Base44 × AdArena

Every builder needs a base.

$6,000 in prizes

50 winning places · 13 OCT — 5 NOV 2026

$5,000 cash + $1,000 Kolbo AI credits

15 cash winners + 35 credit winners

9:16 VERTICAL · 20–45 SEC · ENGLISH ONLY



Base44

Every builder needs a base

Base44 × AdArena
Creator competition

$6,000 in prizes 50 winning places



Everyone can build an app

One video. One clear build: Website / App / Super Agent.
Show one useful thing it does and why it matters.

Developer and builder stories are encouraged. Anyone-can-build stories are equally welcome.



Your words.
A working product.

01 Describe the idea

02 Refine it with Base44

03 Publish and share

Show a real prompt and a real, usable result.
Let the viewer see what they could build.



Official Base44 product artwork

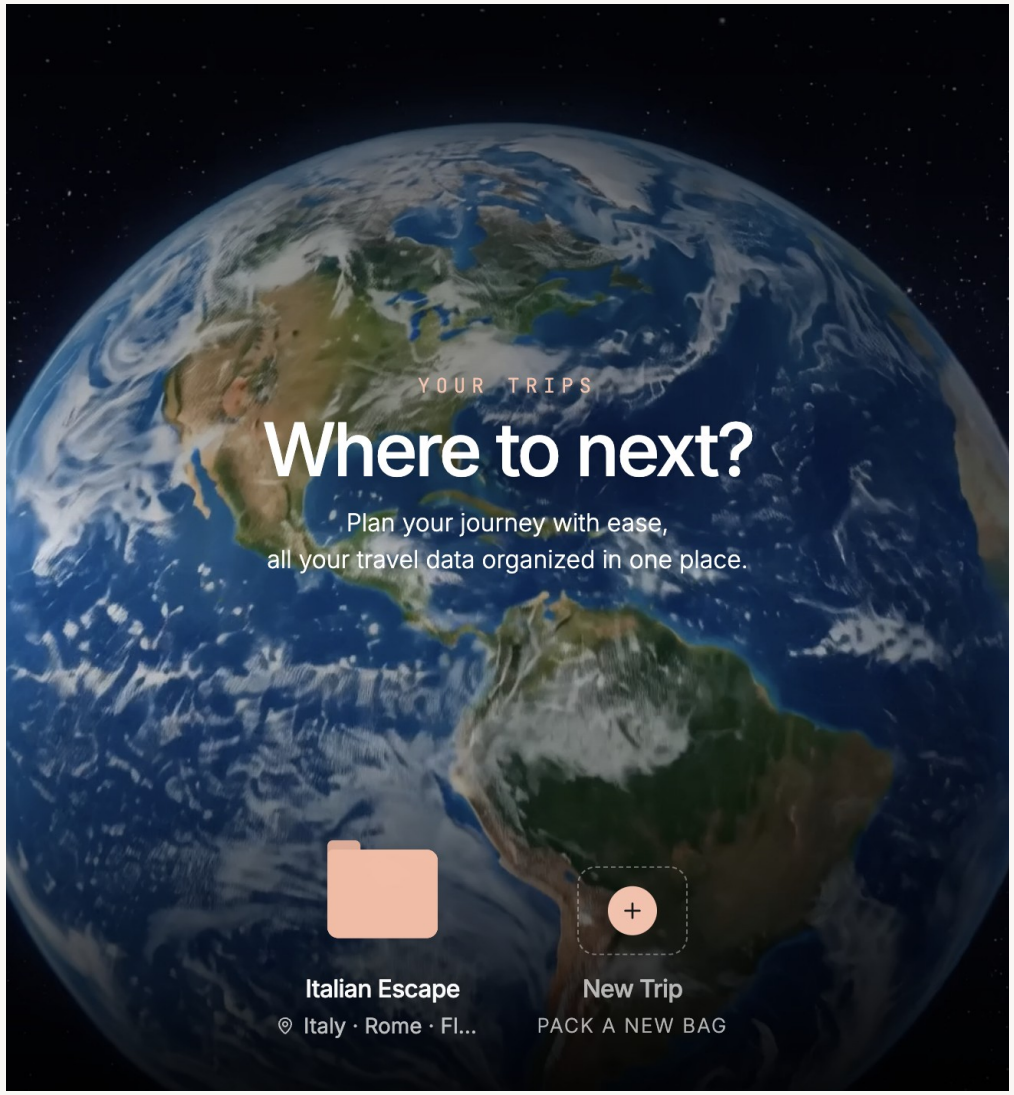
Suggested route 01

The idea I kept putting off

“I have had this idea for years.”

A familiar “someday” moment becomes a real app.
Reveal what changed when the person finally started.

One App: a travel planner, passion project or community tool.



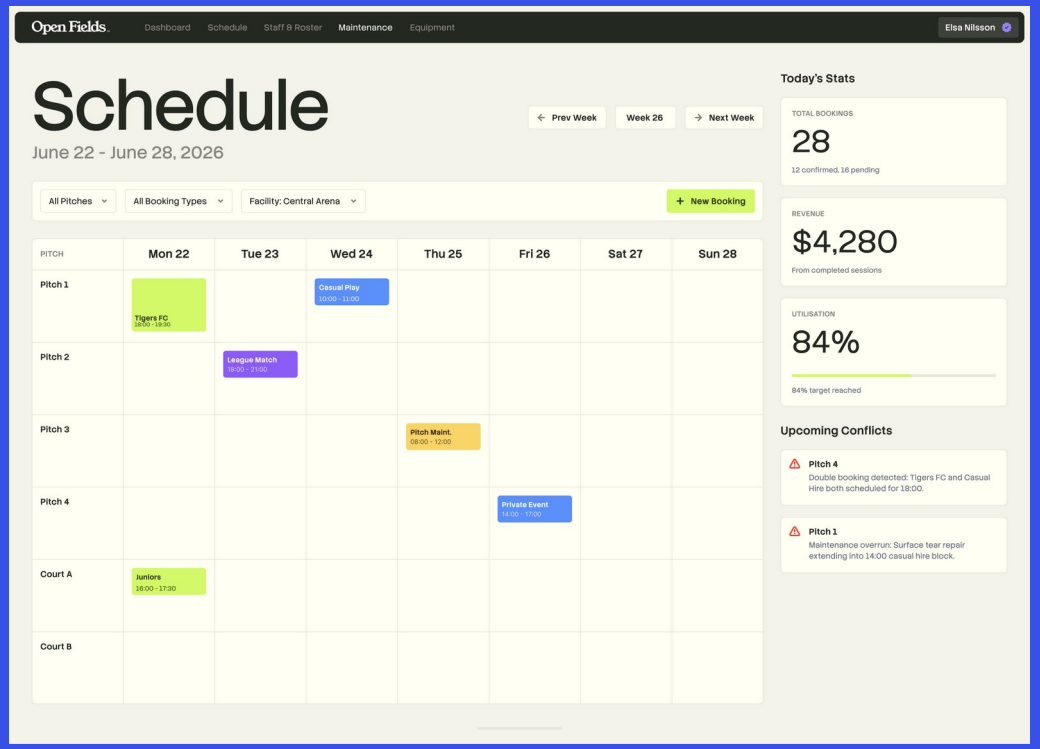
Suggested route 02

Built for my workflow

“I can build the tool my team actually needs.”

A developer turns a real team problem into a working website with Base44.

One Website. A clear developer perspective and a useful result.





