

GUIDANCE FOR CONTRIBUTORS SHAPING THE FUTURE

March 2024



WELCOME!



Welcome, valued experts! We at **FutureMatters™** are thrilled to invite you to contribute your knowledge, wisdom and insights to our exciting new e-magazine. Launched with the vital mission of **empowering informed decision-making**, **FutureMatters™** delves into the most impactful topics shaping our world: Financial services, policymaking, venture capital, technology, ESG, entrepreneurship, diversity, leadership, strategy, and economic inclusion.

Your Expertise Truly Matters

Whether you're a leading researcher in AI, a passionate advocate for sustainable practices, or a seasoned venture capitalist, an entrepreneur, or a policymaker, your expertise holds immense value. **FutureMatters™** is purposefully modelled after prestigious publications like Harvard Business Review, Forbes, TechCrunch, Inc., Entrepreneur, recognising the importance of diverse voices and thought leadership. Your contribution allows you to not only share your wisdom with a dedicated audience but also establish yourself as a key influencer within your domain.

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Making an Impact

By joining **FutureMatters™**, you contribute to a platform designed to illuminate the complexities of tomorrow's challenges and opportunities. Your voice will reach an audience of forward-thinking individuals, professionals, investors and policymakers eager to learn and engage with the ideas shaping our future. Beyond informing, you are welcome to inspire action, empowering readers to make informed decisions that impact their lives and our collective well-being.



Contribution Guidelines

A contributed article, a thought leadership piece, would anchor itself on one or more of three pillars:

- **FACTS:** What is known to be true
- **FACTORS:** What influences outcome(s)
- **FORECASTS:** Prediction(s) for the future

Next, it is important to note the following:

- **Theme and Focus:** Align your article with one of our core themes and ensure it offers fresh insights, practical strategies, or thought-provoking analyses.
- **Target Audience:** Consider the diverse audience with varying levels of familiarity with the topic. Explain technical concepts clearly and engage the reader with compelling narratives.
- **Quality and Style:** Maintain high standards of grammar, writing style, and factual accuracy. Charts and data points are essential to amplify and substantiate your perspective, so is providing reference to sources.
- **Originality and Voice:** Share your unique perspective and insights. We encourage fresh content that hasn't been published elsewhere.
- **Engagement and Impact:** Strive to spark conversation and inspire action. Offer actionable takeaways or pose thought-provoking questions to stimulate further discussion.

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Our Commitment to You

FutureMatters™ deeply values its contributors. We aim to offer:

- **Wide exposure:** Reach a global audience of highly engaged individuals seeking knowledge and understanding.
- **Platform for expertise:** Establish yourself as a thought leader in your field and gain recognition within the Future Matters community.



- **Collaborative environment:** Join a network of diverse experts and exchange ideas through our contributor community forum.
- **Professional development:** Access exclusive resources and insights through our contributor support system.
- **Designing your work:** You need to only give us your article in a word document with charts/graphs (and reference sources), and we will design it for you.

Together, we can create a brighter tomorrow for all.

So, ready to contribute?

Terms of Engagement

By submitting content to **FutureMatters™**, you grant us a non-exclusive, irrevocable, worldwide license to publish, edit, adapt, translate, promote, and distribute your work. You retain ownership of the copyright, but **FutureMatters™** will be considered the publisher for all purposes. We reserve the right to edit content for clarity, length, and style, and to make minor factual changes. While we strive for transparency, we reserve the right to remove content at our discretion without explanation.

On the use of generative AI, we note that as a contributor, you may want to use these tools to research story ideas and source references and examples. We do wish to ask authors to share whether and how they've used these tools. Importantly, and like even at HBR, you as the author are accountable for the accuracy, integrity, and originality of the content you provide.

“ We thank you for your understanding and look forward to bringing your insights & ideas to help shape our world better because the **FutureMatters™** ”