DECA INC.

DECA Inc. is a not-for-profit student organization preparing emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. Organized into two unique student divisions, the high school and college divisions provide services to over 230,000 members in 3,900 chapters in 50 United States and nine countries. With an over 70-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946.

For more information, visit www.deca.org and follow @decainc on Twitter.

GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week (GEW) is the world’s largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires individuals around the world to explore their potential as self-starters and innovators through local, national and global activities. That connect participants to potential collaborators, mentors and even investors.

Powered by the Ewing Marion Kauffman Foundation, Global Entrepreneurship Week is empowering millions in over 160 countries to take the next step in their entrepreneurial journey. GEW is more than just an awareness campaign; it is a platform for connection and collaboration, engaging all players along the entrepreneurship spectrum in strengthening ecosystems around the world.

Global Entrepreneurship Week 2018 will be held November 12-18. For more information, visit genglobal.org/gew and follow @unleashingideas on Twitter.
**TABLE OF CONTENTS**

Challenge Overview..........................................................................................................................................................4  
Participation Steps..........................................................................................................................................................4  
Entry Evaluation...........................................................................................................................................................5  
Awards ........................................................................................................................................................................5  
Challenge Timeline......................................................................................................................................................5  
Frequently Asked Questions ........................................................................................................................................6  
Team Checklist ..........................................................................................................................................................7  
Video Tips ................................................................................................................................................................8  
Instructor Tips ...........................................................................................................................................................8  
Learning Activities......................................................................................................................................................9  
  - Collaboration.........................................................................................................................................................9  
  - Communication.....................................................................................................................................................11  
  - Creativity............................................................................................................................................................13  
  - Critical Thinking...............................................................................................................................................15
DECA IDEA CHALLENGE TOOLKIT

The DECA Idea Challenge Toolkit includes detailed information about the challenge as well as tips and entrepreneurial thinking activities to help students and teachers better prepare for the competition.

CHALLENGE OVERVIEW

The DECA Idea Challenge dares student teams around the globe to find an innovative new use for an item in mere days. Student teams of three to five members are asked to pitch their invention in a creative, 3-minute video presentation. The item to be used in the challenge will remain a mystery until announced by DECA Inc. on November 9, 2018.

The competition is a fun and exciting way for students to be imaginative and resourceful while learning about the entrepreneurial process. The exercise easily fits into most curricula as a formal class assignment or an extra credit activity. Engagement in the DECA Idea Challenge reinforces key 21st Century Skills, including collaboration, communication, creativity and critical thinking.

PARTICIPATION STEPS

The DECA Idea Challenge is open to students of all ages around the globe. DECA membership is not a requirement to participate.

To compete, students must:

1. ORGANIZE A TEAM
   • Establish a team of three to five members. **Teams smaller than three students or larger than five students will be disqualified.**
   • Ensure team members are in the same education category (listed below). Ages are approximate and may vary.
     1. Elementary and Middle School (ages 6 to 13 years)
     2. High School (ages 14 to 18 years)
     3. College or University (ages 18 years and above)

2. ACCESS THE MYSTERY ITEM
   • Uncover the challenge item at judgify.me/decaideachallenge on November 9, 2018 at 4:00 p.m. ET.

3. GET STARTED
   • Brainstorm a new use for the revealed item.
   • Ensure each team member holds a specific responsibility in the collaborative process.
   • Create a prototype. Other materials may be incorporated into the design as long as the challenge item is the **primary component** of the final creation.

4. GENERATE A VIDEO PITCH
   • Communicate results in a 3-minute video presentation to be posted on YouTube. **Videos over three minutes in length will not be evaluated.**
   • Ensure “DECA Idea Challenge 2018” is in the title of the video.
   • Confirm video URL is visible to the public. Private videos cannot be viewed, and therefore will not be evaluated.

