

Welcome to the illuminate:nextgen Challenge - and we're excited to see what you and your team will achieve over the following days. We have delivered experiences like the one you are going through all across Australia since 2011, with over 8500 students having completed an illuminate Education program in that time - and can't wait to see what your group will do and achieve!

The challenge is entirely focused on helping you and your peers to become the confident, creative and capable young people that you have the potential to be - recognising the strengths and abilities you have within that we're eager to draw out through the program. There will be times in the coming days that seem a little difficult as you are stretched to do new things, but everyone at illuminate Education along with partners knows you can overcome it, and we know that you and your team can collaboratively conquer the situation - and we're always here to help!

Throughout the challenge, we'll always talk about four groupings of skills and capabilities that we know are essential to being a confident, creative and capable young person. This is so you know what skills each aspect of the challenge is focused upon, but also to help you identify growth in these skills both during the challenge but also into the future, to help you take the best steps forward into your preferred future. These skills are;

- Communicate which takes into account speaking, writing and presentation skills,
- Understand which takes into account critical thinking, inquiry, digital & financial literacy,
- Solve Problems which takes into account creativity, problem solving and reflection,
- Work Smart which takes into account collaboration, organisation & perseverance.

Otherwise good luck for you and your team over the challenge! This is the type of challenge where you will get out what you put in, so make sure you make the most out of every session - and remember that our facilitators are always here to help you out, along with all of the in-depth resources provided in this guide as well as on the Team Resource Guide.



Adam Mostogl

Founder / Inspirer of illuminate Education

Core Challenge for the illuminate:nextgen Challenge

This is the problem or situation that your business has to address. Please read the core challenge carefully, as your team needs to meet this to be able to win major awards throughout the week.

“We open doors to strangers.
Yes, everyone’s a friend.
Australian Fair is ours to share.
Where broken hearts can mend.”
- I’m Australian too by Mem Fox

Australia is a diverse, innovative and stable country often known as the lucky country. Many of us have cars, homes, running water and access to quality education, something many other countries live without. The World Happiness Report has Australia ranked in the top 10 happiest countries in the world and it is ranked in the top 5 countries to live in for best quality of life by the U.S. News and World Report for 2018.

While there are many things to be thankful for, two thirds of the world’s poor live in our region (Asia Pacific), and even in our country there many living in difficulty. With problems with homelessness, immigration, bullying and many more. To help solve these problems, social Entrepreneurs and communities are stepping up all over the country to try and help out.

YesKidsCan defines Social Entrepreneurship as “the act of creating a venture or business that can help solve social problems or benefit society. This can mean creating things to sell, providing a special service, or organizing an event to earn money for a cause, resulting in what many experts call social value.”

Your focus for the illuminate:nextgen Challenge JNR is to design a social enterprise that helps drive change in an area you are passionate about. Your enterprise can provide any goods or services that you wish, however these should be linked to the cause you are focused on. The only other requirement is that the school is interested in supporting your idea, so look to what the school has to help you start your idea.

To show that your idea will be a success, you must produce;

- A business plan that outlines how your enterprise will work,
- Financial forecasts to prove that you are viable,
- A presentation to get investors and the community excited about your enterprise,
- Marketing materials to sell the goods or services of your enterprise,
- A display that helps to promote your enterprise to prospective customers,
- Complete a creative thinking process across the week, and
- Other short challenges as they are announced.

Good luck!

