

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 12,500 students having completed an illuminate Education Australia 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 Australia 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 online at the Student Resources page.



Adam Mostogl

Founder / Inspirer of illuminate Education Australia

Innovation Checklist

Use this checklist to help you keep track of where you sit along the Innovation Process Pathway. Check off submissions as they are completed and handed in.

Stage 1 | Problem Framing

- Brainstorming
- Problem Frame (Gate Check)

Stage 2 | Ideation

- Team MOU
- Solution Canvas (optional)
- Mentoring Session
- Elevator Pitch (Gate Check)

Stage 3 | Developing

- Planning Canvas
- Team Agenda
- Market Research
- Draft Financial Tables
- Draft Business Case
- Marketing Strategy (Written) (Gate Check)

Stage 4 | Presenting

- Team Agenda
- Financial Tables
- Business Case
- Marketing Materials
- Business Launch Video Storyboard (Gate Check)

Stage 5 | Prototyping

- Business Launch Video
- Pressure Cooker

Schedule & Deadlines for the Challenge

Schedule for the Challenge

Monday

09:30 am	Launch of the Challenge
10:00 am	Introduction to the Topic
11:00 am	Problem Framing
12:00 noon	Collaboration & Innovation Process
01:30 pm	Market Research
02:15 pm	Afternoon Review

Tuesday

09:30 am	Morning Briefing
09:45 am	Mentoring Sessions
09:45 am	Financial Accounting
12:30 pm	Communications
01:45 pm	Afternoon Workshop
02:15 pm	Afternoon Review

Wednesday

09:30 am	Morning Briefing
09:40 am	Marketing & Communications
10:00 am	Formal Writing & The Business Case
01:30 pm	Financial Workshop
02:15 pm	Afternoon Review

Thursday

09:30 am	Morning Briefing
10:00 am	Business Case Workshop
11:30 am	Marketing Workshop
02:15 pm	Afternoon Check-In

Friday

09:30 am	Morning Briefing
09:40 am	Business Launch Video Filming
12:00 pm	Pressure Cooker
01:00 pm	Business Launch Video Live Judging
02:00 pm	Student Review + Q&A
05:00 pm	Awards

Deadlines Across the Challenge

Stage 1: Problem Framing

Mon 10:30 am	Resources Website Check
Mon 2:00 pm	Problem Frame [Gate Check]

Stage 2: Ideation

Mon 2:15 pm	Team MOU
Tue 9:45 am	Mentoring Session
Tue 11:00 am	Team Agenda
Tue 01:30 pm	Elevator Pitch [Gate Check]

Stage 3: Developing

Tue 4:00 pm	Planning Canvas
Wed 10:30 am	Team Agenda
Wed 11:30 am	Market Research
Wed 12:30 pm	Draft Financial Tables
Wed 1:45 pm	Draft Business Case Due
Wed 2:15 pm	Marketing Strategy [Gate Check]

Stage 4: Presenting

Thu 9:30 am	Team Agenda
Thu 2:00 pm	Completed Financial Tables
Thu 2:00 pm	Completed Business Case
Thu 2:15 pm	Marketing Materials
Thu 5:00 pm	Business Launch Storyboard [Gate Check]

Stage 5: Prototyping

Fri 11:45 am	Business Launch Video
Fri 12:00 pm	Pressure Cooker
Fri 5:00 pm	Awards Ceremony

Core Challenge

This is the problem or central issue that your solution has to address. Please read the Core Challenge carefully, as your solution needs to meet this to be able to win major awards throughout the week.

Over the past decade our lives have been transitioning to be more reliant on digital platforms and technology, with the Australia workforce and all major industries following this transition. We have watched the digital age take hold across the economy and society, which has been occurring even more rapidly due to the response to the COVID-19 pandemic, posing new challenges and amazing opportunities still to be explored

These circumstances pushed the development of digital platforms and technologies to an all new level as it was used as an engagement tool for families and communities to stay connected, in the detection and treatment of the pandemic, in education and as a vital communication tool for organisations and governments. While this rapid growth and dependence on digital platforms and technologies has allowed some organisations and industries to flourish and innovate, those left behind in this tech race are left with very few options for survival. With artificial intelligence (AI), blockchain, the Internet of Things (IOT), robotics, drones, self-driving cars and wearables are just some of the ways that our economy is transitioning, there are so many new ways people and businesses can support and engage with their community.

Your challenge for the illuminate:nextgen Challenge is to look at a new opportunity for technology to be implemented in your community. This could be something that helps out the community, something businesses could use or something that helps residents of the region engage in technology. Your business needs to come up with a way to make money from the idea to make your business sustainable, can be replicated in other communities into the future, and must be viable to get investment and support to begin.