Suggested route 03

The least expected builder

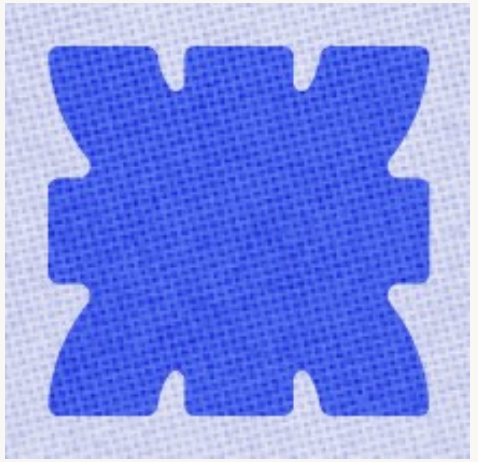
“Wait. You built that?”

A grandmother, a child or another non-technical person builds a useful Super Agent. Show it working.

One Super Agent. The surprise comes from the person and idea.

A story with a real reveal

35-second example. Choose your own structure.



00–05	The hook	Earn attention. Show the current Base44 logo.
05–10	The reason	One relatable problem or idea.
10–28	The proof	A real prompt, build and working result.
28–35	The next step	A clear website CTA: base44.com.

These routes are starting points. Stronger ideas and formats are welcome when they serve the brand.

Vertical / portrait video

9:16

20–45 seconds

English only

Up to 3 ads per creator

MP4 / 1080 × 1920 or higher

Every ad needs

Current Base44 logo
within the first 5 seconds

One video. One clear build.

Choose ONE: Website / App / Super Agent

One type of build. One clear use case.
Show what it does and why it matters.

A real product reveal
and a clear base44.com CTA

Clean sound. Readable English captions.
All spoken and on-screen text in English.

The current Base44 logo

Visible within the first 5 seconds of every ad

USE THIS LOGO



Download the current logo from the Brand Kit.
Keep its shape, colors and proportions.

OLD LOGO: DO NOT USE



Do not copy the old logo from the Super Bowl reference video.

Believable wins



Brand fit. A strong hook. A story that works.
Originality, clear product proof and craft.

Product truth

Real Base44 screens. Accurate claims. Licensed assets. Private data protected.
No invented features, guaranteed income or unlimited-free promises.

Fair assessment

AdArena and the brand use the same criteria for everyone. The brief matters.
Deviations do not automatically disqualify. Their nature and severity matter,
alongside effectiveness and brand fit. Strong fit can support an exception,
but deviations may lower scores or disqualify.

Partnership Ads

Your post could reach a much larger audience

THE OPPORTUNITY

Base44 may select individual posts for a shared post and paid Partnership Ads, bringing significant additional exposure through its paid media.

INVITE BOTH AS COLLABORATORS

@base44.app + @adarena.app

Use Instagram’s Invite collaborator.
A tag or mention alone does not count.

A GENUINE PERSONAL PROFILE

A genuine personal profile is strongly encouraged. Professional creators are welcome. Ad-only portfolios may be less suitable for paid promotion.

KEEP THE CAPTION PERSONAL

Write naturally about Base44 or what you built. Avoid “My submission for the Base44 competition” and similar competition captions.

Base44 evaluates each post. Selection, collaboration acceptance and paid promotion are not guaranteed.

Total prize value

$6,000

$5,000 cash

$1,000 Kolbo AI credits

50 winning places
15 cash + 35 Kolbo AI credits

Place	Count	Each	Prize
1	1	$1,500	Cash
2	1	$1,000	Cash
3	1	$500	Cash
4	1	$400	Cash
5	1	$300	Cash
6	1	$200	Cash
7–10	4	$150	Cash
11–15	5	$100	Cash
16–20	5	$50	Kolbo AI credits
21–50	30	$25	Kolbo AI credits

Different ads can win multiple prizes.
Kolbo AI credits are not cash.

What will you build?

Base44

OPENS

13 OCT 2026

Tuesday, 16:00

SUBMISSIONS CLOSE

05 NOV 2026

Thursday, 22:00

Israel local time / Asia/Jerusalem

Submissions open at the scheduled start time.

Up to 3 ads. Try one Super Agent, one App and one Website, each with a different angle.

Build your idea at base44.com