

# Social Innovation Challenge

This fall, Intuit presents a 6-week competition experience led by teams of high school students across the country leveraging design thinking to develop innovative solutions for the following challenge:

**How might we help underrepresented aspiring business owners access equitable opportunities to starting a new business?**



## Benefits of the Challenge

### Learn real-world skills

Students will learn techniques used by the most innovative founders & companies, including Intuit’s design thinking method, Design for Delight, and add new durable skills to their resume and college applications.

### Collaborate with teammates

Each team will work together to compete against other high school students across North America, building collaboration, communication, and problem-solving skills.

### Create an innovative solution

Teams will create solutions that interest them, leveraging their knowledge of design thinking. Then, identify potential customers, brainstorm, and test your ideas that can make a positive impact in their communities.

## Prizes



### \$5,000 Scholarship

Each student on the 1st place team will receive a \$5,000 educational scholarship.



### \$3,000 Scholarship

Each student on the 2nd place team will receive a \$3,000 educational scholarship.



### \$2,000 Scholarship

Each student on the 3rd place team will receive a \$2,000 educational scholarship.



### \$250 Prize & Prototype Funding

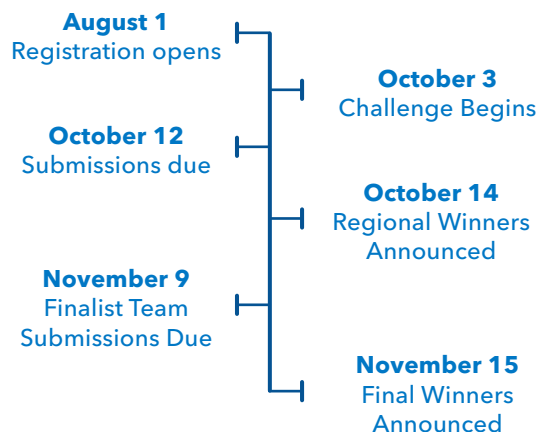
Each student on the regional winning teams will receive a prize, valued at \$250.



### Design for Delight Certification Exam

All participants will get to take the Design for Delight Certification exam (\$100 value).

## The Challenge Timeline



## Register now!

Scan the QR code to sign up for the Challenge.

# Social Innovation Challenge



This fall, Intuit presents a 6-week innovation experience led by teams of high school students across the country leveraging design thinking to develop innovative solutions for the following challenge:

**How might we help underrepresented (i.e. Black, Latinx, and female) business owners access equitable opportunities for entrepreneurship and small business ownership?**



## Benefits of the Challenge

### Learn real-world skills

Students will learn techniques used by the most innovative founders & companies, including Intuit's design thinking method, Design for Delight, and add new durable skills to their resume and college applications.

### Collaborate with teammates

Each team will work together to compete against other high school students across North America, building collaboration, communication, and problem-solving skills.

### Create an innovative solution

Teams will create solutions that interest them, leveraging their knowledge of design thinking. Then, identify potential customers, brainstorm, and test your ideas that can make a positive impact in their communities.



**Register now!**

Scan the QR code to register



## Timeline



## Prizes

- **All Participants**  
Design for Delight Certification Exam (\$100 value).
- **Regional Winners**  
\$250 value prize per team & additional prototype funding.
- **3rd Place Finalists**  
\$2,000 educational scholarships per person.
- **2nd Place Finalists**  
\$3,000 educational scholarship per person.
- **1st Place Finalists**  
\$5,000 educational scholarship per person.