Schedule & Deadlines for the Challenge

Schedule for the Challenge

Monday

12:00 pm	Administrative Details
12:10 pm	Launch of the Challenge Topic Presentation
02:00 pm	Making Teams Succeed Community Quilt Brainstorming Session
03:10 pm	Afternoon Reflections

Tuesday

08:45 am	Morning Briefing Problem Framing
11:05 am	Ideation Process / Solution Canvas
11:35 am	Strategy & Planning
12:30 pm	Public Speaking Workshop
02:00 pm	Panel Presentations
03:00 pm	Afternoon Reflections

Wednesday

08:45 am	Morning Briefing
10:15 am	Business Case Presentation
10:35 am	Team Meetings
11:05 am	Stream Workshops
12:05 pm	Team Meetings
02:20 pm	Thursday Refresh Presentation
03:00 pm	Afternoon Reflections

Thursday

08:45 am	Morning Briefing
11:15 am	Pitch Deck Presentations
11:45 am	Pressure Cooker
12:30 pm	Demonstration Hall Setup
01:05 pm	Demonstration Hall Voting & Lunch
01:45 pm	Group Photo
01:55 pm	Student Review + Q&A
02:30 pm	Awards Ceremony

Deadlines Across the Challenge

Team MOU & Community Quilt

Monday at 3:10 pm

Problem Frame

Tuesday at 10:45 am

The Panel Presentation

Tuesday from 2:00 pm

Idea Canvas

Wednesday at 09:45 am

Elevator Pitch

Wednesday from 10:00 am

Logo Due

Wednesday 3:00 pm

Marketing Strategy

Thursday at 10:00 am

Business Case & Financials

Thursday at 10:30 am

Pitch Deck Presentation

Thursday from 11:15 am

Pressure Cooker

Thursday at 11:45 am

Demonstration Hall

Setup: Thursday from 12:30 pm

Voting: Thursday from 1:05 pm

Awards Ceremony

Thursday from 2:30 pm

Brainstorming Session

Our Top Three Ideas / Issues

Brainstorming Session

Top Three Ideas: Stage Two

Questions	1.
<p data-bbox="349 322 491 353">Question 1</p> <p data-bbox="185 454 657 544">What is the cause of this problem?</p>	
<p data-bbox="349 882 491 913">Question 2</p> <p data-bbox="185 981 711 1216">Who are part of this problem? (both those who cause the problem and those that are the victim of the problem)</p>	
<p data-bbox="349 1442 491 1473">Question 3</p> <p data-bbox="185 1541 743 1585">How can we fix this problem?</p>	