5. SUBMIT AN ENTRY
   • Complete and submit the DECA Idea Challenge submission form at judgify.me/decaideachallenge by November 18, 2018 at 11:59 p.m. ET.
   • Do not delete video after entry has been submitted. Inaccessible videos cannot go through the evaluation process.
ENTRY EVALUATION
DECA Idea Challenge entries will be evaluated solely on the information presented in the video. Evaluators consist of entrepreneurs, managers and educators from diverse disciplines. Please visit the DECA Idea Challenge Team Checklist found on page 7 to ensure each component of the challenge has been met. Each entry will be evaluated on the following:

- Organization of team within challenge guidelines.
- Innovation in re-purpose of challenge item.
- Showcase of value created by item’s new use.
- Communication of product and its uses.
- Collaboration among team members.

Entries will be grouped into three winning categories:

1. Elementary and Middle School (ages 6 to 13 years)
2. High School (ages 14 to 18 years)
3. College or University (ages 18 years and above)

Entries are sorted by country and evaluated by judges from the respective country. Finalist teams from each participating country will be selected and compete in the global final round. From the collection of global finalists, three teams (one from each educational category), will be deemed DECA Idea Challenge global winners.

AWARDS
The three global winning teams, one from each educational category, will be announced on January 4, 2019. Each team will be recognized on both the DECA Inc. and Global Entrepreneurship Week websites and receive a monetary award from DECA Inc.

Each team who submits an entry will have access to an electronic DECA Idea Challenge certificate of participation.

CHALLENGE TIMELINE

- **November 9, 2018 – Challenge Item Announced**
  Mystery item announced at 4:00 p.m. ET on judgify.me/decaideachallenge

- **November 18, 2018 – Submissions Due**
  Entry form due by 11:59 p.m. ET at judgify.me/decaideachallenge

- **January 4, 2019 - Global Winners Announced**
FREQUENTLY ASKED QUESTIONS

ELIGIBILITY AND PARTICIPATION

Is DECA membership required to participate?
No. The competition is open to all students.

Does a student have to be enrolled in a business, marketing or entrepreneurship course to participate?
No. Students may participate in the challenge regardless of the courses they are enrolled in.

How can instructors encourage participation?
The best way to encourage participation is to incorporate the DECA Idea Challenge into coursework. Use the resources presented within this toolkit to tie the challenge into the lessons students are mastering in class. The challenge can be assigned as a class project or campus competition.

FORMING TEAMS

Are teams required to have an instructor sponsor?
No. While the support of a teacher is recommended, it is not required.

Are members of the team required to be in the same class?
No. Team members do not have to be from the same classroom, grade, school or organization, but all team members must be in the same education category: (1) Elementary or Middle School, (2) High School or (3) College or University.

May a student participate with more than one team?
No. A student may participate with only one team.

How many entries may each team submit?
Each team is allowed only one challenge entry.

Is there a limit to the number of entries a class, school or organization may submit?
No. There is no limit to the number of entries a class, school or organization may submit. There is no limit to the number of teams a class, school or organization may have. Each student may only participate with one team. Each team may submit only one entry.

EVALUATION

Will additional text in the submission form contribute to the evaluation?
No. A DECA Idea Challenge entry will be evaluated solely on the information presented in the video.

Will the quantity of video views affect how teams are evaluated?
No. The number of views each video receives will not factor into a judge’s evaluation.
DECA IDEA CHALLENGE TEAM CHECKLIST
Use this checklist to assess whether your team addressed each component of the challenge.

