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Entrepreneurial Brainstorm Map

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Entrepreneurial Brainstorm Map

An outline to help you organize your project, and a final document to submit, wrapped all in one!

This year, the Summer of Innovation is presenting a new tool, the Entrepreneurial Brainstorm Map. This document is meant to be a guide that helps outline all the elements needed for a successful Summer of Innovation submission.

Below is a list of these elements that each Summer of Innovation participant should fill out in their own Google Slide document:

- **TITLE + SLOGAN SLIDE**
What is the name of your project? Here you can establish the theme—fonts, colors, and pictures—that best represent your idea.
- **INTRODUCTORY SLIDE**
Basic information so we know who you are, such as your name, your grade, and what state you are from. Be sure to include a picture yourself.
- **PRODUCT/SERVICE DESCRIPTION SLIDE**
Re-introduces the official name of your product or slogan, but also adds in the paragraph summary that succinctly describes what you've made.
- **ADDITIONAL PROJECT DETAILS SLIDE**
Describes in detail the finer details of the product or service you have created, as outlined in the Summer of Innovation (SOI) Playbook.
- **IDENTIFIABLE INFORMATION SLIDE**
Outlines all the formal information that matches your registration form, so we are able to match this presentation with with the info submitted.

Be sure to check out the end of this document to see how to submit your Entrepreneurial Brainstorm Map, your Pitch Video, and to review additional resources such as the official Summer of Innovation (SOI) Playbook and helpful tips, tricks, and links.



Blank Presentation Template

In order to help organize your thoughts, this year for the 2021 Summer of Innovation, we are providing you with project template slides. Simply fill in the blanks with your ideas! Feel free to customize these slide with your own fonts, colors, and pictures—this is your blank canvas, so make it your own!

Project Name and/or Logo

[Insert Slogan Here]

Introductions

Name:

-

Grade:

-

State:

-



Video Pitch



[Insert Youtube Video Link]

Project Name and/or Logo

[Insert Slogan Here]

[Insert Paragraph description of product or service
here]

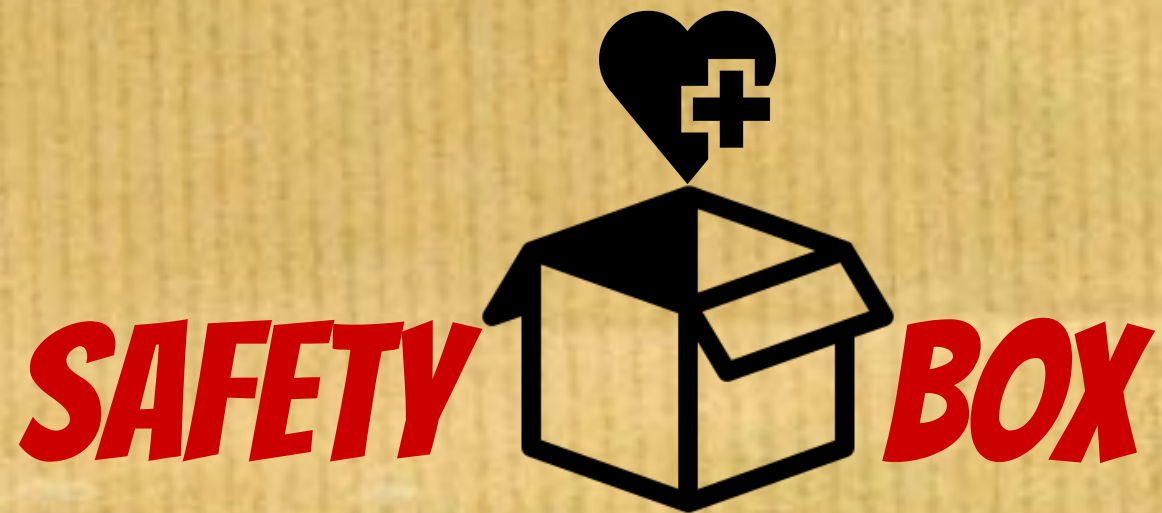
[Insert Picture Here]

Additional Project Details

- **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?**
 -
- **How would you market this product or service to your target audience?**
 -
- **Who is the 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?**
 -

Example Project Presentation

Up next, we're sharing a project that utilizes the blank slides shown previously. Notice how this student made a copy of the presentation as a guide, but transformed it to make it unique to their project ideas! Do the same, and submit your final project along with your YouTube video link



DURING THESE TIMES, IT'S TIME TO BE SAFE

INTRODUCTIONS

NAME: Kamryn

GRADE: Elementary

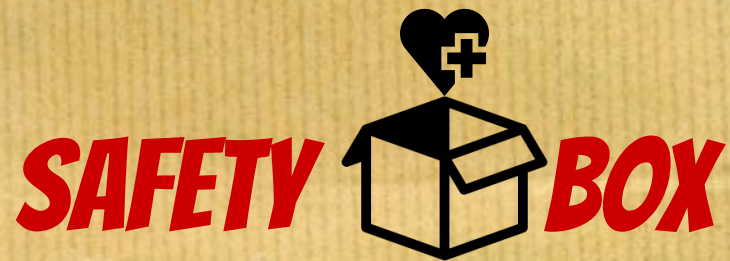
STATE: Virginia



VIDEO PITCH



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=3ZTIZEXOV-4](https://www.youtube.com/watch?v=3ztizexov-4)



DURING THESE TIMES, IT'S TIME TO BE SAFE

Safety Box—a care package for the homeless that provides this population with basic necessities such as clothing, sanitation supplies, masks, and gloves.

More importantly, the box itself is designed to sanitize the equipment placed inside, a key feature that is needed during the COVID-19 pandemic.