Brainstorming Session

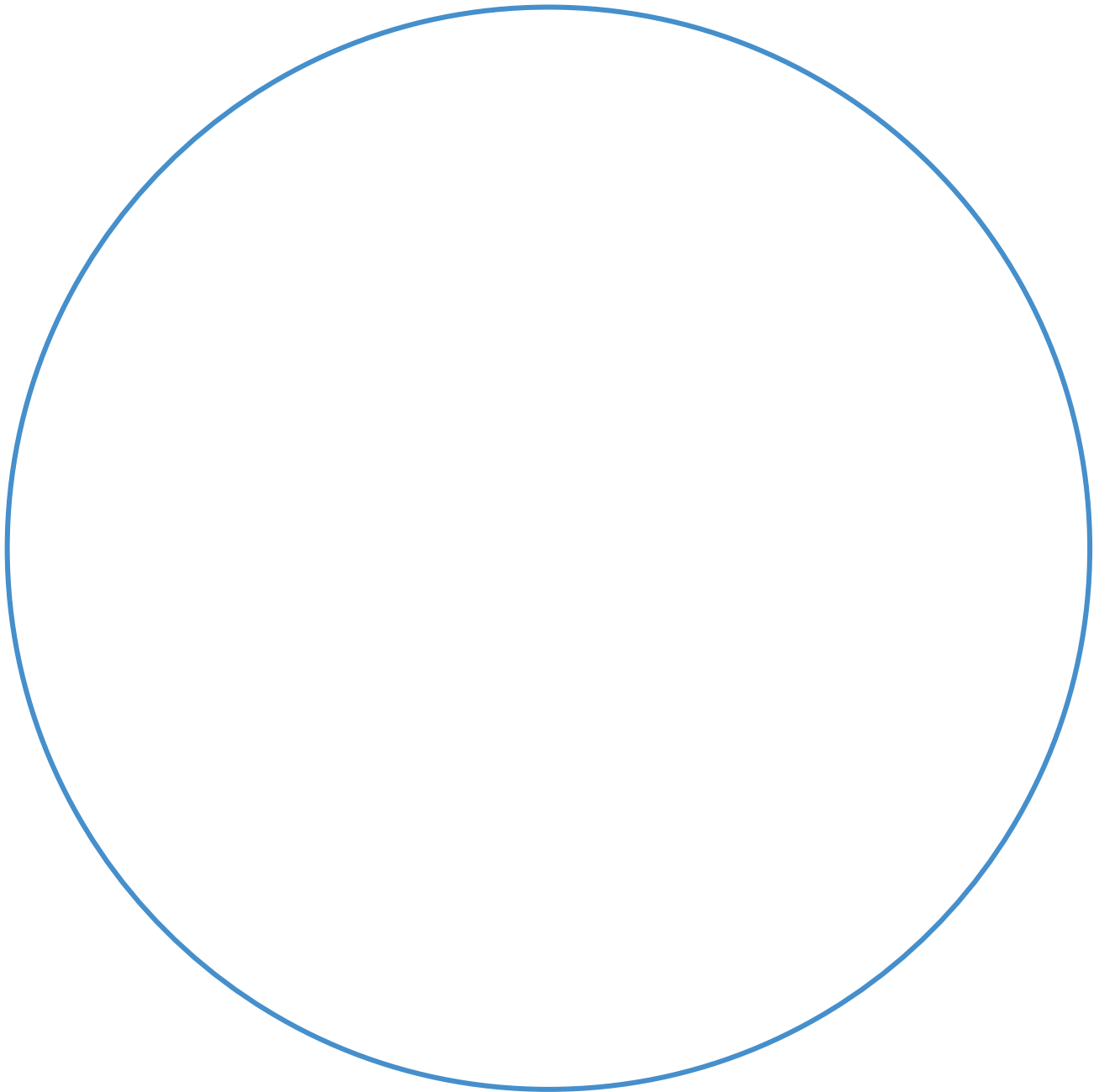
Top Three Ideas: Stage Two

2.	3.

Team Charter

Use this to help discuss and establish how your team will work and what will be valued across the challenge.

- Inside the circle, document the values, actions or things you want to bring to the team.
- Outside of the circle, document the values, actions or things you want to leave out of your team.



Team MOU

Use and sign this to help establish an agreement amongst the team of how you will work during the challenge.

Our Team Name & Number

As a team, we will...

As a team, we will not...

If there is a problem (conflict), our plan is to...

The members of our team are... *(print your name clearly and sign the page)*

Take a photo of this page and upload it to the Team Resource Guide before the deadline.

Description of Idea

Your team has to submit an outline of your idea to prove that you are meeting the challenge.

You have two elements to this. You have to write one hundred words on your idea, and two hundred words on why your idea is going to be a success.

Team Number	Business Name
<p>Outline of Your Idea. Maximum of 100 words.</p>	
<p>Why Your Idea is Going to be a Success. Maximum of 200 words.</p>	

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Finance Template

To help you know if your idea can continue and be open for years, your need to know if it will make money. The following tables will help you work this out, and if you are not making money when you complete the table, you may need to rethink what you are doing.

Cost to Start your Idea

Think of everything you need to purchase before you open the doors for the first day.

Team Number	Business Name		
Item	Unit Price	Amount	Total Cost
Total Amount Needed			

Finance Template

To help you know if your idea can continue and be open for years, you need to know if it will make money. The following tables will help you work this out, and if you are not making money when you complete the table, you may need to rethink what you are doing.

Monthly Expenses

To keep your idea running, you will need to spend money every single month. Write how much you expect to spend on common items below, and work out the final number at the bottom of the table.

