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**YELLOW**<sup>TM</sup>

EVEN THE ODDS.

# Quick Start Guide

# What is the Summer of Innovation?

## An online campaign to foster creativity and entrepreneurship in kids nationwide

Whether it's with a new business idea, art or music project, a unique invention, or a helpful service, this campaign is focused on challenging kids to find problems that matter, and then to solve them! Summer of Innovation is about encouraging kids to explore their interests with an entrepreneurial mindset and to make a positive difference in their communities, while competing for prize packages that include the support to actually bring their ideas to life.

Building upon the work of From One Hand To AnOTHER Inc., YELLOW is a non-profit organization founded by Pharrell Williams. Our mission is to educate all forms of learners by embracing and building upon their diverse strengths, encouraging innovation, and empowering them with the skills to be successful in an ever-changing world.



## Our Partners



# Who Can Participate?



## Elementary School Level

Students in grades 3-5  
can participate in this level



## Middle School Level

Students in grades 6-8  
can participate in this level



## High School Level

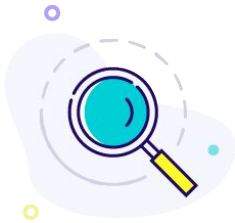
Students in grades 9-12  
can participate in this level

## Why Should You Join?

- Have you ever thought about the issues surrounding your community or the world and just knew you had a solution?
- Do you think you have a wild imagination?
- Do you have a hidden talent?
- Are you into creative arts, technology, engineering, dance, theater, or design?
- Do you have a desire to start your own business?
- Have you wanted to create your own path, but didn't know how?

We could pose many more questions, but if you answered yes to any of those above, or even gave any of them a second thought, then The Summer of Innovation is for you!

# The Student Journey



## Find a Problem

Figure out a problem you want to solve, or something you think you can improve. Big or small, this problem can be in your home, school, community, or world. Does your community need a safer place to play or do kids at your school need more access to healthy food? You can solve it!



## Brainstorm Possibilities

You've come up with your problem, and now it's time to think of solutions. Think big by creating a product or service. Write down all of the ideas that come to mind when solving the problem, even if they sound wild! The sky's the limit.



## Research Ideas

Once you have your ideas, now you need to narrow it down to one. Finding the right idea can come with trial and error. Researching your ideas, the facts, and statistics surrounding them should help you narrow down the product or service solution to create. Research with care.



## Shape Your Idea

You've chosen your product or service, so now it's time for you to make it real. Come up with your target audience, product or service name, slogan, marketing ideas, and more. Tweak and polish your product or service, and make it stand out!



## Make It & Pitch It

Now it's time to sell! Convince our judges that your product or service is the best way to solve the problem you've identified. Pitch your idea and show us a prototype of how your product or service works.

# Create Your Pitch



## Prototype

Develop a working prototype for your pitch that demonstrates your product or service in action.



## Display

Present your pitch in a way that outlines your problem and explains your product or service in a clear and interesting way.



## Record

Film your 3-minute pitch—quality video and good audio are critical to understanding your product or service solution.



## Impress

Upload and submit your pitch through a video presentation and impress our judges. Be sure to make your idea stand out!

## Questions to Answer in Your Pitch Video

- What is the problem you are trying to solve?
- What's your solution? How and why did you come up with the idea?
- What is the name of your product or service? What is the slogan?
- Who is the target audience?
- How would you market this product or service to your target audience?
- Explain the materials used, the functionality, etc., for your prototype.
- How much does your product or service cost to produce? (materials, labor, etc.)
- What is the sale price of your product or service?
- What is the return on your investment? Or what is your profit?

# Prize Packages



## Elementary School

3rd-5th Grade

- \$1,000 investment to start your business
- Business mentor to guide you through the start-up process
- Shout out on social media



## Middle School

6th-8th Grade

- \$3,000 investment to start your business
- Business mentor to guide you through the start-up process
- Shout out on social media



## High School

9th-12th Grade

- \$5,000 investment to start your business
- Business mentor to guide you through the start-up process
- Shout out on social media

# Judges



**Pharrell Williams**  
Musician, Entrepreneur,  
i am OTHER



**Andrew Nikou**  
Founder & CEO,  
OpenGate Capital



**Anne Wintroub**  
Social Innovation,  
AT&T

# Entrepreneurship Resources

Below are a few extra resources to help you craft your pitch during your entrepreneurial journey!



## **Cha-Ching: How To Be An Entrepreneur in Song!**

An interactive song that breaks down entrepreneurship and highlights characteristics of a successful entrepreneur.

[Read More >](#)

## **The School of Life: Turning Unhappiness Into a Business**

Finding solutions to unhappiness and problems is the first step to becoming an entrepreneur.

[Read More >](#)

## **The Lean Startup: 5 Ways to Build Your Business**

An in-depth explanation of starting your own business using 5 useful steps. Make your ideas really come to life!

[Read More >](#)

## **Innoventure Jr.: What is An Entrepreneur?**

A quick guide on helping to define what exactly is an entrepreneur and the process one would take while developing their business.

[Read More >](#)

## **How to Develop a Business Idea: Crash Course Business - Entrepreneurship #2**

A video of Crash Course Entrepreneurship that helps figure out what is needed to launch your business.

[Read More >](#)





## Registration is Now Open!

Sign up for the challenge and access up to 5 weeks of resources before you submit your pitch.

Register at [www.summerofinnovation.org](http://www.summerofinnovation.org)

The Challenge Runs from  
**July 6<sup>th</sup> 2020 - August 7<sup>th</sup> 2020**

This summer, ignite your imagination in YELLOW's Summer of Innovation! Find a problem worth solving, and design a solution that's creative, impactful and feasible to make a positive difference in the world!

## Contact Us

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