

## NFTE's World Series of Innovation

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### A featured event of Global Entrepreneurship Week

November 14-20, 2011

The Network for Teaching Entrepreneurship's **World Series of Innovation**, presented by Microsoft, is a fun, experiential classroom activity that allows students to think creatively and invent new products or services that address every-day opportunities. Start off the school year right! Inspire creativity and innovation in your students and see the benefits for the entire year. Give your students chances to win prizes and awards.

Groups of at least five students and their teachers or program leaders will pick at least one of six innovation challenges and come up with a new, unique, innovative product or service to address that market niche. Show us how the product or service will impact people's lives on a day to day basis, and how you will get the word out about your great new innovation.

Teachers or program leaders may enter the **World Series of Innovation** with more than one classroom or program group. All students in the class or group should be encouraged to participate actively since the project is intended to increase teamwork among classmates. Students may participate in smaller groups if they prefer, so long as there are a minimum of five (5) students per group. This kit contains a set of activities designed to encourage creativity and innovation in preparation for the challenge. NFTE recommends using at least two full classroom periods to prepare for the challenge and two full periods for brainstorming and completing the submission form.

*Microsoft is the presenting sponsor for the 2011 World Series of Innovation.  
The innovation challenge categories are:*

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- 1. Mobile Game Design**  
*Sponsored by Microsoft Corporation*
- 2. Mobile App Design**  
*Sponsored by Microsoft Corporation*
- 3. Innovative Beverage**  
*Sponsored by The Coca-Cola Company*
- 4. New Franchise Idea**  
*Sponsored by Franchise Source Brands International*
- 5. Sustainable Style**  
*Sponsored by J.C. Penney Company, Inc.*
- 6. College and Career Readiness**  
*Presented in cooperation with the U.S. Department of Education*

*The winning students will receive prize packages from this year's sponsors and their sponsoring classrooms, schools or youth groups will receive grants of \$2500 from the sponsors and NFTE. If a winning student group is not affiliated with a school or non-profit youth serving organization, the \$2500 grant will be donated to a school or non-profit of their choice.*

## Curriculum to support the World Series of Innovation

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### Entrepreneurship 11th Edition

Chapter 1: *Introduction to Entrepreneurship*

Chapter 6: *Opportunity Recognition*

### In-class Activities

- *Opportunity Recognition Game*
- *Product Innovation Activity*
- *Invention Contest Activity*
- *Lego Exercise Activity*

## Submissions

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Submissions must use the **SUBMISSION FORM** included in this toolkit. **Submissions will consist of six parts:** a description of the innovation opportunity, an explanation of the product or service, a defense of the innovative nature of the product or service, a marketing pitch for that product or service, a customer profile, and a 30-second commercial.

1. **Describe the OPPORTUNITY:** Each submission will include a paragraph on the innovation opportunity. What category is your innovation in? Is the innovation something for a for-profit business or a non-profit organization? How does it impact people's lives? Are there currently any other product or services that address this issue? If so, what are the flaws with those product or services?
2. **Explain the Product or Service:** Each submission should include a descriptive paragraph on the innovative new product or service, and on how the product or service will address the issue. What is changed with this new product or service? How is this product or service better than the current options? Will this product or service be easy to use? Can it be made available to everyone? How will it address this issue better/more efficiently/for less money than products or services currently available? How is this new product or service the way of the future?
3. **Defend your INNOVATION:** Explain to the judges what the innovative nature of your product or service is. Why is this product or service needed? How is it different from other products or services? What makes it unique? Is it fresh and innovative? Yours should be as new an idea as possible, trying to avoid duplicating products or services that already exist in the marketplace. If you base your idea on another person's idea, product, service, or image, please show exactly how it is new and different.
4. **MARKETING pitch:** Each submission should include a marketing pitch of the product or services to customers, investors or donors (non-profit).
5. **WHO is the customer?:** Complete a basic profile indicating your understanding of the needs of the customer or beneficiary.
6. **A 30-second commercial:** Finally, a 30-second commercial for your product should be produced and emailed as part of your submission package.