Team Number	Business Name	
Item	Total Cost	
Cleaning Costs		
Electricity		
Office Expenses		
Printing & Stationery		
Rent		
Repairs & Maintenance		
Telephone & Internet		
Wages & Salaries		
Total Amount Needed		

Finance Template

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Break Even Analysis

This will help you work out how many sales or customers you need in a month to be able to make money. You will need to have worked out your Monthly Expenses first to be able to complete this.

Team Number	Business Name
1. How much will you charge your customers?	
2. How much does it cost to make your product?	
3. The Margin equals the price you charge your customers minus how much it costs to make your product.	
4. What are the total Monthly Expenses for your idea?	
5. Your break even point is your Monthly Expenses divided by the Margin.	

Business Case Template

Your team has to present a written report of your idea. This will show how our business will operate and give the reader background on what you are planning to do.

You have two elements of this task. The Executive Summary must be written in sentence form, with the other sections written as a dot point outline.

- **Executive Summary**
 - Issue: Outline the problem that your team will address.
 - Recommendation: What does your team want to do to fix the problem?
 - Outcomes: What will happen if we fix this problem?
 - Justification: Why is does your idea need to be put in place?
- **Situation Analysis**: Provides the background of the problem that you see.
 - Problem Frame: Outline the problem that you are focused on solving.
 - Research: Summarise the information you have found through your research.
 - Goals: Outline the important things that need to be done to solve the problem.
- **Proposed Solution**: Outline your solution and back it up.
 - Possible Options: Outline the different options your team identified as possible solutions.
 - The Solution: Clearly outline your solution, how it works and provide reasons for why it is your chosen solution.
 - Resources Needed: Explain what is required to deliver the solution, including staff, resources and others.
 - Assumptions: Explain some of the assumptions that have been made in designing the solution, and justify to prove your logic.
- **Operations Plan**: Define how you will put the solution into place.
 - Help Required: Explain what help is needed to start your idea, and how you will give back to those who help you out.
 - Performance: How will you know that your idea is making impact?
 - Key Partnerships: Outline the help that comes from key partners to make the idea happen.
 - Stages: Outline the different stages of getting your idea started and how you will test out different parts in that process.
- **Conclusion**: Final statement to close out the report.
- **Reference List**: All sources used in the report listed out.

Remember, this is addition to the financial templates.

Pitch Deck Template

Your team has to present your idea to a panel of judges for three minutes. To help you prepare, below are the eleven elements you should to include.

Introduction (20 seconds)

*Introduce who you are and what business you are from.
Give a brief introduction to tune the audience in.
Introduce the team and their roles.*

Problem Frame (20 seconds)

Introduce the problem that you see so the judges can see it too.

The Solution (30 seconds)

*Present how the problem could be overcome.
Introduce your solution, how it works and examples of what it will do so people really understand.*

First Steps (20 seconds)

Outline the implementation plan you have in place.

Pitch Deck Template

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Target Customers & Current Industry (30 seconds)

Outline the research you have done into who your customers are and how many customers do you have. Who are your potential collaborators and competitors, and what is your competitive advantage?

Financials (20 seconds)

Outline the financial model for the business, including prices that your customers and key costs. Provide an overview of the Cost-Benefit Analysis to show the return on investment.

Support Required (20 seconds)

What do you need to help start the business, and who from? Will you give something in return?

Conclusion (10 seconds)

Summarise any key points, close the presentation and provide your contact details.

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Post Program Self Evaluation

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Post Program Self Evaluation

Short Answer Reflections

What was your highlight of the week?

What could we improve for future challenges?

What would you do differently if you could do the challenge again?

If you had to sum up the week in a sentence, what would you say?

Would you do the challenge again? Yes No

Student Choice Award Voting

You get to vote for two awards that will be presented at the awards ceremony at the conclusion of the challenge. The Best Idea award is for the team that has the best creative concept in their business idea, and the Best Team award is for the team that operated strongly and effectively.

Your Team Number: _____

Your Vote for Student Choice: Best Idea: _____

Your Vote for Student Choice: Best Team: _____

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