DECA

INTUIT INNOVATION CHALLENGE

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A premier DECA event during Global Entrepreneurship Week, the Intuit Innovation Challenge is a hands-on design thinking project, daring students around the globe to innovate for impact to help reverse the effect of global warming. Through the challenge, teams will apply Intuit's design thinking methodology, Design for Delight, to develop an innovative sustainability solution. Teams will demonstrate their use of design thinking in a three-minute video presentation that brings to life their process and outcomes. The presentations should include their experiences with gaining customer empathy, brainstorming and coming up with the solution, as well as experimentation within their community.

CHALLENGE OVERVIEW

- This event consists of one major part: the **video presentation**.

- Each event entry will be composed of **three to five students**. Team members must be in the same education category:
    - Elementary and Middle School (ages 6 to 13 years)
    - High School (ages 14 to 18 years)
    - College or University (ages 18 years and above)

- DECA membership is not a requirement to participate.

- On **November 13, 2020**, at **4:00 pm ET**, a kick-off video will be unveiled on decadirect.org announcing the challenge and the methodology to be used in the process.

- The participants will then present their pitch in a video that is a maximum of three minutes in length posted on YouTube. (See Presentation Guidelines.)

- Videos over **three minutes** in length will not be evaluated and will not be eligible for awards.

- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **November 23, 2020** at **11:59 pm ET** to be eligible for awards. Late entries and entries over three minutes will not be accepted.

- Ensure the video is public as private videos cannot be viewed. Do not delete video after the entry has been submitted. Inaccessible videos cannot be evaluated.

- DECA Inc. and Intuit are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

PRESENTATION GUIDELINES

The participants will present their pitch in a video that is a maximum of three minutes in length and posted to YouTube.

All videos must include the following components:

1. **Customer Research & Empathy**
   a. Explanation of who the customers are and how they were chosen, and how they learned about their customer - demonstrate research.
      i. Demographics: age, gender, race, income range, education and/or occupation.
      ii. Justification why this is a solution needed by a specific community/customer base. Show reasoning by showcasing research and empathy work conducted within the video that prove need, demand, any void in the marketplace and related current market and cultural trends.
         1. Example: Mobile app that catalogs leftover food in the refrigerator that is about to expire and creates recipes to combat food waste. Reducing food waste reduces the food that goes into a landfill, and emits greenhouse gases.

2. **Customer Problem**
   a. Provides a clear and simple summary of the main customer problem the service or product is trying to solve
   b. Include the root cause of the problem and how the problem affects customers

3. **Desired Outcomes**
   a. Statement that outlines the best possible outcomes for the customer, after the product or service has been delivered, and has addressed the problem. Has a bold, inspiring vision that goes beyond just solving one small customer problem.

3. **Creativity and Innovation**
   a. Describes the process for coming up with ideas to solve the customer problem, including a wide range, and large number of ideas
   b. Explanation of the different potential solutions you came up with before deciding on this particular solution.

4. **Idea Selection and Focus**
   a. Outlines the "why" behind narrowing on this specific solution to test
   b. Explanation of product or service strategy by describing and differentiating the product/service features and benefits that create competitive advantage.

5. **Rapid Experiments**
   a. Visual representation of the solution
   b. Explain how you plan to test, or have tested your service/product with your target customer.

6. **Video Presentation**
   a. Present as if speaking to potential investors. Sell the customer benefits of the service/product.
   b. Focus on key points to stay within three minute guidelines.
   c. Be visually creative when presenting ideas.
   d. Overall creative, including art direction, style, tone and sound should reflect the service/product category and be relevant to your target customer's lifestyle. Animation, sound track and/or any special effects may be used to enhance your overall video presentation.
   e. Consistent volume with audible voices.

For evaluation details, please see the Evaluation Form.

3 to 5 PARTICIPANTS

3 PRESENTATION TIME

1 VIDEO ENTRY

ADDITIONAL RESOURCES

For design thinking resources, you may wish to consult the following:

- Design for Delight Resources (Customer Empathy, Brainstorming, Rapid Experiments)
  - D4D Overview Cards: *Background on design thinking, and the 3 pillars that comprise D4D*
  - D4D Toolkit: *Includes activities/exercises that students can do to practice customer empathy, go broad etc. as they are going about their challenge*
  - Empathy map & interview worksheets
  - Customer Problem Statement worksheet
  - Go Broad to Go Narrow video
  - Rapid Experiments worksheets
- General Design Thinking Resources
  - IDEO
  - Stanford d.School

PRESENTATION JUDGING

Judges will select the top three global winning teams, one from each educational category. Teams will be evaluated on the demonstration of how they used Design Thinking (customer empathy, brainstorming, idea selection, and rapid experiments) to come up with their innovative idea that combats the effects of global warming. Innovation, product impact and design thinking application will be the focus of evaluation criteria.

AWARDS

The three global winning teams, one from each educational category, will be announced on decadirect.org on **January 12, 2021**.

- Elementary and Middle School - $1,000 per winning team
- High School - $1,000 per winning team
- College or University - $1,000 per winning team

TIMELINE

Challenge announced	November 13, 2020 at 4 p.m. ET
Challenge registration deadline/video posted deadline	November 23, 2020 at 11:59 p.m. ET
Global winners announced	January 12, 2021

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EVALUATION FORM

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Name of School: _____ City: _____ State: _____

Team Member Names: _____

EVALUATION CRITERIA	SCORE (1-10)
Customer Research and Empathy Explains who their customers are, how they chose those customers, and how they learned about their customers. Customer research goes beyond assumptions and common knowledge.	
Customer Problem Statement Provides a clear and simple summary of the main customer problem the business is trying to solve. It will include the causes of the problem, and how the problem affects customers.	
Desired Outcomes Describes the best possible outcomes for the customer, after the product or service has addressed the problem. Has a bold, inspiring vision that goes beyond just solving one small customer problem.	
Creativity and Innovation Describes their process for coming up with ideas to solve the customer problem, including a wide range and large number of ideas. Solution presented is innovative, providing a new approach or significantly improving an existing approach to solving the customer problem.	
Idea Selection and Focus Explains the team's reason for choosing their solution from a variety of ideas, using what they know about their customers and the problem. Solution presented is focused and directly linked to the customer problem.	
Rapid Experiments and Iteration Explains how they will create simple prototypes and use fast, easy experiments to better understand possible problems with their business, and use the results of these experiments to improve their approach.	

CUMULATIVE SCORE (60)	