*See Sample Submissions on pages 18-21*

## Judging

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Submissions will be reviewed by a panel of judges to determine three finalists in each category. Submissions will be evaluated based on:

- *Opportunity Recognition: 19% of score*
- *Innovative Concept and Creative Design: 19% of score*
- *Understanding of Customer Profile: 12% of score*
- *Feasibility of the Business: 12% of score*
- *Description of Product, Service or Business model: 12% of score*
- *Market Research: 18% of score*
- *Business Growth Opportunity: 6% of score*
- *Supporting Materials/Commercial: 2% of score*

## Deadline

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Submissions must be sent to [nfteawards@gmail.com](mailto:nfteawards@gmail.com) by **5pm local time on Thursday, October 20th**. Late submissions will not be accepted.

Between November 7 and 18, the general public will be asked to vote online for their favorites in each category to determine the winning entries. Should your group be a finalist, your pitch video and submission forms will be available online for voters to make their decisions.

*Winners will be announced immediately following Global Entrepreneurship Week on **November 21, 2011**.*

## Overview of Challenges

# 1

## Microsoft®

### Your Challenge:

Design a fun and useful **mobile game** for student use that is relevant to school and education.

*(See more on pages 7-9)*

# 2

## Microsoft®

### Your Challenge:

Design a fun and useful **mobile app** for student use that is relevant to school and education.

*(See more on pages 7-8, 10)*

# 3

## The Coca-Cola Company

### Your Challenge:

Come up with a new and **innovative beverage** that a Coca-Cola customer would want to buy!

*(See more on page 11-12)*

# 4

## jcpenny

### Your Challenge:

Invent a **stylish product** (clothing or home furnishing) that an **environmentally conscious** consumer would want to buy. Remember to consider the product materials (organic, renewable, or recycled) as well as the impact its production has on the environment—e.g. packaging, carbon footprint, etc. The more stylish and sustainable your creation, the better.

*(See more on page 13)*

# 5

## FranchiseSource

BRANDS INTERNATIONAL

### Your Challenge:

Come up with a **new franchise business idea!** It can be an entirely new idea that you think would work well in a franchise model, or an existing business that you think should be franchised. Show us not only why it's a good business but why it would make a good franchise and why you think it should be replicated.

*(See more on page 14-15)*

# 6



### Your Challenge:

**Design an education innovation**—whether for-profit or non-profit—that addresses one or more of the listed objectives for middle school and/or high school students, or you may choose your own objective(s). The product or service must be free of charge or low cost to students, parents, and teachers.

*(See more on page 16-17)*

## 1, 2 — Microsoft Corporation



### Overview

<b>Category:</b>	Mobile Game and App Design
<b>Background:</b>	<p>The mobile phone market has been growing at an incredible pace, and the sales of smartphones (phones that can run apps and games) have grown over 70% in the last year, alone. Microsoft has built our company by providing platforms for innovative software designers and developers, and we recognize the incredible opportunity that the mobile market presents to new innovators and entrepreneurs. The market for smartphone apps and games is especially exciting because the barrier to entry is relatively small, yet the potential customer reach is great. This means that a great idea supported by the right, dedicated people has a very good chance for success, even without much financial investment.</p> <p>Microsoft has been helping with this through the release of new technologies, such as Windows Phone 7, as well as major initiatives for students and educators, such as DreamSpark, the Innovative Educator Forum and the Imagine Cup competition. We believe that these efforts, in conjunction with NFTE's programs and outreach, will help spark great student innovators and the businesses of tomorrow.</p>
<b>Your challenge:</b>	Design a fun and useful mobile game or app for student use that is relevant to school and education.
<b>Design a game:</b> <i>(Option 1)</i>	<p>Design a mobile game that helps raise awareness for student or school issues. The game should be a simple graphics or text-based game that could be played on a smartphone. It should be easy to learn and playable by middle to high-school students.</p> <p>Games can include any or all of these capabilities: 2-D graphics, touch interface, sound/music, local data storage, geolocation services (GPS), accelerometer (motion sensing), and Internet access.</p>
<b>Design an app:</b> <i>(Option 2)</i>	<p>Design a smartphone app that can be used by students to help them be more effective in school or deal with common student or school issues. The app should be quickly learned and useful to middle to high-school students.</p> <p>Apps can include any or all of these capabilities: text or simple graphics, touch interface, local data storage, geolocation services (GPS), and Internet access.</p>