<table>
<thead>
<tr>
<th>CHALLENGE CRITERIA</th>
<th>Criteria Met?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TEAM ORGANIZATION</strong></td>
<td></td>
</tr>
<tr>
<td>Team consists of 3 to 5 student members. <strong>Teams that do not meet this criteria will not be evaluated.</strong></td>
<td></td>
</tr>
<tr>
<td>All team members are in the same education category.</td>
<td></td>
</tr>
<tr>
<td>Each student submits one entry with one team.</td>
<td></td>
</tr>
<tr>
<td><strong>INNOVATION</strong></td>
<td></td>
</tr>
<tr>
<td>Team generates a new use for the challenge item.</td>
<td></td>
</tr>
<tr>
<td>Team’s creation incorporates innovative ideas, while keeping the challenge item the primary component of the final product.</td>
<td></td>
</tr>
<tr>
<td>New use reflects an exceptional degree of creativity.</td>
<td></td>
</tr>
<tr>
<td><strong>VALUE OF NEW IDEA</strong></td>
<td></td>
</tr>
<tr>
<td>Demand for product in the market is showcased.</td>
<td></td>
</tr>
<tr>
<td>New product provides a benefit to consumers or addresses a consumer need.</td>
<td></td>
</tr>
<tr>
<td>Idea is practical, with the capability of being implemented.</td>
<td></td>
</tr>
<tr>
<td><strong>COMMUNICATION</strong></td>
<td></td>
</tr>
<tr>
<td>Presentation effectively conveys the new use for the challenge item.</td>
<td></td>
</tr>
<tr>
<td>Presentation is organized and coherent.</td>
<td></td>
</tr>
<tr>
<td><strong>EFFECTIVE TEAMWORK</strong></td>
<td></td>
</tr>
<tr>
<td>Contribution of each team member is clearly showcased.</td>
<td></td>
</tr>
<tr>
<td>Successful collaboration among members is apparent.</td>
<td></td>
</tr>
<tr>
<td><strong>VIDEO SUBMISSION</strong></td>
<td></td>
</tr>
<tr>
<td>Video is between two and three minutes long. <strong>Videos over three minutes will not be evaluated.</strong></td>
<td></td>
</tr>
<tr>
<td>Video is set to public. Inaccessible videos will not be evaluated.</td>
<td></td>
</tr>
<tr>
<td>“DECA Idea Challenge 2018” is in the title of video.</td>
<td></td>
</tr>
<tr>
<td>Entry is submitted online at judgify.me/decaideachallenge.</td>
<td></td>
</tr>
</tbody>
</table>
VIDEO TIPS
The DECA Idea Challenge asks students to pitch their invention in a creative, 3-minute video presentation. Check out the tips below on creating an engaging video:

1. Map out your presentation
   - Plan and memorize a script to present.
   - Organize a list of video shots you want to incorporate.

2. Keep your video short and concise
   - Offer information that is useful, informative and purposeful.
   - Provide points that are easy to understand.

3. Use background music
   - Add music when appropriate to help project a desired emotion.
   - Don’t incorporate music that will overpower your message.

4. Play with camera angles and shot ranges
   - Switch up the presentation’s point of view throughout the pitch to keep viewers engaged.
   - Don’t allow creativity to distract viewers from your message.

5. Conduct a sound check
   - Ensure audio level is not too high or too low.
   - Eliminate background noise that can overpower your message.

6. Make it your own
   - Showcase your unique point of view to help your team stand out.

7. Edit for a finished product
   - Make your presentation professional and exciting by using a video editing program.
   - Check your school or public library for resources to enhance your presentation.

USING THE DECA IDEA CHALLENGE IN CLASSROOM INSTRUCTION
The DECA Idea Challenge offers opportunities for students to develop knowledge and skills that are beneficial for academic and entrepreneurial success. The learning activities below can be utilized in conjunction with the DECA Idea Challenge to allow students to develop and apply 21st Century Skills of collaboration, communication, creativity and critical thinking.

INSTRUCTOR TIPS
Utilize the tips below to help your students understand the requirements and expectations of the DECA Idea Challenge:

- Watch a handful of videos from previous DECA Idea Challenge competitors to set the stage for this year’s challenge. Ask students to point out the strengths and weaknesses of various videos.
- Organize a group discussion on the DECA Idea Challenge’s requirements before students begin the project.
- Encourage team building by providing activities that unite students with different areas of expertise to work together.
- Approve student projects before their video is completed to ensure the presentation is appropriate for submission.
- Hold a class-wide contest or award superlatives, such as “Team with the Most Unique Invention” or “Team with the Best Sales Pitch” to boost participation.
- Recognize all completed entries with an official DECA Idea Challenge certificate, available for download at deca.org/challenges.
COLLABORATION ACTIVITY:
CUP STACK CHALLENGE

TIME REQUIRED: 20 minutes

SUPPLIES: Paper cups, rubber bands, scissors, string

GROUP SIZE: Any size group in teams of four

21ST CENTURY SKILLS ADDRESSED: Collaboration, communication, creativity, problem solving

INSTRUCTIONS:
Divide students into teams of four. Provide each team with six cups, one rubber band and four pieces of string that are each two feet long. Students must work as a team to stack all of the cups in a pyramid. Here’s the catch: they cannot touch the cups directly. Student must create a tool using the string and rubber bands to move the cups. Students have 10 minutes to complete this task. Extend the game by conducting another round, but with new challenges, such as stacking the cups without talking or with one player in the group blindfolded.

