

## **Jira Product Discovery Ship Your Idea Contest Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.**

**VOID WHERE PROHIBITED, TAXED OR RESTRICTED BY LAW OR INTERNATIONAL PUBLIC POLICY OR WHERE REGISTRATION, FILING OR NOTICE REQUIREMENTS MAY EXIST.**

**1. How to Enter.** To enter the Atlassian Ship Your Idea Contest (“Contest”), review these Official Rules, then during the Contest Period, visit the entry form available at <https://pm-dev.atlassian.net/servicedesk/customer/portal/3/group/7/create/20> (“Entry Form”), provide all the requested information (including your work email address and your idea for a new feature or improvement for Jira Product Discovery), and click the “Send” button. All entry information and ideas shall be collectively referred to herein as the “Submissions” or each as a “Submission.” Submissions are subject to the Entry Conditions, and must comply with the Guidelines and Restrictions defined below. Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the minimum judging criteria. Limit one (1) Submission per person/per email address.

**By entering, each entrant warrants and represents the following with respect to their Submission: (a) entrant is the sole and exclusive owner of the Submission, and (b) the Submission will not infringe on any rights of any third parties.**

All entrants must have a valid email address. No automated entry devices and/or programs permitted. All entries, including Submissions, become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

### **2. Entry Conditions.**

If you are participating in the Contest on behalf of your employer, then by providing a Submission, you agree and confirm:

- You have the right, authority, and capacity to act on behalf of and bind your employer to these Official Rules.
- You are authorized by your employer to participate in the Contest and that your participation in the Contest will not breach any employment or non-disclosure agreement to which you or your employer is a party.
- If your employer is party to a separate contract with Atlassian Pty Ltd or any of its affiliates (“Atlassian”) regarding use of Atlassian’s products and services (your “Customer Contract”), then the terms and conditions in your Customer Contract regarding Feedback will also apply to the Feedback you provide as part of your Submission when you enter this Contest.
- If your Customer Contract does not provide Atlassian the right to use Feedback without restriction or obligation, then you may not participate in the Contest.

If you are instead participating in this Contest as an individual, then by providing a Submission, you agree and confirm:

- Any Feedback you provide as part of your Submission is your own and that you have all necessary rights and the authority to submit them to Atlassian.
- Your participation in the Contest will not breach any agreement to which you are a party, including any employment or non-disclosure agreement.
- The terms and conditions in Section 18 of the Atlassian Customer Agreement (located at <https://www.atlassian.com/legal/atlassian-customer-agreement>) (the “Terms”) will apply to your submission of Feedback as part of the Contest.

In any event, you grant Atlassian a worldwide, perpetual, irrevocable, royalty-free license to use, reproduce, modify, publish, create derivative works from, and display your Submission, in whole or in part, including without limitation to incorporate any feedback or suggestions in your Submission into Atlassian products or other offerings.

You also understand, acknowledge, and agree that your Submission will not be considered confidential, and that eligible Submissions and associated scoring will be made available through a public interface.

**3. Start/End Dates.** Contest begins at 9:00 AM Pacific Time (“PT”) on April 9, 2025 and ends at 11:59 PM PT on April 18, 2025 (“Contest Period”).

**4. Eligibility.** Participation open only to entrants who are at least 18 years of age or the age of majority in their state/province of residence (whichever is greater) and who are not individuals or entities restricted by United States export controls and sanctions or any other nation's or state's applicable law. Void in Belarus, Brazil, Cuba, Crimea, French overseas territories, Iran, Italy, Myanmar, North Korea, Russia, Sudan, Syria, Turkey, or any of the United States embargoed countries and where prohibited, taxed or restricted by law. You are not authorized to participate in the Contest if you are located in any of the foregoing jurisdictions. Employees, officers and directors of Atlassian Pty Ltd ("Sponsor"), and its parent company, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of promotion materials, content providers, producers and distributors of content and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees, officers and directors are not eligible to enter. All applicable federal, state, provincial and local laws and regulations apply.

Sponsor's decisions are final and binding in all matters relating to the Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules. In particular, it will be mandatory for each entrant to expressly accept these Official Rules and the grant of rights in favor of Sponsor with respect to that entrant's submission pursuant to the terms indicated in these Official Rules. Additionally, entrants must sign and return a written document as requested by Sponsor to perfect such grant, if necessary.

**5. Submission Guidelines and Content Restrictions.** By entering, each entrant agrees that his or her Submission conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove any Submission and disqualify an entrant from the Contest if it believes, in its sole discretion, that the entrant's Submission fails to conform to the Guidelines and Restrictions.

**Submission Guidelines:**

- Each Submission should focus on an idea for improving Jira Product Discovery.
- The Submission must provide sufficient detail about the idea for the judging panel to assess according to the factors presented below.
- The short name provided in your Submission must not exceed 255 characters in length.

- The Submission must be primarily in English.

**Content Restrictions:**

- The Submission must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights.
- The Submission must not in any disparage Sponsor or any other person or party.
- The Submission must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous.
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created.
- The Submission cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or message.
- The Submission must be consistent with the image and values of Sponsor and be consistent with and satisfy the purpose of the Contest.

Each entrant acknowledges that other entrants may have used ideas and/or concepts in their Submission that may be similar in idea or concept to what is included in entrant's Submission. Each entrant understands and agrees that he/she shall not have any claim against any other entrant or Sponsor arising out any such similarity or be entitled to any compensation because of any such similarity.

Sponsor's decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

**6. Judging Panel/Judging Criteria.** Beginning on or about April 21, 2025, all eligible Submissions will be judged in accordance with the following two-phase procedure.

- Phase 1: Selection of Finalists. In the first phase, a panel of Jira Product Discovery product team members will evaluate any

Submissions associated with their specific Atlassian product / portfolio. During this phase, Submissions will be judged based on the following judging criteria:

- **Reach:** How many people will this idea impact within a given timeframe?
- **Impact:** How significantly will this idea move the needle? (e.g., on customer satisfaction, revenue, engagement)
- **Confidence:** How sure are we about our estimates for reach and impact?
- **Effort:** How much work is required?

The scores awarded to a Submission in each of these criteria will be used to calculate an overall “RICE Score” as follows:

$$\text{RICE Score} = (\text{Reach} * \text{Impact} * \text{Confidence}) / \text{Effort}$$

Eligible Submissions and their associated scores will be published on a public Jira Product Discovery board. Among all the Submissions reviewed by a particular Judge in Phase 1, the Submissions with the highest RICE scores will be selected as “Finalists” and advance to Phase 2.

- Phase 2: Selection of Overall Winner. In the second phase, a panel comprising Jira Product Discovery leaders will evaluate all the Finalists selected in Phase 1 to choose an overall Winner. During this phase, Submissions will be judged based on the following equally weighted judging criteria:
  - **Alignment to Product Vision:** Does this idea keep with our vision for the product or our guiding principles?
  - **Strategic Urgency:** How does this idea fit into development sequencing or align to company strategy?
  - **Regulatory, Legal, and Compliance Risk:** Are there legal barriers or industry constraints?
  - **Innovativeness:** How novel is this idea?

In the event of a tie, the highest score in the Innovativeness category will determine the winner.

## **7. Prizes.**

**Grand Prize:** A Ship Your Idea prize package consisting of the following:

- Sponsor will prioritize designing a prototype of the idea in the winning Submission during its next internal hackathon in May 2025.

- Sponsor will announce the winner and may present the idea during a session of its Team '25 Europe event ("Event") in October 2025.
- Sponsor will book a 5-day, 4-night trip for the winner to attend the Event in Barcelona, Spain from October 7 to October 9, 2025. Trip includes: (i) round trip air transportation from a major gateway airport nearest the winner's residence to a destination determined by Sponsor in its sole discretion, (ii) lodging at a hotel in the Event location chosen by Sponsor in its sole discretion, and (iii) admission to the Event.

All arrangements will be made by Sponsor according to its standard internal travel policies and will not exceed a maximum cost of \$10,000 USD. Taxes, meals, gratuities, travel upgrades, or any other expenses not specifically listed herein responsibility of the winner. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. Sponsor is not liable for delays, cancellation, or unforeseen events related to the flights. The winner will be solely responsible for obtaining valid identification relating to acceptance and use of the travel prize packages. If in the judgment of Sponsor, air travel is not required due to the winner's proximity to the Event location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers, or certificates.

Approximate retail value ("ARV") of Grand Prize: up to \$10,000 USD, but actual value may vary depending on air flight fluctuations and distance between departure and destination. The winner will not receive the difference between actual and approximate retail value. **The winner understands that the dates, times, locations, and nature of the Event may change due to unforeseen events**, and agrees that if the Event is delayed, postponed, modified, cancelled, and/or moved to a different location and/or date, in whole or in part, that Sponsor shall not have any responsibility to the winner for that change.

Prize is non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All federal, state, provincial and local taxes and unspecified expenses (including social contributions and/or VAT Taxes, where applicable) are the responsibility of winner. AWARDS OF PRIZES TO POTENTIAL WINNERS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO SPONSOR ALL DOCUMENTATION REQUESTED BY SPONSOR TO PERMIT IT COMPLY WITH ALL APPLICABLE FEDERAL, STATE, PROVINCIAL, LOCAL OR OTHER TAX REPORTING LAW OR REGULATIONS IN THE UNITED

STATES AND IN THEIR RESPECTIVE JURISDICTION. ALL PRIZES WILL BE NET OF ANY TAXES SPONSOR IS REQUIRED BY LAW TO WITHHOLD. TO THE EXTENT PERMITTED BY LAW, ALL TAXES IMPOSED ON PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. Refusal by any winner to submit such documentation or complete any required forms or obligations shall result in such winner forfeiting the prize, leaving it unclaimed. Limit one prize per person or household. All cash prizes will be paid in U.S. currency or the local currency of the winner's country/jurisdiction of residency, in Sponsor's sole discretion. Entrants should be aware that to the extent any prize is to be awarded via check or wire transfer, such process may result in deductions by clearing banks over which Sponsor has no control.

If due to a printing, production or other error, more prizes are claimed than are intended to be awarded, the intended prize will be awarded in a random drawing from among all verified and validated prize claims received. No more than the stated number of prizes will be awarded.

Any prize awarded to an Australian resident prize winner will be delivered within twenty-eight (28) days after the winner of the prize has been selected.

**8. Notification.** Potential winner will be notified on or about May 9, 2025 by email sent to the address provided with the winning Submission and may be required to sign and return, where legal, an Affidavit and/or Declaration/Certification of Eligibility, Liability/Publicity Release and/or rights transfer document within three (3) days of prize notification. If a Canadian resident is selected as a potential winner, in order to win the prize, such Canadian resident must first correctly answer a time-limited mathematical skill question, unaided by telephone (at a pre-arranged time) or e-mail in order to win the prize.

FOR RESIDENTS OF FRANCE AND GERMANY ONLY: Each potential winner will receive a document called "eligibility/publicity release" designed to obtain his/her free consent to use his/her full name, likeness, city of residence and submission for promotional purposes and without additional compensation. In any case, a lack of consent does not prevent such potential winner from receiving the prize.

If the potential winner cannot be contacted within five (5) calendar days of first notification attempt, if the prize notification is returned as undeliverable, if the potential winner rejects his/her prize or in the event of noncompliance with these Contest rules and requirements or any other laws, rules or regulation of any applicable jurisdiction by the winner, such prize will be forfeited and may be awarded to the Submission with the next



highest score (time-permitting). Upon prize forfeiture, no compensation will be given.

**9. Conditions.** BY PARTICIPATING, TO THE EXTENT PERMITTED BY APPLICABLE LAW, AND SUBJECT TO THE NON-EXCLUDABLE GUARANTEES (DEFINED BELOW) ENTRANTS AND WINNERS AGREE TO RELEASE AND HOLD HARMLESS SPONSOR, ITS PROMOTIONAL PARTNERS AND EACH OF THEIR ADVERTISING AND PROMOTIONS AGENCIES, CONTENT PROVIDERS, PRODUCERS AND DISTRIBUTORS OF CONTENT AND THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, PARTNERS, REPRESENTATIVES, AGENTS, SUCCESSORS, ASSIGNS, EMPLOYEES, OFFICERS AND DIRECTORS (COLLECTIVELY, "RELEASED ENTITIES"), FROM ANY AND ALL LIABILITY, FOR LOSS, HARM, DAMAGE, INJURY, COST OR EXPENSE WHATSOEVER INCLUDING WITHOUT LIMITATION, PROPERTY DAMAGE, PERSONAL INJURY AND/OR DEATH WHICH MAY OCCUR IN CONNECTION WITH, PREPARATION FOR, TRAVEL TO, OR PARTICIPATION IN CONTEST, OR POSSESSION, ACCEPTANCE AND/OR USE OR MISUSE OF PRIZE OR PARTICIPATION IN ANY CONTEST-RELATED ACTIVITY AND FOR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, INVASION OF PRIVACY, COPYRIGHT INFRINGEMENT, TRADEMARK INFRINGEMENT OR ANY OTHER INTELLECTUAL PROPERTY-RELATED CAUSE OF ACTION. Any and all federal, provincial, local, state and local taxes are the sole responsibility of the winner.

Participation in Contest and/or acceptance of prize constitutes the winner's permission for Sponsor to use his/her name, address (city and state/province/territory), likeness, photograph, picture, portrait, voice, biographical information, Submission, and/or any statements made by the winner regarding the Contest or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. Sponsor shall not be liable or responsible in the event any Submission is not used for any reason. Submissions may be cut, edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor's sole and absolute discretion. Entrants who do not comply with these Official Rules, or attempt to interfere with the Contest in any way shall be disqualified. Entrants acknowledge and agree that their participation in the Contest are not and do not create any confidential, fiduciary, employment, agency or other special relationship between entrant and Sponsor. To the extent permitted by the applicable law, and subject to the Non-Excludable Guarantees, Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, epidemics, pandemics, weather or acts of terrorism.