## 1, 2 — Microsoft Corporation



### Overview (continued)

#### Potential game or app theme ideas:

*(but students are not limited to this list)*

- Helping new students find their way around a school
- Making friends and building the school community
- Managing school and class schedules
- Dealing with bullying
- Improving the school grounds (cleaning it, building new features)
- Improving school safety
- Helping students and schools protect and improve the environment
- Help students get and stay healthy
- Simple learning games—helping students learn subjects (math, geography, science, history)

#### NOTE:

In addition to the below examples and sample submissions, we will be publishing some guidelines and templates to help teachers and students build their game design. This will include details that should be included in each submission area, templates for app and game storyboards, as well as in-class guides and student materials that will help envisioning and brainstorming, and to help insure that your submissions are complete.

#### Relevant links:

- Microsoft DreamSpark:  
<http://www.dreamspark.com>
  - Microsoft Imagine Cup:  
<http://www.imaginecup.us>
  - Microsoft Innovative Educator Forum:  
<http://www.microsoft.com/education/uspil/USIEF/default.aspx>
  - Use the link below to access the Innovation Inspiration Toolkit – A complete kit of resources ceated just for teachers to launch the Microsoft category of the World Series of Innovation. This toolkit includes:
    - Teacher Quickstart presentation
    - Student Overview presentation
    - I Can Design a Hot App for That! Lesson Plan
    - Hot App Activity Sheet Template
    - Sample App Submission
    - Teacher Roadmap and Curriculum Guide
- <https://skydrive.live.com/?cid=9e28f6f3712a19ce#cid=9E28F6F3712A19CE&id=9E28F6F3712A19CE%21426>

## 1 — Microsoft Corporation

**Microsoft®**

### Game Example

**Opportunity:** Learning new words and doing vocabulary exercises can be tedious and boring to some students. Students need a fun and exciting way to build their vocabulary and word skills, and using a game would be a great way to accomplish this. Furthermore, a mobile game would allow them to do work on their skills anytime and anywhere.

**Solution:** WordMine is a simple and fun word game for Windows Phone that helps build vocabulary and word skills. The game focuses on fast word recognition for a variety of different languages. The goal is to assist students in learning new words for whichever language they choose, while having fun.

You can see more information and a video of WordMine in the ASU students' 2011 Imagine Cup entry at: <http://on.fb.me/nfteimaginecup>

**Marketing Pitch:** Windows Phone owners can download the game at: <http://bit.ly/nftewordmine>

WordMine is a challenging and addictive word game that involves selecting words among a collection of randomized letters. It's a fantastic and fun way to build your vocabulary and word skills—even in different languages! Since it runs on your smartphone, you can use it almost anytime, anywhere!

*Sample screenshot from WordMine:*



## 2 — Microsoft Corporation

**Microsoft**<sup>®</sup>

### App Example

**Opportunity:** Nearly every school publishes a handbook, and most have web sites that contain important information, such as school directory, maps, class information, athletics, latest news, and other details that are important to students. When people aren't at a computer, however, it's often difficult to get this information. In addition, school administration and faculty need a quick, centralized way to get new information out to students and parents.

**Solution:** MySchoolApp is a Windows Phone app that provides school information to students and parents, such as news, school events, important links, faculty directory, and school maps. School administrators can publish information and notifications via the app as easily as updating their school web site.

Windows Phone users can download the version for Bentley University here: <http://bit.ly/nftebentley>

**Marketing Pitch:** MySchoolApp gives you access to school news, faculty directory, school calendar, maps, sports, alerts, and notifications—right from your smartphone! It's great for students and parents, as they can get the information anytime and anyplace, and it's great for schools as it will help them communicate information quickly and efficiently.

*Sample screenshots from Bentley University's MySchoolApp:*