DEBRIEFING QUESTIONS:
1. What were some of the challenges your group faced during construction? How did you resolve the conflicts that came up?
2. What creativity and collaboration techniques did your group undertake to complete this activity successfully?
3. How did you support your team members throughout this activity?

COLLABORATION ACTIVITY: BEACH BALL TOSS

TIME REQUIRED: 30 minutes

SUPPLIES: Beach ball

GROUP SIZE: Any size group

21ST CENTURY SKILLS ADDRESSED: Collaboration, communication

INSTRUCTIONS:
Gather students in a circle and share that their goal is to hit a beach ball 100 times in a row without it falling to the ground. If the ball ever hits the ground, the group must start over. Each person must hit the ball at least twice before reaching 100 hits.

DEBRIEFING QUESTIONS:
1. What strategies did you use to make sure everyone was included?
2. How did you work together to try again when the ball hit the ground?
3. What would you do differently if you were to approach the same problem again?

COMMUNICATION ACTIVITY:
BACK-2-BACK DRAWING

TIME REQUIRED: 20 minutes

SUPPLIES: Drawing paper, pencils

GROUP SIZE: Any size group in teams of two

21ST CENTURY SKILLS ADDRESSED: Collaboration, communication, creativity

INSTRUCTIONS:
Divide students into groups of two. Have each pair sit back-to-back, with paper in front of them. One student will be labeled “Student A,” the other “Student B.”

PART 1
Instruct every “Student A” to spend two minutes drawing something on their paper. Partners may not look or talk to each other during this part of the activity. At the end of the allotted time, instruct every “Student A” to stop drawing.

Now, “Student A” must give a clear description of their drawing to their partner. “Student B” must use the oral instructions to try to re-create their partner’s drawing. Allow five minutes for this step. Partners should remain back-to-back during this part of the activity. At the end of the allotted time, instruct every “Student B” to stop drawing. Allow a few minutes for partners to show each other their drawings and discuss the difficulties or successes experienced.

PART 2
Instruct partners to resume their back-to-back positions. Provide each student with a clean sheet of drawing paper. In part two of the activity, “Student B” is now charged with drawing something on their paper. Give two minutes to complete this task. At the end of the allotted time, instruct every “Student B” to stop drawing.

With the pairs seated back-to-back, instruct every “Student A” to reproduce their partner’s drawing. Information about the drawing can only be obtained by asking “Student B” yes or no questions. Give students five minutes to complete this part of the activity. When time is up, have partners compare their drawings and discuss the difficulties or successes experienced.

DEBRIEFING QUESTIONS:
1. Which exercise was more difficult to complete and why?
2. What did the activity showcase about effective communication strategies?

COMMUNICATION ACTIVITY: BIRTHDAY SHUFFLE

TIME REQUIRED: 10 – 15 minutes

SUPPLIES: None

GROUP SIZE: Any size group

21ST CENTURY SKILLS ADDRESSED: Collaboration, communication, cooperation, creativity, problem solving

INSTRUCTIONS:
Challenge students to line up in the order of birthdays, based on the month and year of birth, in silence. No verbal communication is allowed to complete this activity. Give students two minutes to complete the task.

Once the initial task is complete, add another challenge, such as lining up in numerical order by the day of the month of birth.

