

General

Signup soon for our seminar, where we will feature guest speakers and judges to offer insight on tackling COVID-19, provide guidance on the pitch, and answer any questions. Visit thehopechallenge.org/seminar. Spots are limited!

The HOPE Challenge is a competition organized by the Seattle Advocates for Education for middle school students. Our goal is to give students an opportunity to utilize their creativity and passion to work on a real-world project.

This year's prompt is: **"Develop a solution that seeks to solve an arising problem that COVID-19 has created."** (See the [Submission Guidelines](#) and [Judging](#) section for requirements).

Rules

1. **AGREEMENT:** In order to enter the Contest, you must agree to the rules below. Please read these Rules prior to entry to ensure you understand and agree. By participating, you agree to be bound by these rules. The Contest is subject to all applicable federal, state, and local laws and regulations.
2. **REQUIREMENTS:** Submissions must not be offensive, defamatory, or contain any content that is unlawful, inappropriate, discriminatory information. Submission must not contain any third party content like advertising, logo, trademark, or does not align with the spirit of the HOPE

Challenge. Evidence provided in the video must be provided by a credible source. By entering this challenge, you confirm that your entry is your original work of authorship. If your submission does not align with any of these rules, you will be disqualified.

3. **CHALLENGE DATES:** The HOPE Challenge begins on June 8th, 2020 10:00 AM PST and ends on July 15th, 2020 11:59 PM PST
4. **ELIGIBILITY:** To enter the competition, you must be a middle school student, or education equivalent.
5. **ENTERING:** To enter the competition, we must receive your submission by July 15th, 2020 11:59 PM PST. **Team size is 1 – 4 students.** Participants will be required to upload a permission form (bit.ly/2BIE5KI) when submitting their video. Submit at **thehopechallenge.org/submit**.

Submission

Students are to work in **teams of 1 – 4** to create a pitch video between **1 – 3 minutes** proposing their idea (service or product) in response to the prompt: Develop a solution that seeks to solve an arising problem that COVID-19 has created.

Submission deadline is **July 15th 11:59 PM PST** at thehopechallenge.org/submit. Submission should be in english and mp4 format.

Questions to consider in your video (in no particular order). When providing evidence in your video, you must mention your source:

- What problem are you solving?
- What is your solution to the problem?
- How is your solution unique? What value do you offer to customers?

- What are the main features of your solution?
- Who is your target customer?
- How do you plan on marketing?

Make sure to check the Judging and Tips section of the Competition Guidelines!

If you have trouble uploading your video when submitting, feel free to upload your video to a platform like Youtube, Vimeo, or Google Drive and provide a link to your video when submitting your entry.

Judging

You will be evaluated based on three categories: Content, Rationale, and Presentation.

Content: This category will be broken down into four sub-questions.

- How well does the student identify and validate a problem? **(5 points)**
- How well does the student explain the solution? **(5 points)**
- How well does the student explain and justify their target market? **(5 points)**
- How well does the student identify potential marketing channels? **(5 points)**

Rationale: How does the student use research and logical analysis to justify their solution? **(10 points)**

Presentation: How persuasive and well-delivered is the pitch? This includes organization, clarity, use of visuals, appearance and overall impression. **(10 points)**

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Prizes

Results will be sent out on July 29th, 2020 before 10:00 PM PST through email and posted on thehopechallenge.org.

- Top awards
 - **1st Place:** \$200
 - **2nd Place:** \$125
 - **3rd Place:** \$75
 - **3x Honorable Mentions:** \$25
- Top 20% of entries will receive a certificate as a finalist for The HOPE Challenge.

Tips

For more resources, signup for our seminar, where we will feature guest speakers and judges to provide insight on tackling COVID-19 and answer any questions. Visit thehopechallenge.org/seminar.

- Be creative! Find ways to make your video engaging to watch, and different from everybody else.

- Don't be afraid to edit; your video doesn't need to be just one long recording.
- Though it's not required, adding visuals in some form will provide clarity to your pitch. For example, if you have a prototype of an app or a product, we want to see what you've created!
- Remember the key points that you should cover in your video! See the [Submission Guidelines](#) and [Judging](#) sections.
- Imagine LITERALLY any problem that COVID-19 has magnified or created, and focus on how you offer a solution. How will a certain group of people uniquely benefit from your idea?
- Check to make sure your idea doesn't already exist. How will you make your idea unique?

Contact

If you have any questions, email us at

hopechallenge@seattleadvocatesfe.org.