must be 120 seconds maximum (submissions of videos longer than 120 seconds won't be accepted).
- It is suggested all members of your team appear in the video.
- The video must be 200 MB maximum.
- Name the file of your video with your team's name or your full name (videos that are not named correctly won't be accepted)

Evaluation Announcement

Winners will be promoted to Toumouhi program phase B. The winners will be announced on The Toumouhi Challenge webpage and participants will be notified via email.

Contact Info

Email: info@toumouhi.com

Attention

- The deadline to submit your registration is September 20, 2023.
- The deadline to submit your video is September 20, 2023.
- The team's name has to be the same on the registration form and the video submission for evaluation purposes. The same applies to individual participants where the name has to be the same.
- Only the first registration and video submission will be considered valid.
- All participants need to take the survey assessment after the end of the program as a prerequisite to getting their certificates.

Good Luck