DEBRIEFING QUESTIONS:
1. What challenges did you face in this activity?
2. How did teamwork play a role in completing both tasks?
3. Identify behaviors that exemplify an effective team? Which behaviors should effective teams avoid and why?
CREATIVITY ACTIVITY: MAKE SOMETHING NEW

TIME REQUIRED: 60 minutes

SUPPLIES: Collection of commonplace items

GROUP SIZE: Large group

21ST CENTURY SKILLS ADDRESSED: Collaboration, communication, creativity, innovation

INSTRUCTIONS:
Place several common items on a table, such as:
• Erasers
• Hair ties
• Paper clips
• Pencils
• Rubber bands
• Tissues

Ask students to form teams of three to four members. Each group is to select one item from the table and collectively brainstorm a new use for the item. Students may slightly alter the original product, such as change its color or form.

Require each group to make a three-minute presentation to the class on the “new” item. The presentation should include the purpose of the new item, the value created by the new item and the marketing strategies to ensure consumer acceptance.

DEBRIEFING QUESTIONS:
1. What changes were made to the item and why?
2. What did you discover about innovation by completing this activity?
CREATIVITY ACTIVITY: GUMDROP CHALLENGE

TIME REQUIRED: 45 minutes

SUPPLIES: Gumdrops, toothpicks

GROUP SIZE: Any size group

21ST CENTURY SKILLS ADDRESSED: Collaboration, creativity, critical thinking, flexibility, inventiveness

INSTRUCTIONS:
Divide students into small groups of three to five members. Give each group the same number of toothpicks and gumdrops. Instruct each group to collectively build a structure that can support the weight of an item of your choosing, such as a small book, a stack of papers, an empty water bottle, etc. Give each group fifteen minutes to work on their structures. At the end of the allotted time, have each group test their structure’s ability to support the designated item. Give each group an additional ten minutes to adjust their structure to either support the designated item if it did not originally, or enhance their structure to support even more weight. At the conclusion of the allotted time, pause for a 5-minute gallery walk. While students are viewing the structures of their peers, invite them to jot notes on what they see. Gather students together to discuss the varying structures.

DEBRIEFING QUESTIONS:
1. Describe your thought process while building the structure. How did your group decide to organize the gumdrops in the first phase of the activity?
2. In what ways did your group think creatively in second part of the activity?
CRITICAL THINKING ACTIVITY: INVENT THE SOLUTION

TIME REQUIRED: 30 – 40 minutes

SUPPLIES: Index cards, two containers

GROUP SIZE: Any size group

21ST CENTURY SKILLS ADDRESSED: Analysis, collaboration, critical thinking, communication, innovation, problem solving

INSTRUCTIONS:
Grab two containers and place one of the following labels on each: 1) Brand Name, 2) Problem. Fill container one with cards listing major brands, such as Apple, Google, Coca-Cola, Microsoft, IBM, Toyota, etc. Fill container two with a problem to solve, such as declining sales, lack of social media engagement, increasing production costs, etc.

Divide students into teams of three to five members. Have each team randomly select an index card from both containers. Students will work for the company on card one and must develop a new product or alter an existing product to address the problem displayed on the second card. With the company’s mission and current product line in mind, groups are given twenty minutes to develop their new product’s features, target audience and promotional plan.

Each team will briefly present their new or updated product to the class. Students chime in if they would purchase the product and whether it provides a solution to their company’s problem.

DEBRIEFING QUESTIONS:
1. How did you work to solve the problem given your parameters?
2. Outside of the new or reinvented product, what other changes would you suggest to address the company’s dilemma?

CRITICAL THINKING ACTIVITY: DISCUSSING REINVENTION

TIME REQUIRED: 30 - 40 minutes

SUPPLIES: Chalk board or flip chart

GROUP SIZE: Any size group

21ST CENTURY SKILLS ADDRESSED: Analysis, critical thinking, reflection, synthesis

INSTRUCTIONS:
Ask students to brainstorm a list of several novelty products or items that are used today which are extensions of items that already existed. List items on a flip chart or board. Examples might include:

- TOMS shoes
- Convertible furniture
- "Invisible" bike helmets
- Multi-colored light bulbs
- Inverted umbrellas
- Charity wristbands

Allow time for learners to identify why the product is valuable in the market. Using the information shared by the learners, initiate a discussion on entrepreneurship.

DEBRIEFING QUESTIONS:
1. What factors determine whether a product is valuable?
2. What steps would you need to take to transform your idea into a usable product?