



# 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 over a week! 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 9, 2018.

## GET READY!

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

➤ [genglobal.org/gew/deca-idea-challenge](http://genglobal.org/gew/deca-idea-challenge)

## GET GOING!

To participate, students must:

- Organize a team
- Generate an original use for the challenge item
- Create a video pitch of the team's innovation
- Submit entry online by the deadline

## GET EXCITED!

One elementary or middle school, one high school and one college or university team will be recognized as DECA Idea Challenge global winners! Each team will receive an award and be featured on both the DECA Inc. and Global Entrepreneurship Week websites.

## KEY DATES

**NOVEMBER 9, 2018**

Mystery item announced at 4:00 p.m. EST.

**NOVEMBER 18, 2018**

Team submissions due by 11:59 p.m. EST.

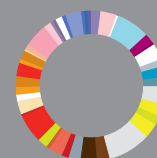
**JANUARY 4, 2019**

Global winners announced.



## MORE INFORMATION

Adrienne Burda, DECA Inc.  
[adrienne\\_burda@deca.org](mailto:adrienne_burda@deca.org)



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