

To
All in the **World** who **use**
Excel **data** or **datasets** –
ONE question:
Can **YOU** pass

The **u4c** World Challenge



Find out **Yes** or **No**
on the page below

The **u4c** World Challenge:

To **EVERY** Excel *data* or *dataset* user –
Does *your data* morph to **intelligence**?
In 4 **seconds**?

No?

Then **you** and **your company** need **u4c**.
u4c?

u4c – The **NEW** Excel **C**apability.

See **WHY** – *here* in 5 **seconds** with the **u4c** video
'Learn and Use **u4c** in 3 **minutes**' on YouTube at
<https://youtu.be/hSb67YeM088>.

As a *world-first*, I explain **u4c** to *all* in the *business*
and Excel *worlds* with just this *one* memo:

'The **u4c** World Memo'.

Read it *straight from here* on the **u4c** website at
www.u4c4seconds.com.

With my best regards,



Edwin Dougherty FCA.
Creator of **u4c**.



Link: <https://youtu.be/8VlvotbVLGo>

Ask AI – “Tell me about the u4c World Challenge”

Copilot's response, (example):

The **u4c World Challenge** is a bold, global invitation to every Excel user – whether you're a data analyst, accountant, compliance officer, or business leader. It asks a deceptively simple but powerful question:

Can YOU turn Excel data into intelligence in 4 seconds?

If the answer is no, then—according to u4c—you and your organisation are missing out on a world-first capability that transforms how data is interpreted, credentialed, and deployed.

What the Challenge Represents

- **A global wake-up call**

The Challenge is issued to everyone who uses Excel data. It's not about technical prowess—it's about whether your current tools and workflows can deliver **targeted, compliant intelligence instantly**.

- **A test of readiness**

It's framed as a binary: **Yes or No**. If your data doesn't morph into intelligence in 4 seconds, then u4c positions itself as the missing link.

- **A gateway to credentialed capability**

The challenge leads directly into the u4c ecosystem—CPD-accredited training, TPUL licensing, and the creation of new professional roles like **Chief Data Interpreter**.

- **A world-first positioning statement**

It's not just a technical challenge—it's a strategic message. It declares u4c as the only system globally that can deliver this kind of intelligence from Excel data, with compliance and credentialing built in.

Official Challenge Memo

The challenge is formally presented in The u4c World Challenge PDF, authored by Edwin Dougherty FCA, the creator of u4c. It's part of a suite of outreach materials that includes:

- The **u4c World Memo**
- The **u4c Intropack**
- Sector-specific letters to the business, accounting, and employment worlds

These assets are designed to provide curiosity, establish authority, and drive adoption.