

Intuit's Social Innovation Challenge

WHAT TO EXPECT

FOR TEACHERS



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.

This year, students will be asked to provide a solution to the following prompt: **How might we help your school be more sustainable?**



What is the time commitment for students?

Students' time commitment for the Social Innovation Challenge may vary, depending on their level of effort and the requirements of the 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**



How can you support your students during the Challenge?

- Make classroom time available for students to work on their project.
- Review the Challenge resources for background on student deliverables.
- Familiarize yourself with Intuit's Design for Delight methodology by taking our free, self-paced course for educators (~6 hrs) and/or reviewing our method cards.

BENEFITS FOR STUDENTS

→ Building in-demand skills

Today, there are nearly 30,000 job postings in the United States advertising design thinking as a necessary skill – a 153% increase from 2020, and a 637% increase from 2017.¹

The Social Innovation Challenge provides the space for students to learn in-demand skills, like design thinking, using Intuit's Design for Delight methodology, and to gain first-hand experience applying it to solve a real-world problem. Talk about a resume booster!

→ Earning money for their future

Prize money can be used for future educational needs, such as tuition, books, or even continuing the team's project.

→ Learning real-world tools

Students will have the opportunity to explore professional collaboration tools like MURAL and Google Slides, gaining hands-on experience with real-world platforms used at major companies around the world.

Learn more about the Social Innovation Challenge.

Scan the QR code to get started.



¹ Source: Emsi Burning Glass 2021 via Harvard Business School Online: <https://online.hbs.edu/blog/post/what-is-design-thinking>