ADDITIONAL PROJECT DETAILS

- **What is the problem you are trying to solve?**
 - Homelessness are more at risk during the pandemic to get COVID-19
- **What's your solution? How and why did you come up with the idea?**
 - To provide the Homeless during the pandemic with:
 - Team Safety Shirt
 - Antibacterial wipes / safety sanitizer
 - Masks and Gloves
- **What is the name of your product or service?**

What is the slogan?

 - SafetyBox
 - "During these times, it's time to be safe"
- **How would you market this product or service to your target audience?**
 - By working with nonprofits and homeless shelters
- **Who is the target audience?**
 - The Homeless
- **Explain the materials used, the functionality, etc., for your prototype.**
 - Solar Sanitizer Machine to allow homeless to sanitize masks and gloves, using a mini water machine, a solar powered machine powers the machine
- **How much does your product or service cost to produce? (materials, labor, etc.)**
 - \$20 for workers to assemble the boxes
- **What is the sale price of your product or service?**
 - \$5 per box
- **What is the return on your investment? Or what is your profit?**
 - Social and human capital. It will be paid for via donations and government grants.

2020 Winning Video Pitches

This section emphasizes important characteristics and concepts that will help you through the entrepreneurial process. From brainstorming solutions to a problem, to shaping and pitching your idea, these steps will help outline your own journey of innovation.



Example: Elementary School Video Pitch

Kamryn - 2020 Elementary School \$1,000 Prize Winner



"Safety Box"

At the Elementary School Level we have Kamryn from Virginia who created the Safety Box—a care package for the homeless that provides this population with basic necessities such as clothing, sanitation supplies, masks, and gloves. More importantly, the box itself is designed to sanitize the equipment placed inside, a key feature that is needed during the COVID-19 pandemic.

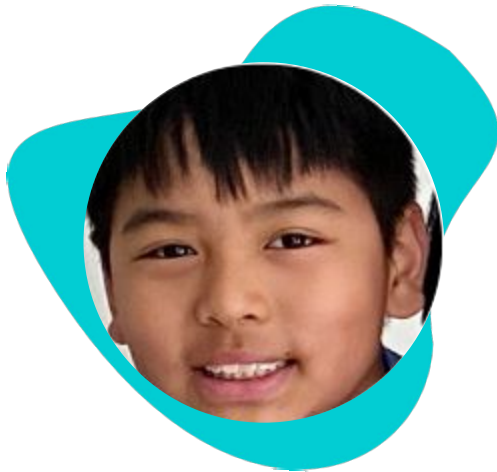


<https://www.youtube.com/watch?v=3zTIZEXoV-4>



Example: Middle School Video Pitch

Liam - 2020 Middle School \$3,000 Prize Winner



"TikoTank"

At the Middle School Level we have Liam from California who created the TikoTank—a self-cleaning, automated-food-giving, and temperature-monitoring fish tank. TikoTank helps mitigate the challenges of raising a pet fish by leveraging technology, while also bringing attention to ocean and aquarium conservation efforts.



<https://www.youtube.com/watch?v=3zTIZEXoV-4>



Example: High School Video Pitch

Sofia - 2020 High School \$5,000 Prize Winner



"Spreading Smiles"

At the High School Level we have Sophia from Missouri who created Spreading Smiles—a campaign designed to prompt conversations around cleft conditions through t-shirts using innovative and eye-catching designs. Ultimately, the goal is to promote awareness and acceptance for children who are born with cleft lip and palate conditions in order to combat bullying, social isolation, and neglect.



<https://www.youtube.com/watch?v=RGBbVm7WMUg>

Instructions / Next Steps

This section emphasizes important characteristics and concepts that will help you through the entrepreneurial process. From brainstorming solutions to a problem, to shaping and pitching your idea, these steps will help outline your own journey of innovation.

What to Submit + Resources

Forgetting something? Double check here:

Entrepreneurial Brainstorm Map

- ❑ Start of will a slide deck presentation software, examples:
 - ❑ [Google Slides](#)
 - ❑ [Microsoft Powerpoint](#)
 - ❑ [Apple Keynote](#)
- ❑ Create a copy of our blank template here
- ❑ Be sure to fill in all the blanks and answer all the questions in the template
- ❑ Use the Summer of Innovation (SOI) Playbook as a guide
- ❑ When completed, download a .PDF copy of your presentation. Label it as, "Firstname_Lastname_Projectname_SOI2021.pdf"
Ex. Pharrel_Williams_GetLucky_SOI2021.pdf

YouTube Pitch Video

- ❑ Using the Entrepreneurial Brainstorm Map as a guide, record yourself pitching the information you have outlined.
- ❑ Follow the Summer of Innovation YouTube Tips and Trick guide here
- ❑ Upload your video to YouTube, unlist if you you wish (do not make it private), and be prepared to submit the link to the Summer of Innovation website once submissions open

Submitting Your Entry

- ❑ When your Pitch Video and Entrepreneurial Brainstorm Map are completed, be sure to double check the Summer of Innovation (SOI) Playbook to ensure you covered all the requirements
- ❑ Please visit <https://summerofinnovation.org/> in order to submit the following:
 - ❑ 1 - PDF copy of your slide deck Entrepreneurial Brainstorm Map
 - ❑ 1 - YouTube Video website hyperlink
 - ❑ Summer of Innovation Submission Form
- ❑ The challenge officially ends August 6th 2021 at 11:59PM | ET. All submissions must be submitted before the deadline.





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

The Challenge Runs from
June 21st 2021 - August 6th 2021

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 makes a positive difference in the world!

Contact Us

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