LAUNCHPAD

Revenue Sprint
Rules & Regulations

Version 1.8 | October 11, 2026

CONTESTANT RULEBOOK

These rules govern the Launchpad Revenue Sprint, including leaderboard scoring, eligible sales, payment verification, sales conduct, and enforcement. All teams must read and follow these rules.

COMPETITION WINDOW

Qualifying revenue counts from Day 1: October 4, 2026.
Competition ends: Wednesday, October 14, 2026 at 2:00 p.m. EST.

LEADERBOARD SCORING

Every $1 of qualifying revenue = 1 leaderboard point.
All revenue points are added to your team's standing.

SECTION I - REVENUE ELIGIBILITY

RULE 1 - Competition Window

Qualifying revenue earned from Day 1 of Launchpad, October 4, 2026, counts toward the Revenue Sprint.

The competition ends at 2:00 p.m. EST on Wednesday, October 14, 2026.

Only qualifying sales completed within this competition period shall be eligible for scoring.

Sales completed before or after the designated competition window shall not count toward a contestant's total revenue.

RULE 2 - Leaderboard Points & Team Standing

Every $1 of qualifying revenue equals 1 point on the Launchpad leaderboard.

All revenue points will be added to your team's standing on the Launchpad leaderboard.

2.1 - USD Conversion & Receipt Date

Qualifying revenue is converted to U.S. dollars (USD) using the exchange rate applicable on the date shown on the receipt submitted to Production. Points are accumulated based on the converted USD amount, at 1 point per USD $1.

2.2 - Decimal Tracking & LED Display

The leaderboard tracks decimal points behind the scenes. For example, USD $4.99 earns 4.99 points. The actual LED screen displays the team's total rounded to the nearest whole number; a total of 4.99 points displays as 5. Rounding affects the LED display only and does not change the underlying point total.

2.3 - Unlimited Submissions

Every team may make an unlimited number of submissions. All submitted transactions remain subject to the eligibility and documentation requirements in these rules.

2.4 - Ties

Ties are determined using the teams' verified total point standings to two decimal places, rather than the rounded LED display. The team with the higher total wins.

If the teams remain tied to the cent, the team with the largest single qualifying sale, measured in USD, wins the tie-break.

If their largest qualifying sales are also equal, Production will administer a coin flip on site to determine the winner.

2.5 - Starting Team Totals

Every team starts with its current point total plus converted sales points earned during the course of Launchpad. Qualifying sales revenue from Day 1, October 4, 2026, is included in accordance with Rule 1. Each qualifying sale contributes points only once; sales points already included in a team's current total shall not be added again.

RULE 3 - Payment Requirements

Only actual payments successfully collected during the competition period, or qualifying ACH and wire payments confirmed under this rule, shall count toward revenue.

Unpaid invoices, outstanding balances, verbal commitments, and signed contracts without payment shall not qualify.

ACH & Wire Transfer Confirmation

ACH payments may take several days to clear. Bank-issued or payment-processor confirmation of an ACH payment or confirmed wire transfer may be accepted by Production even if final settlement or deposit occurs after the competition deadline.

Confirmation must identify the transaction, payment amount, payer, recipient, date and time, and payment status. Production must be able to independently verify that the payment was confirmed within the competition period. An unpaid invoice, a promise to transfer funds, or an unconfirmed transfer request is insufficient.

All such payments remain subject to verification. Failed, cancelled, returned, or reversed payments shall be removed from qualifying revenue and deducted from the team's points.

RULE 4 - Existing Subscription Renewals

Revenue generated from automatic renewals of existing customer subscriptions shall not count toward the competition.

Only qualifying new subscriptions or additional purchases made during the competition period shall be eligible.

RULE 5 - Existing Customer Purchases

New purchases made by existing customers are permitted, provided the transactions represent legitimate, additional purchases separate from existing subscriptions or automatic renewals.

RULE 6 - Friends & Family Purchases

Purchases made by contestants' friends or family members shall not count toward competition revenue.

Such transactions must be excluded from official revenue submissions.

SECTION II - SALES CONDUCT & RESTRICTIONS

RULE 7 - Self-Purchases

Contestants are prohibited from purchasing their own products or services during the Revenue Sprint.

Self-purchases shall not count toward competition revenue.

RULE 8 - Discounts

Because this is a revenue-based challenge, contestants may offer discounts of any amount.

No competition-specific discount limit or prior Production authorization is required.

RULE 9 - Paid Advertising

No paid advertising is allowed during the Revenue Sprint.

RULE 10 - Organic Social Media Promotion

Contestants may freely utilize their personal and company social media accounts to promote products and generate sales.

Organic social media promotion is permitted without competition-specific spending restrictions.

RULE 11 - Existing Networks & Customer Lists

Contestants may utilize existing customer lists, professional relationships, personal networks, and established marketing databases to generate sales.

Every qualifying sale must include customer contact information sufficient for independent verification.

All outreach must comply with applicable privacy, marketing, and consumer protection laws.

RULE 12 - Outside Sales Assistance

Only officially registered contestants may actively generate sales during the Revenue Sprint.

Outside individuals, employees, contractors, or third-party sales representatives may not conduct sprint-specific sales activities on behalf of contestants.

RULE 13 - Production-Affiliated Purchases

Absolutely no individual associated with Launchpad may make purchases that count toward competition revenue.

This restriction includes, without limitation:

- Production personnel and crew members.
- Show employees and contractors.
- Producers and executives.
- Individuals otherwise affiliated with the production.

Any such purchases must be excluded from competition scoring.

RULE 14 - Contestant-to-Contestant Purchases

Contestants are strictly prohibited from generating qualifying competition revenue through purchases made by other contestants or competing teams.

No contestant-to-contestant transactions shall count toward official Revenue Sprint totals.

RULE 15 - Investment & Fundraising

Investment capital, fundraising proceeds, equity purchases, loans, and other financial contributions that do not constitute qualifying customer sales shall not count toward competition revenue.

Only qualifying customer sales are eligible for scoring.

SECTION III - TRANSACTION REQUIREMENTS

RULE 16 - Business-to-Business Contracts

Business-to-business transactions shall count toward competition revenue only to the extent that qualifying payments are successfully collected or confirmed during the competition period in accordance with Rule 3.

Signed contracts, purchase orders, or agreements without payment shall not qualify.

RULE 17 - Preorders

Only **fully paid, non-refundable preorders** shall qualify for competition revenue.

All qualifying preorders must represent legitimate transactions for products or services that can reasonably be fulfilled.

Preorders must comply with applicable consumer protection and refund laws. A transaction labeled non-refundable does not eliminate any refund rights required by law.

RULE 18 - Refunds, Chargebacks & Sales Taxes

All contestants are required to disclose customer refunds and report chargebacks associated with submitted sales.

Only pre-tax sales amounts shall count toward competition revenue.

Refunds and chargebacks must be deducted from the contestant's qualifying revenue total.

Failure to disclose material refunds or chargebacks may constitute a violation of Rule 20.

RULE 19 - Mandatory Sales Documentation

Every transaction submitted for competition credit must be accompanied by a complete receipt and sufficient supporting information for independent verification.

Each submission must include:

1. Date and time of transaction.
2. Customer name.
3. Customer contact information, including email address or telephone number.
4. Product or service purchased.
5. Total pre-tax transaction amount.
6. Proof of successful payment or qualifying ACH or wire transfer confirmation under Rule 3.

Transactions lacking required documentation shall remain ineligible for official scoring until verification requirements are satisfied.

Production shall maintain appropriate safeguards for customer information and payment documentation.

SECTION IV - FRAUD, INVESTIGATION & DISQUALIFICATION

RULE 20 - FRAUD, MISREPRESENTATION & ENFORCEMENT

20.1 - Prohibited Conduct

Contestants are strictly prohibited from engaging in any fraudulent, deceptive, or intentionally misleading activity intended to manipulate, inflate, or otherwise misrepresent revenue generated during the competition.

Prohibited conduct includes, but is not limited to:

- Falsification of receipts or payment documentation.
- Fabrication of sales or customer transactions.
- Intentional misrepresentation of customer information.
- Knowingly concealing refunds or chargebacks.
- Submission of fraudulent payment confirmations.
- Deliberate circumvention of established competition rules.

20.2 - Verification & Investigation

Production reserves the right to audit, investigate, and independently verify any transaction submitted for competition credit.

Contestants shall cooperate with reasonable verification requests and provide supporting documentation when required.

Production may temporarily withhold disputed revenue from the official leaderboard pending investigation.

20.3 - Mandatory Disqualification

Any contestant determined to have knowingly engaged in fraud or intentional misrepresentation in connection with the competition **shall be immediately and mandatorily disqualified** following a substantiated determination under the established review process.

Disqualification shall apply regardless of the monetary value of the fraudulent activity.

All determinations must be supported by documented evidence and made in good faith following a reasonable investigation.

20.4 - Production Authority

Production retains the authority to determine transaction eligibility, reject invalid revenue submissions, investigate suspected misconduct, and enforce competition rules consistently.

Fraud determinations shall be reviewed by an authorized compliance representative independent of the creative production team.

20.5 - Finality of Decisions

Disqualification decisions shall be final and binding following completion of the established review process, subject to applicable law and any appeal rights expressly provided in the contestant agreement.

20.6 - No Waiver of Rights

Production's failure to identify, investigate, or take action against any particular violation shall not constitute a waiver of its right to enforce these rules against that or any subsequent violation.

20.7 - Mandatory Reporting of Fraudulent Activity

All contestants are required to report any known or reasonably suspected fraudulent, deceptive, or intentionally misleading activity related to the competition **within twenty-four (24) hours of becoming aware of such activity.**

Reports must be submitted to the production crew.

Failure to report known fraudulent activity within the required timeframe shall constitute a material violation of competition rules and may result in disciplinary action, up to and including disqualification.

Contestants are strictly prohibited from:

- Knowingly concealing fraudulent activity.
- Interfering with an investigation.
- Retaliating against individuals reporting suspected misconduct in good faith.

Production reserves the right to investigate all reports and determine appropriate enforcement measures in accordance with Rule 20.

20.8 - Good-Faith Errors

Unintentional accounting mistakes, clerical errors, or good-faith reporting discrepancies shall not automatically constitute fraud.

Production may require correction, additional documentation, or removal of improperly reported revenue.

Intentional deception remains subject to mandatory disqualification.

Production Discretion

All enforcement of these rules is subject to Production's discretion.