To fully outline your solution, your team must produce;

- a business case that justifies and explains your proposed solution,
- supporting financial information that proves the viability and benefit of the solution,
- a pitch deck presentation that gets key stakeholders and the community excited about your solution,
- a marketing campaign that outlines your thinking and creative approaches to promoting your solution,
- a demonstration site for your idea so people can experience a prototype of it for themselves,
- a number of problem-solving exercises throughout the challenge,
- and a number of other tasks to help set a strong foundation for the challenge.

Good luck!

Brainstorming Session

Top Three Ideas

	Idea 1.
<p>Question 1</p> <p>What is the cause of this problem?</p>	
<p>Question 2</p> <p>Who is involved in this problem? <i>(Victims and those causing the problem)</i></p>	
<p>Question 3</p> <p>What would solve this problem?</p>	

Brainstorming Session

Idea 2.	Idea 3.

Problem Frame Template

To help everyone see the issue you see, it is key we look at sharing a short, concise, actionable statement that outlines a platform for change. Below is the template to read out when presenting your Problem Frame, as well as boxes to prepare your own;

[People] need to [Need] because [Importance], but [Gap].

- [People] should be a defined group of people.
- [Need] should have a verb - an action or requirement.
- [Importance] is why this is needed with justification.
- [Gap] is why it is not available at the moment.

USER

NEED TO

NEED

BECAUSE

IMPORTANCE

, BUT

GAP

Problem Research

To support your Problem Frame, your team will need to do some research to find out more, using the following headings. They connect to the Problem Frame in helping you learn more about your Users, the Need and why it is Important and the Gap.

Note: All of the information you find now can be used for your Market Research submission - so get the detail in your research now to help you with this later in the challenge.

Why and how are they affected by the problem?

