

Intuit's Social Innovation Challenge

# WHAT TO EXPECT

## FOR STUDENTS



### What is the Social Innovation Challenge?

Intuit's Social Innovation Challenge engages students from school districts and educational organizations across North America to leverage design thinking as they develop innovative solutions to solve a problem prompt. Students compete in teams to win prizes from swag to scholarships.



### What problem will my team be solving?

Participating teams will be tasked with helping to make their school more sustainable. First, you'll identify what problem you are solving and who you're solving it for. Are you solving for students, teachers, or another target audience? Maybe you'll decide to focus on helping teachers create sustainable classrooms, or perhaps you'll want to encourage fellow students to recycle. Once you decide on your team's focus, you'll learn the Design for Delight methodology and use what you've learned to solve your challenge!



### What is the time commitment?

Your time commitment for the Social Innovation Challenge may vary, depending on your level of effort and the requirements of your project. We estimate that the project should take teams about 15-20 hours to complete. Here's a breakdown:

- Reviewing the challenge materials (Guidebook, Deliverables & Rubric, YouTube Videos, etc.): **1-2 hours**
- Design for Delight course: **4-6 hours**
- Customer interviews: **2-3 hours**
- Developing the project/solution: **4-5 hours**
- Presentation prep: **1-2 hours**



### Did you say "prize money?"

Yes! Finalist winners will receive prize money awards that they can use for future educational needs, such as tuition, books, technology, or even continuing your team's project.

### STUDENT BENEFITS



**Learn from Intuit mentors and build professional connections.** Teams that make the finalist round will prototype their solution. They'll have access to Intuit mentors who will provide feedback on prototypes and support them as they develop their projects further. All teams will have access to a dedicated Intuit support email address, and Intuit staff will be standing by to answer questions.



**Get experience with real-world tools.** Throughout the Challenge, you'll learn new professional skills and use tools that are often used in real-world business scenarios. You will get hands-on experience with collaboration tools like MURAL, Design for Delight, and more.



**Develop your video and presentation skills.** Each submission must include a completed MURAL board and a short video. You will have the opportunity to develop your presentation skills as you demonstrate how your team used Design for Delight to come up with your solution and pitch your idea to the judges!

### SIGN UP NOW!

Scan the QR code to get started.

