ENTREPRENEURSHIP CHALLENGE

2020 TOPIC

Since the early 2010's there has been an increased use of technology in education. With enhanced Learning Management Systems, collaborative platforms, and an emphasis on daily computer usage, student learning has become more tied to technology than ever. The continued rise of social media has made a drastic impact on the consumption of information, as "more than half of teens get their news from social media sites", according to Agility PR*. Social Media has made its way into education in Texas, too. First adopted in 2015**, Social Media Marketing began being implemented as a high school-level course during the 2017-18 Academic Year and has continued to grow in enrollment across the state each year since.

The COVID-19 Pandemic has caused the educational landscape to change drastically for students of all ages. With many schools adjusting to a virtual/distanced learning setting, technology has become a required avenue for most. While technology, social media, and online learning platforms allow access to information, this can be overwhelming for many students.

Students/teams will be tasked with developing a concept for a new product/service in the form of a **technology-based informational or instructional tool to be utilized by high school students**. This must be an educational tool created for use by an individual, and not a communication or networking platform.

When developing your concept, consider struggles that you and your classmates have had, and consider what would have been useful to you on your education journey. This tool may be web-based, app-based, a physical product, or even a service – so long as its purpose is to help students learn more effectively or efficiently.

As you submit your recorded presentation, you may also elect to include a one-page Executive Summary for the judge to review as well.

Recorded presentations must be submitted by 11:59 CST Friday, October 2nd , 2020.

Click here to register. Registration is open Monday, Septemeber 14 at 9:00 AM CT - Wednesday, September 16 at midnight. The password for the registration site is **technology**.

https://www.agilitypr.com/pr-news/public-relations/where-do-teens-get-their-news-the-answer-may-not-be-good-news-for-traditional-media/#:~:text=More%20than%20half%20of%20teens%20(54%20percent)%20get%20news%20from,a%20few%20times%20a%20week.

** *https://www.txcte.org/resource/scope-and-sequence-social-media-marketing*

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JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	**Problem** | Student/Team Details the Problem in the Marketplace	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	**Idea Generation** | Student/Team Shows Originality in Thought	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	**Solution** | Student/Team Details How Their Idea Solves the Problem	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	**Concept Development & Testing** | Student/Team Polled Members of Their Target Market for Feedback and Comments	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	**Marketing Strategy** | Student/Team Outlines a Skeleton Marketing Strategy for Getting their Concept to Customers	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
6.	Overall Impression and Solution to the Topic?	0-1-2	3-4-5	6-7-8	9-10	
					TOTAL SCORE	