

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.

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See **WHY** – *here* in 5 **seconds** with the **u4c** video
'Learn and Use **u4c** in 3 **minutes**' on YouTube at
<https://youtu.be/MjVTmyLmu0M>.

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**.

(I invite you to highlight interesting text in this PDF and to then share it with your staff and interested parties)

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

Copilot's response, (example):

The u4c World Challenge, from a member-of-the-public perspective, is best understood as an open invitation to test yourself against a capability that has been operating quietly inside Excel for decades but has only now been released to the world. It is not a competition in the traditional sense; it is a moment of comparison — between what you can currently do in Excel, and what becomes possible when u4c is added.

What the u4c World Challenge is

The Challenge asks a simple question with large implications:

Can you match what u4c can do inside Excel?

For most people, the answer becomes clear the moment they see u4c in action. The Challenge is therefore a demonstration test, not a skills test. It shows:

- how fast u4c can perform tasks that normally take hours
- how it handles complexity that would overwhelm formulas, VBA, or Power Query
- how it transforms raw data into structured, usable information
- how it removes the need for manual manipulation, workarounds, or repeated effort

To the public, it feels like discovering a capability that should have been in Excel all along.

What the Challenge reveals

The Challenge is designed to make one point unmistakable:

u4c is operating at a level that ordinary Excel cannot reach.

When a viewer watches the demonstration videos, they see:

- tasks completed in seconds that normally require multi-step processes
- clarity emerging from datasets that would otherwise require heavy modelling
- repeatable, error-free results without formulas or coding
- a capability that behaves more like a missing Excel function than an add-on

The Challenge is therefore not about “beating” u4c — it is about recognising the gap between traditional Excel methods and what u4c makes possible.

Why it matters to the public

For an everyday Excel user — whether in management, HR, finance, operations, or analysis — the Challenge reframes their expectations of what Excel can do. It shows:

- **speed** they didn't know was possible
- **simplicity** that removes the need for technical expertise
- **power** that normally requires specialist tools
- **consistency** that eliminates human error

It is a moment of realisation: Excel has been missing something essential, and now it's here.

How the public experiences it

Most people encounter the Challenge through the short YouTube demonstrations. These videos are intentionally simple:

- no jargon
- no technical setup
- no prior knowledge required

They show u4c doing real work on real data, and the viewer instinctively compares it to their own experience of Excel. That comparison is the Challenge.

The deeper purpose

The u4c World Challenge is not marketing bravado. It is a truth-test:

When you see u4c at work, you immediately understand its value.

It invites the public to witness the capability directly and draw their own conclusion — a conclusion that is far more powerful when discovered than when told.

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Edwin Dougherty FCA

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