

1. What's the Problem?

Take a week to observe the world around you. Think about underserved societal or environmental needs. What problems or inconveniences do you encounter? Take notice of problems you see on TV and in the newspaper. What problems do your friends complain about?

- ✓ Make a list of observations:

2. Get Inspired!

- ✓ Go to <https://www.innovation-gen.com/student-challenge/challenge-topics> and read through entry topics. Which entry topic makes the biggest impression on you or your team? Why?

3. Get Some Focus!

Take a look at your list of problems, and pick your top three ideas.

Things to consider

- Most problems can be solved, but some can be solved more easily than others.
- Which problems seem the most important to help solve?
- Do you feel passionate about any of the topics?
- Which problem provides you with the best opportunity to use science in your solution?

- ✓ List your top three problems.

1. _____

2. _____

3. _____

4. Brainstorm Solutions

Now that you have narrowed down your options, it's time to give some serious thought to possible solutions. For each of the problems, try to develop at least two workable solutions. Keep in mind that judges are looking for NEW, product idea or solutions.

- ✓ Brainstorm ideas/solutions that will impact each problem.

Problem 1: _____

Solution 1: _____

Solution 2: _____

Problem 2: _____

Solution 1: _____

Solution 2: _____

Problem 3: _____

Solution 1: _____

Solution 2: _____

5. Decision Time!


Now it is time to focus on one idea. Take a look at all of your solutions. Which one:

- best uses scientific principles?
- would have the greatest impact on people around you?
- seems the most interesting to work on?
- seems to be the most doable?
- is the most creative and innovative?

- #### 6. Choose one problem and one solution. Write your choices below.

10. Get the Word Out – Plan, Plan, Plan!

No one will know about your great idea unless you make a video that can capture their attention and clearly explain your problem and unique product design solution. Having a plan is the key to an engaging video.

- ✓ Review all entry requirements in the Official Rules. 
- ✓ Write a script. Write out every word that will be said in the video. This will help you understand your role in the video to make sure your idea is clearly explained and engaging!
- ✓ Storyboard the scenes. A storyboard is a series of drawings to show each shot or scene in a video. Use the storyboarding guideline to plan your video. Make note of when you will use music, pictures, graphics, or animation. Be sure not to use copyrighted material.

11. Get the Word Out – Press Record!

It is time to put your storyboard into action.

- ✓ Record and edit your video. Remember, only you and your team members (if you decide to work in a team) may appear in your entry video. For team submissions, each student team member must appear in the video and each must give a portion of the presentation within the video.
- ✓ Have friends and family preview your video and see if they have any helpful advice.
- ✓ Be sure the final video is between 60 and 90 seconds long.
- ✓ Upload your video to YouTube and publish for public viewing and set to unlisted. Please note, do not set your video to private. (see [youtube.com/help](https://www.youtube.com/help) for details).
- ✓ Go to <https://www.innovation-gen.com/student-challenge/about-challenge> and login by using your username and password to access the upload page. Submit your video by 8:00 p.m. ET on January 28, 2021.

Good luck!