# TRAILBLAZHER INNOVATION CHALLENGE

**In collaboration with IIT Bombay's Unmesh Mashruwala Innovation Cell & the AI Team at Target**

## PROCESS

Form teams of 2 to 5 girls from Grades 7 to 12. Pick **one** problem from any **one** category (Healthcare, Education, or Environment). Design an innovative, implementable, tech-based solution for a problem in the chosen category. You may use the examples given below, or find a solution to a different problem under the given categories.

Each team will be assigned a TrailBlazHER Ambassador to help them with queries.

### HEALTHCARE

Identify a problem in the healthcare sector related to Covid-19 pandemic and design a solution for it. Some areas could be the challenges in mass vaccinations, combating the spread of misinformation, maintaining good mental health during lockdown, etc.

### ENVIRONMENT

With the goal to reduce greenhouse gas emissions to protect our environment, build a solution that will support the transition to low carbon activities at a community or individual level. Solutions could address the areas of waste management, pollution, lack of awareness, etc.

### EDUCATION

To support the United Nations Sustainable Development Goal to provide quality education to all, identify a problem in the online education system, which has become a norm due to the pandemic. Your solution could address issues like the digital divide, lack of engaging content, building social skills in the online world, etc.

## PHASE 1: JUNE 18 TO JULY 7

Come up with an innovative solution to your chosen problem. The innovation(e.g. app, business plan, physical model, etc.) must use technology (solution only needs to be described, need not be implemented) and the team must submit a 3 minute video (along with a summary document) on theinnovationstory.com which includes the following:

1. The problem the team has identified
2. The solution designed by the team
3. The use of technology in the solution

**Top 30 teams will be announced on July 14 and will move on to Phase 2. Results will be released via email and Instagram.**

## PHASE 2: JULY 15 TO AUGUST 6

Teams will receive mentorship from experts from IIT Bombay's Unmesh Mashruwala Innovation Cell to enhance their solutions. On 7th and 8th August, they will pitch their improved solutions to our expert judges over Zoom. The team will have 10 minutes to present the solution, followed by a 5-minute question and answer period. Your pitch should include:

1. Description of the business model - How does the model work? How does it include factors/resources for implementation? How did feedback from experts and/or users inform the value proposition of the innovation and/or business model?
2. Description of the innovation
3. How does the innovation improve the lives of its users?
4. How has technology been used in the design of the innovation?

## PRIZES

There will be 10 winners in total, i.e. winner, runners up, and 3rd place in each category + 1 win by popular vote on Instagram. Results will be announced on August 15. These teams may get the opportunity to implement their projects based on the judges' decision.

Winners: AirPods          Runners Up: FitBit Inspire          3rd Place: JBL Speakers

## SUBMISSION GUIDELINES

**Video Guidelines:**
3 minutes maximum
Video can either be an animation or live action.
Submission must be in mp4 format
No copyright sounds/visuals allowed
Must include team name, problem chosen, solution proposed, target audience, estimated cost and time, possible challenges, impact, etc.

**Summary Document Guidelines:**
Summarise information provided in the video
Word limit = 500 words
Bibliography

## EVALUATION CRITERIA

Innovation
Practicality
Effectiveness
Implementability
Economic viability
Sustainability

## SOCIAL MEDIA

✉ trailblazher.india@gmail.com
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## CLICK HERE TO REGISTER FOR FREE (REGISTRATION CLOSES 17TH JUNE)

For more information, visit theinnovationstory.com, or email us with any queries