



DECA
IDEA
CHALLENGE
 A premier event of Global Entrepreneurship Week

EXPLORE ENTREPRENEURSHIP THROUGH IDEA GENERATION

A premier event of Global Entrepreneurship Week, the DECA Idea Challenge is a fast-paced entrepreneurial learning activity that challenges students around the globe to find an innovative, new use for a commonplace item in just eight days! The international competition is a fun and exciting opportunity for students to be imaginative and resourceful while learning about the entrepreneurial process. DECA membership is not a requirement to participate. The item to be used in the challenge will remain a mystery until revealed by DECA Inc. on November 10, 2016.

GET READY!

Receive competition guidelines, student strategies and instructor resources to prepare for the competition today!

➤ genglobal.org/gew/deca-idea-challenge

GET GOING!

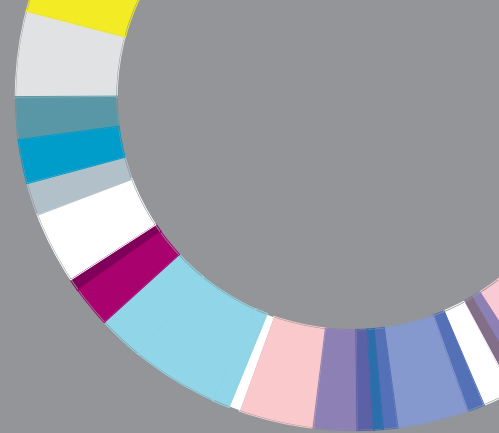
To participate, students must:

- Organize a team
- Generate an original use for the challenge item
- Pitch invention on YouTube
- Submit entry online by deadline

GET EXCITED!

Three teams will be deemed DECA Idea Challenge 2016 global winners! Each team will receive recognition on both the DECA Inc. and Global Entrepreneurship Week websites, in addition to a monetary award for the team as follows:

- Elementary/Middle School (ages 6 to 13 years) \$500 U.S. Dollars
- High School (ages 14 to 18 years) \$750 U.S. Dollars
- Collegiate (ages 18 years and above) \$750 U.S. Dollars



KEY DATES

NOVEMBER 10, 2016
 DECA Idea Challenge mystery item announced at 12:01 a.m. EST.

NOVEMBER 17, 2016
 Team submissions due by 11:59 p.m. EST.

NOVEMBER 28, 2016 – JANUARY 12, 2017
 GEW Country Host evaluates entries from their country.

JANUARY 16, 2017
 DECA Idea Challenge global finalists announced.

JANUARY 30, 2017
 DECA Idea Challenge global winners announced.



MORE INFORMATION

Adrienne Burda, Education Programs Specialist, DECA Inc.
adrienne_burda@deca.org



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