**10. Additional Terms.** In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. “Authorized Account Holder” is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any potential winner may be requested to provide Sponsor with proof that such winner is the authorized account holder of the email address associated with the winning entry. Any attempted form of entry other than as set forth in Section 1 above is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. To the extent permitted by applicable law, and subject to the Non-Excludable Guarantees, Released Entities are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one’s ability to enter the Contest, including any injury or damage to participant’s or any other person’s computer relating to or resulting from participating in the Contest or downloading any materials in the Contest. Sponsor reserves the right, in its sole discretion (subject to the approval of the RACJ and any written directions of a regulatory authority), to cancel, terminate, modify, extend or suspend the Contest should (in its sole discretion) viruses, bugs, non-authorized human intervention, fraud, epidemics, pandemics, or other causes beyond its reasonable control corrupt or affect the administration, security, fairness or proper conduct of the Contest and/or as a result of any applicable law, regulation, decree or guideline. In such case, Sponsor may select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or website. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST**

MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**11. Limitation of Liability; Disclaimer of Warranties.** TO THE FULLEST EXTENT PERMITTED BY LAW, IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF ACCESS TO AND/OR USE OF ANY SITES ASSOCIATED WITH THE CONTEST AND/OR THE CONTEST ITSELF AND/OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY SITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THE CONTEST AND ALL PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS DO NOT ALLOW (I) THE EXCLUSION OF IMPLIED WARRANTIES ON APPLICABLE STATUTORY RIGHTS; AND (II) LIMITATIONS ON A CONTRACTING PARTY’S LIABILITY WITH REGARDS TO DAMAGES OR DEATH CAUSED DUE TO ITS NEGLIGENCE OR INTENTIONAL MISCONDUCT, SO THE ABOVE EXCLUSIONS AND LIMITATIONS MAY NOT APPLY IN SOME CASES. THIS LIMITATION MAY NOT BE ENFORCEABLE IN ALL JURISDICTIONS AND THEREFORE MAY NOT APPLY TO ALL ELIGIBLE PARTICIPANTS. FURTHER, NOTHING IN THESE TERMS AND CONDITIONS EXCLUDES OR MODIFIES OR PURPORTS TO LIMIT, EXCLUDE OR MODIFY ANY STATUTORY CONSUMER GUARANTEES OR ANY IMPLIED CONDITION OR WARRANTY, THE EXCLUSION OF WHICH FROM THESE OFFICIAL RULES WOULD CONTRAVENE ANY STATUTE OR CAUSE ANY PART OF THESE TERMS AND CONDITIONS TO BE VOID (“NON-EXCLUDABLE GUARANTEES”). CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

**12. Disputes; Governing Law.** To the extent permitted by the applicable law, the parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Contest. To the extent permitted by the applicable law, any controversy or claim arising out of or relating to these Official Rules and/or the Contest shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of

any other party. The arbitration shall be conducted in the State of California, City of San Francisco.

TO THE FULLEST EXTENT PERMITTED BY LAW, THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For Australian residents, the promotion will be governed by the applicable laws of the Australian State or Territory in which the entrant resides. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Contest, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the City of San Francisco in the State of California. The parties agree not to raise the defense of forum non conveniens.

Subject to the foregoing, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

**13. Use of Data.** Sponsor (data controller) will be collecting personal data about entrants online, in accordance with Atlassian's privacy policy. Please review the Sponsor's privacy policy located at <https://www.atlassian.com/legal/privacy-policy>.

The processing of entrants' personal data is necessary for the performance of a contract to which the entrant is a party (as set forth by article 6(1)(b) of General Data Protection Regulation (UE) 2016/679, hereinafter the "GDPR"). It aims at administering the Contest and at sending the prizes to the winners. The processing of entrants' personal data will be carried out in accordance with the GDPR.

By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

**14. List of Winners/Winner's Name.** To obtain the name of the winner, send a self-addressed, stamped envelope by November 9, 2025 to: Atlassian Pty Ltd c/o Atlassian US, Inc., 350 Bush Street, Floor 13, San Francisco, CA 94104, USA



**15. Sponsor.** Atlassian Pty Ltd (ABN 53 102 443 916) c/o Atlassian US, Inc.,  
350 Bush Street, Floor 13, San Francisco, CA 94104, USA