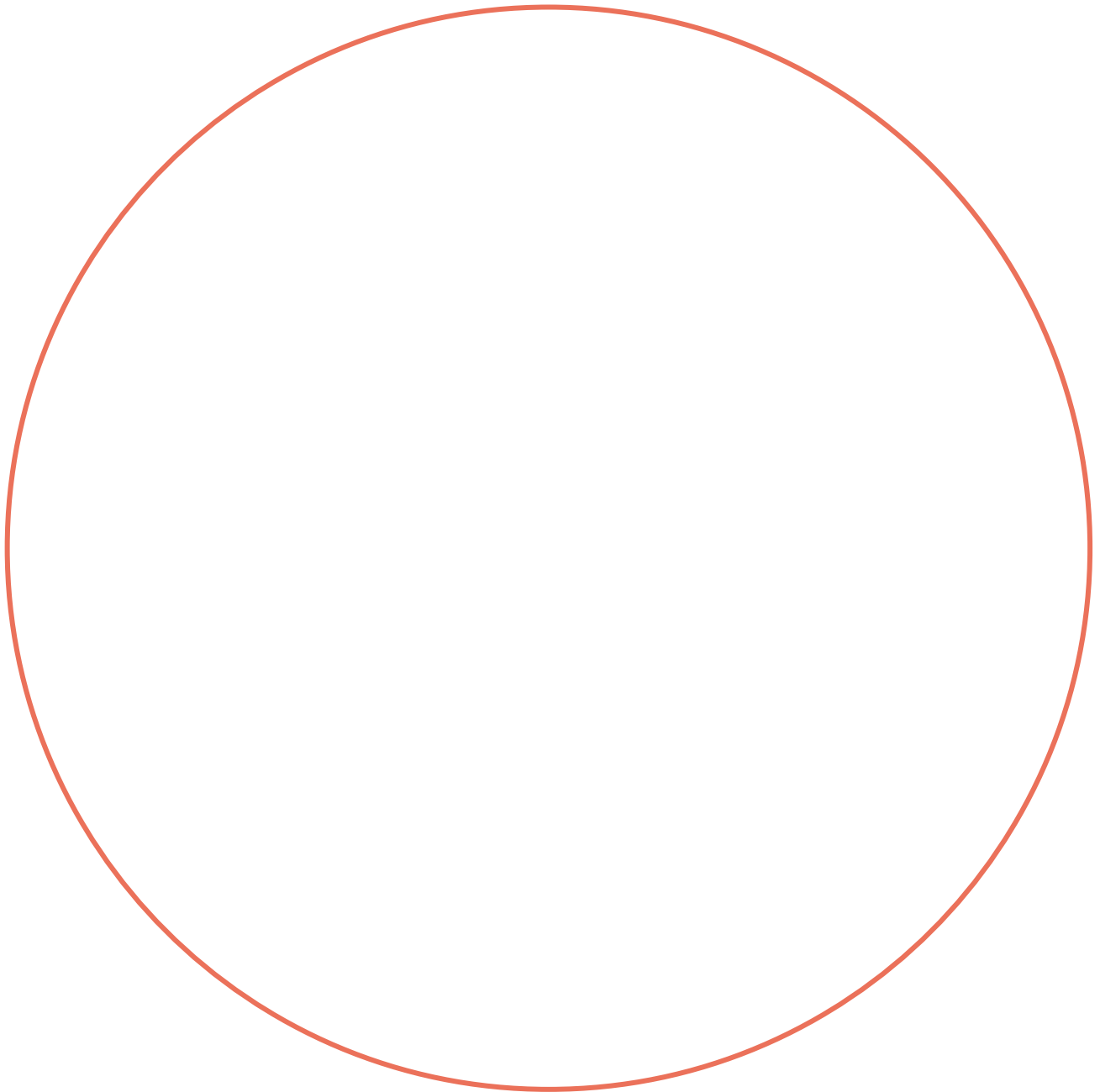
Research of the Benefits

What else is out there are the moment?

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 a conflict arises, our plan is to...

We plan to work well digitally by...

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

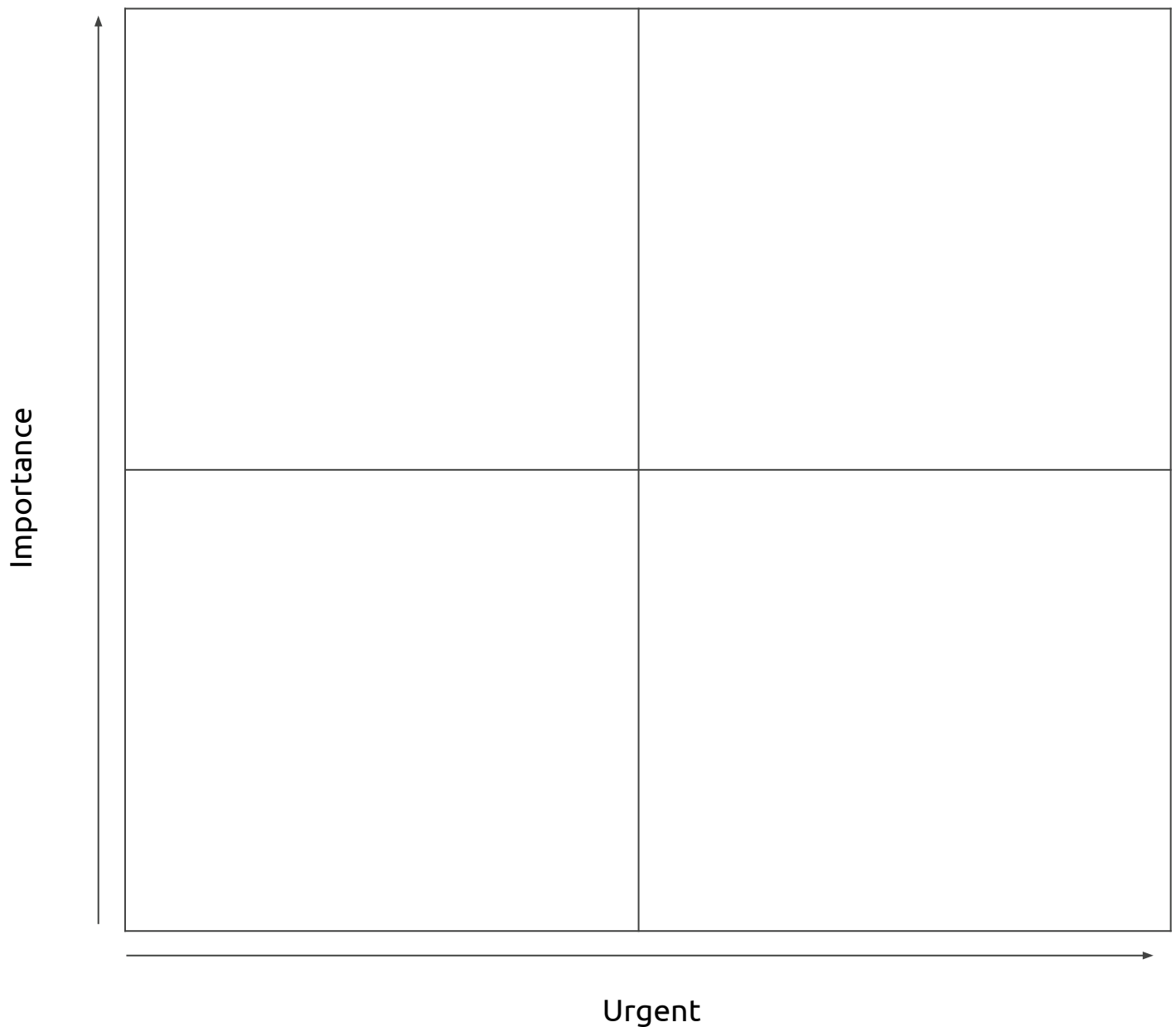
Take a photo of this page and upload it online through the Student Resources page before the deadline.

