



Create Your Own Challenge FAQ

1. What is Create Your Own Challenge?

- a. Create Your Own Challenge ("CYOC") allows employees to self-serve in launching their own steps challenge with colleagues. CYOC offers a quick, easy, lightweight challenge that requires no administrative effort to set up, and that can run at any time. It allows individuals to compete against a small group of their friends and co-workers. The goal, as with other company-wide challenges, is to drive engagement, physical activity, and connectedness between employees.

2. How do employees create a challenge? Are there any limitations?

- a. Any user can create one. Each challenge can have up to 100 participants.
- b. In order to maximize engagement with company-wide Challenges, employees cannot start a CYOC during the same time as a company-wide Challenge. The Challenge creation functionality will be automatically disabled in the app starting 8 days prior to the company-wide Challenge start date.

3. Can they earn rewards?

- a. No, points, direct rewards and sweepstakes are not available for CYOC challenges.

4. Can the company or the employees customize the challenge?

- a. There are no customizations at the employer level for CYOC-challenges.
- b. Individual employees can customize the Challenge name, Challenge icon, and Challenge banner image to personalize their Challenge.

5. How does an employee join a challenge?

- a. The employee who launches the challenge can then invite up to 99 other employees to join the challenge. Invitees will receive an email and push notification from the Engage app notifying them of the challenge invitation.
- b. Users who have been invited to a Challenge can join the Challenge even after it starts. Users cannot search for Challenges to join. They must either create a Challenge or be invited to one.



6. How long does the Challenge last?

- a. The Challenge 48 hours after the user creates it. The active Challenge period lasts 7 days. After the Challenge ends, users will be able to see the final results for an additional 3 days.

7. What is the Challenge experience like?

- a. Similar to our current Leaderboard Challenge, users in the Challenge earn gems by hitting daily step milestones. The individual users are then ranked by total gems earned. Note - there are no teams involved, users are competing against each other as individuals.

8. Is there a winner?

- a. Yes, winners are the top 3 participants who earn the most gems.

9. Why are Challenges limited to 100 people?

- a. The intent of CYOC is to provide an intimate, light-weight, and quick Challenge user experience for users and a handful of their colleagues. The design of the experience was optimized for small groups.

10. Will users be able to manually log activities?

- a. Yes.