TOMGlobal Licensing Process

I. **Overview**
TOMGlobal is a system for running global **Intentional Makeathons** for assistive technology (**TOM**s or **TOM Makeathons**).
The **TOMGlobal Licensing process** is designed with two main goals in mind:
1) To protect and regulate the spread and dissemination of the TOM methodology and brand.
2) To ensure that TOM Makeathon organizers are aware of the responsibility encapsulated in running a TOM, and the resources available for them from the TOM team.

This document outlines and details the steps on the way of getting licensed for running a TOM. It is intended for future and current TOM organizers and for those considering joining this group, all referred to here as **applicants.**

II. **Outline**
There are six stages in the licensing aspect of running a local TOM:
   A. **Initial Outreach, Introduction Meeting and Initial Documents**
   B. **Stage I License (License One)**
   C. **Reassessment and Engagement**
   D. **Stage II License (License Two)**
   E. **Running a TOM Intentional Makeathon**
   F. **Reporting and Closure**

III. **Initial Outreach, Introduction Meeting and Initial Documents**
   A. **Initial outreach** - When an individual is first interested in hosting a TOM they reach out to the TOM team as http://tomglobal.org/host-a-tom/
   One licensee is defined for each TOM Makeathon, meaning that if the decision to run a TOM comes from an organization such as a company, NGO or an academic institute, a licensee needs to be nominated who will be the contact person and the holder of all responsibilities in the relationship between TOM team and the organizers.
   B. **Introduction Meeting -** TOM Team will contact the applicant to set up an initial phone or VC call in order to assess expectations and discuss the expected process.
   C. **Initial Documents -** Following the introduction meeting applicant will receive the following documents
      1. Basic TOM introductory document
      2. Timeline and sample gantt chart
      3. Sample budget online

IV. **Stage I License (License One)**

The Stage I License agreement serves several purposes in allowing applicants to begin planning their TOM Makeathon. Having this agreement with TOM Team expressed the fact that there exists a mutual aim to run TOM in the applicant's community and that the applicant and TOM Team are willing to begin the process together. Stage I License allows the applicant to begin working on planning and producing a TOM with the TOM Team support for a limited time agreed upon (usually 3 months) after which reassessment is performed before moving forward.

Note: This is not a temporary or final permission to host a TOM Makeathon and it is limited in the amount of publicity allowed in using the TOM brand and announcing the project.

A. **Agreement**: The agreement lays out the provisions under which the applicant is to proceed when reviewing the TOM Global materials including the Book of TOM, the web platform and the video course. This stage protects the TOM brand, logo, and methodology as the agreement ensures the applicant does not share, replicate or distribute any TOM materials.

B. **Commitment:** At this stage, the applicant has not yet committed to hosting a TOM Makeathon. This stage allows him or her to review materials and get a complete understanding of the process before fully committing.

C. **Resources and Tools:** After signing Stage I, the applicant will receive access to the **Book of TOM** which will outline the details of planning and hosting TOM Makeathon along with introductions and to the **TOM video course,** drilling down on the critical aspects of organizing a TOM.
Additionally, TOM Team support will be granted to applicant where needed.

D. **Partners and production:** This period should be used to form partnerships, fundraise, book a venue and finalize details of the TOM Makeathon. Details available in the Book of TOM.

E. **Publicity:** In the Stage I License period applicant is **not** allowed to publish, declare or claim any of the TOM brand assets or to announce publicly online or offline that they are running a TOM Makeathon. **Application, registration or the local TOM website are not online at this stage.**

Normally, Stage I License period is 2-3 month long. Exact timing will be defined with applicant.

V. Re-assessment and Engagement

On or about the ending date of Stage I period, a review and engagement process will take place to allow applicant to move forward and become **a licensee**

Applicant will present:

A. A finalized date for the makeathon
B. A booked location suitable for hosting TOM in alignment with the venue guidelines detailed in the Book of TOM
C. Necessary partnerships from both the need and tech sectors
D. Sources of funding - expected and finalized
E. Demonstration of paths of access to the local Makers community
F. Demonstration of paths of access to the local Needs community

After getting the TOM Team approval, Stage II license agreement is signed and effective.

VI. Stage II License

Stage II is the second and last step of the license agreement. By signing Stage II, applicant becomes a licensee. He or she agrees and is allowed to organize a locally operated and funded TOM Makeathon in their community.

The licensee will become an official **TOM Leader** and will join the community of global TOM Leaders.

A. **Agreement**: The agreement lays out all the duties and responsibilities of a TOM local leader along with the commitment of the TOM team and the materials and tools that are to be provided. Stage II protects the TOM brand and methodology along with the TOM local leader's autonomy and role in their region.

B. **Commitment:** By signing Stage II, the licensee commits to organizing a TOM Global Makeathon in their community and serve as its local leader. The TOM team commits to working with him or her in their location and provide resources, tools, methodology and support, setting them up for success.

C. **Resources and Tools:** Licensee will receive full access to all the TOM materials and tools. These include, on top of the License I tools :

1. **Custom, hosted and managed event website**
2. **Makeathon Hub,** TOM Organizer's web platform, walking the licensee through the process of team organizing, applications, registrations, team building, challenges, projects and documentation.
   It is an Online platform - including a customizable website template, forms, and information storage
3. Online leader community (coming soon) - the online home for the TOM local leaders around the world, here they will interact

VII.   Running a TOM Intentional Makeathon
The 3 days makeathon is the peak point of a ~2-6 months period that begins with making the event public. The process of planning, publishing, collecting applications, screening, registration, defining challenges and projects, managing teams, documenting project and running the actual makeathon - is described in details in the **Book of TOM**.
This step ends when the makeathon is completed, and both the event and the resulting project's documentation is submitted.

VIII.   Reporting and Closure
The goal of this last step in the process is to enable TOM Team to learn from the process licensees go through and to help grow the community in deliberate and goal-focused ways. We require a very simple, verbal and structured report as a minimum requirement for this to conclude.