Team Meeting Agenda | Day 2

This is a guide to help Team Leaders guide their teams through a meeting to help improve on past performance and set a solid plan for the next stage of the challenge.

Our Team Name & Number	
What have we done well?	What do we need to do better?

Important vs Urgent:

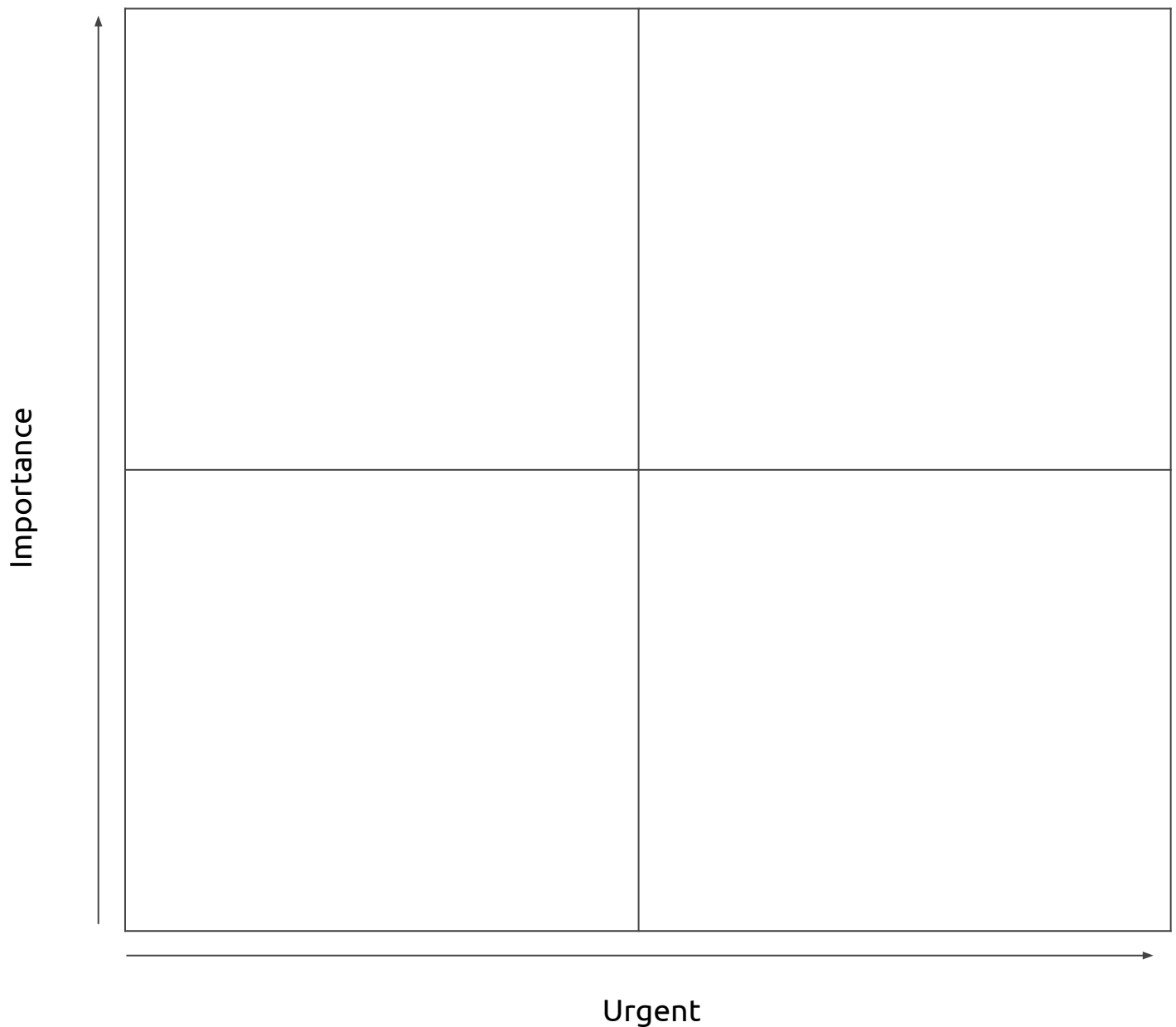


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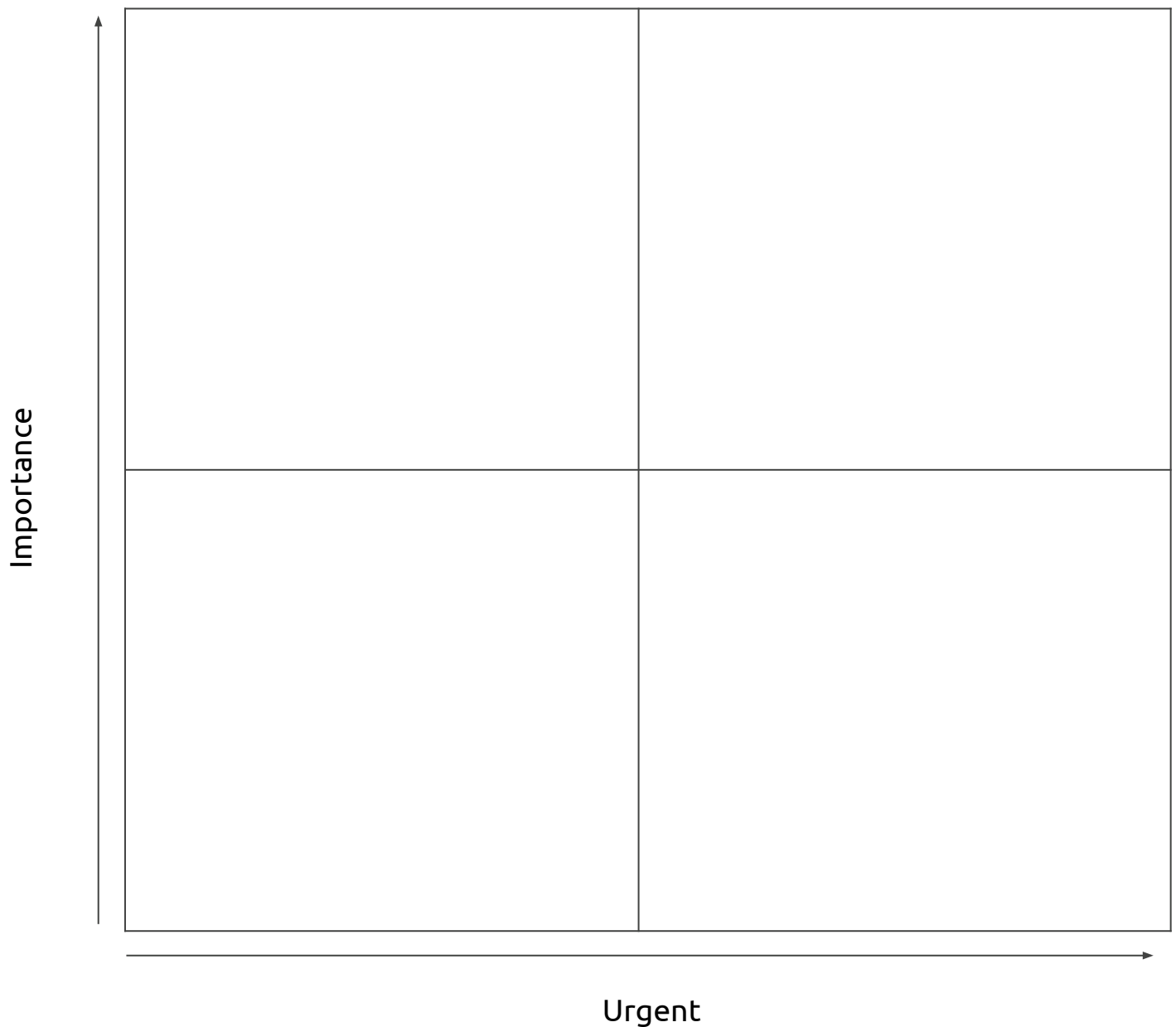


Team Meeting Agenda | Day 4

This is a guide to help Team Leaders guide their teams through a meeting to help improve on past performance and set a solid plan for the next stage of the challenge.

Our Team Name & Number	
What have we done well?	What do we need to do better?

Important Vs Urgent:



Pressure Cooker

Team Number:

Section:

Pressure Cooker

Team Number:

Section:

Pressure Cooker

Team Number:

Section:

