

# Catalyst Help Desk

## Catalyst help-desk

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**Welcome to the Catalyst help-desk, your one-stop-shop for assistance during your Catalyst cycle. Feel free to browse through the topics below for any tutorials & how-to-guides to assist you with any logistical aspects.**

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**If you have checked this page thoroughly and still cant find what you're looking for, please email [catalystsops@tmforum.org](mailto:catalystsops@tmforum.org) referencing your project URN (example C24.0.500) and problem and a member of the team will get back to you**

### 1. Edit your project webpage How-to-guides

Topic	Written guide
<b>START HERE</b> Accessing your project page back end	<a href="#">Accessing your project webpage backend for edits and updates.pdf</a>
Adding, editing and removing <b>team members</b> from your project webpage	<a href="#">Adding, editing &amp; removing team members from your project page.pptx</a>
Adding, editing and removing <b>company logo &amp; Privacy Policy</b> from your project webpage	<a href="#">Add, edit &amp; remove your company logo .pptx</a>
Adding, editing and removing <b>resources</b> from your project webpage	<a href="#">Adding, removing resources from your project page.pptx</a>
Editing <b>tagline</b> and <b>topic choices</b> on your project webpage	<a href="#">Submit request here</a> Subject to approval

### 2. Catalyst proposal to active cycle explained

**A catalyst will go through six statuses to become active within the cycle, please take note of the six statuses below.**

1

### Proposal Ideation

An individual or small group develops a new or continuing project idea and works on a draft proposal for submission based on the Moonshot challenges. The challenge topics may change each cycle. Submission templates are available to help with this. Champion involvement is vital at this stage for defining and/or validating the key industry challenges and business requirements.

2

### Proposal Submission

A formal submission form is made publicly available during the Call for Catalysts. Each submission must include interested contacts from a minimum of 3 organizations, including one Champion to advance to the next stage for review. A validation statement from a Champion is required for all Moonshot Catalyst proposals.

3

### Proposal Review

Catalyst proposal submissions are reviewed by TM Forum subject matter experts to ensure it meets submission criteria, is innovative, and are in alignment with TM Forum goals. Submitters may receive feedback and a request for more details before advancing to the next status level.

4

### Matchmaking

Catalyst teams vie to confirm the minimum required 2 CHAMPIONS and 3 paying PARTICIPANTS for the Catalyst project to become viable. A Catalyst project webpage is created to help visitors learn about the project and submit interest in joining. The matchmaking process is supported by the TM Forum to connect and onboard new members to the project teams.

5

### Pending Activation / Viable

Catalyst project teams must confirm a minimum of 2 Champions and 3 paying Participants to be considered viable to participate in the Catalyst cycle. Contracts will then be issued and additional marketing and support privileges become available.

6

### Active

Catalyst projects reach 'Active' status when contracts are returned from a minimum of 2 Champions and 3 paying Participants. Reaching 'Active' status means your project has met all the requirements to fully participate in that Catalyst cycle.

## 3. Catalyst contracts - MSA & SOWs

TM Forum utilizes two types of contract, Master Service Agreements (MSA) & Statements of Work (SOW's)

This format is used to:

- Streamline the legal process for our members, helping them join a catalyst team and make the project active quicker
- Speed up contract negotiations

Please see further details about the contract process below:

### Master Service Agreement (MSA)

- ✓ Organizations signs the MSA once, the MSA is then applicable for all future Catalyst project the organization joins
- ✓ Future participation in Catalyst project will simply require signing a SOW for each project.
- ✓ The MSA can be signed at anytime, even if the member is not actively engaged in a Catalyst project
- ✓ \*Standard Catalyst contracts can still be used if the member is unable to sign MSA

### Statement of Work (SOWs)

- ✓ SOWs are sent for signature only if/when the MSA has been signed
- ✓ SOWs contain event and Catalyst project specific details, including any applicable fees
- ✓ SOWs are actioned for a specific Catalyst project when it becomes 'viable'
- ✓ A separate SOW is sent for each Catalyst project the organization joins
- ✓ A Catalyst project advances to 'Active' status when required number of signed SOWs are returned from project Champions & paying Participants (2 + 3)

**Example** If TM Forum were going to take part in three Catalyst projects this cycle, they would sign one MSA and then three smaller SOWs. Reducing the need for three separate lengthy contracts.

**N. B Standard Catalyst contracts can still be issued if the member or participating company cannot sign an MSA**

## 4. Catalyst team roles & responsibilities

Catalyst projects are member led, it is up to the individual team to make sure deliverables are completed within the given deadlines. The following roles must be allocated the to project team members.

Project Team Role	Responsibilities	Catalyst
<b>Project Team Lead</b>	<ul style="list-style-type: none"> <li>Ensure project is developed in line with TM Forum IPR policy</li> <li>Encourage all Participants to take an active role in the project</li> <li>Ensure Participants have a clear understanding of what they need to complete and when</li> <li>Drive the project team for on-time delivery</li> <li>Lead the design, planning, execution and validation activities</li> <li>Attend showcase event and Action Week.</li> </ul>	Mandatory
<b>Project Team Co-Lead</b>	<ul style="list-style-type: none"> <li>Assist Project Team Leader;</li> <li>Substitute for Project Team leader where necessary.</li> <li>This is not a mandatory project role</li> <li>Attend showcase event</li> </ul>	Optional
<b>Marketing Lead</b>	<ul style="list-style-type: none"> <li>Ensure all marketing deliverables are produced on time and to an appropriate standard such as marketing communications plan, team data sheet and press releases.</li> <li>Ensuring the team takes advantage of the marketing opportunities offered by TM Forum.</li> <li>Ensure Catalyst executes its own marketing activities pre- &amp; post-event leveraging team members' company's marketing departments</li> <li>Ensure presentations and demonstrations are easily understood by different audiences and tailored appropriately</li> <li>Attend showcase event.</li> </ul>	Mandatory
<b>Technical Lead</b>	<ul style="list-style-type: none"> <li>Ensure alignment between Catalyst project and respective collaboration project</li> <li>Ensure appropriate application of all relevant best practices and standards into Catalyst project</li> <li>Provide technical leadership and guidance to ensure quality demonstration of integrated working solution</li> <li>Ensure learnings and changes to Forum assets are captured and provided back to Collaborative team</li> <li>Attend showcase event</li> </ul>	Mandatory
<b>Catalyst Team Member</b>	<ul style="list-style-type: none"> <li>Actively participate in the project and work collaboratively.</li> <li>Attend project meetings (80% attendance minimum)</li> <li>Attend showcase event</li> </ul>	Optional
<b>Marketing Liaison</b>	<ul style="list-style-type: none"> <li>Representative that oversees corporate marketing of their organization's involvement in the Catalyst project</li> </ul>	Mandatory
<b>Authorized Contract Signee</b>	The Contract Signee is the authorized representative of their Organization. Contract Signee responsibilities include:	Mandatory

- |  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"> <li>• Sign the contract for Catalyst services by deadline</li> </ul> |  |
|--|---|--|

## 5. Your project page explained

Your project page is the page shown on the TM Forum website [here](#), and will serve as your virtual "show bag" for your project. This will be the main way for your teams to interest with others and gain Follower leads. It is the Catalyst project team's responsibility to keep your project page updated

Follow the below bullets to build a successful project page. **Please note you can only edit the project page once you have created a Tm forum account and been added to the project page by one of your team members (create your TM forum account [here](#))**

- Upload any and all collateral to your page, such as Presentation/Demo videos and documents. (See how to guide [here](#))
- Add your company logo and privacy link to the project page (See how to guide [here](#))
- Add all participating team members to your project page, so they can make edits and maintain the page. They will then be automatically added to the email distribution list to receive all operational updates and emails (See how to guide [here](#))

### Page tabs;

- **ABOUT** tab – The About tab content is created from your submission form. You can edit About content during the Matchmaking phase. Once your project reaches Pending activation this will then be copy edited by our Marketing team and locked for editing. Submit requests to change your about tab [here](#).
- **RESOURCE** tab - where teams upload all collateral, documents, and videos.
- **CATALYST TEAM** tab – It is the team's responsibility to keep their Team member list updated. Only current project team members can add a new person to the Catalyst Team tab. Only confirmed companies / individuals appear on the public team member list
- **COMPANIES** tab - Logos must be added by a project team member from that company. When added, that company logo appears on all Catalysts they are in

## 6. Visa Invitation letter

Each delegate must be registered to an event to request a visa letter from TM Forum. There is a link on the confirmation screen after registration where they can fill in their information to generate a PDF file of a visa invitation letter. There is also a link to this from their confirmation email. Any questions, please reach out to [register@tmforum.org](mailto:register@tmforum.org). **Please note: TM Forum does not take responsibility for the issuance of visas. We are unable to assist with visa applications beyond the issuance of the visa invitation letter. TM Forum will also not issue visa invitation letters without a valid registration for an event.**

## 7. All Access Passes

All Catalyst participating companies (Champions / Participants) get **2 FREE ALL ACCESS passes** per Catalyst project, for example if TM Forum are involved in 3 separate catalysts, they would receive 6 ALL ACCESS passes, 2 per signed contract. In addition you will be issued with a code that allows **25% discount off ALL ACCESS PASSES** that can be used for clients, colleagues, additional teammates etc.

**These passes will be sent upon receiving your fully signed and completed Catalyst SOW or Catalyst Contract.**

**All Catalyst project team members attending the event, including Arena presentation speakers, must register themselves - we do not register for you!**

**Please note:** TM Forum will not issue passes without a completed and signed contract, the passes will be sent to the signatory of the relevant contract, if you have personally not received them but someone else from your company signed the contract please reach out to them first to attain your free pass. If you have not received your passes but believe you should have please reach out to [register@tmforum.org](mailto:register@tmforum.org) who will be able to assist you further.