FAQs for the illuminate:nextgen Challenge

Where and when is the illuminate:nextgen Challenge?
The challenge will run Monday 25 to Friday 29 July 2016 from 9.30am-2.30pm daily. Friday 29 July will also include an awards ceremony from 6.00-7.30pm. The program will take place at Deakin University, Melbourne Burwood Campus (221 Burwood Hwy, Burwood, VIC, 3125) across various lecture theatres and teaching spaces to match the university experience.

How many students and teams will be involved?
Entries will be capped at 100 students, with only selected schools from Victoria invited to participate. Teams should ideally consist of seven students, however we will welcome teams of five to eight students. If you do not have enough students to make a whole team, please contact Adam Mostogl for alternative arrangements.

How do we register a team?
You can register a team of students online at illuminate.education/nextgenvictoria. Registrations close Friday 10 June 2016. We recommend one staff member enters all applications/details on behalf of the school.

How much will it cost to be involved?
Deakin Business School is proud to offer this unique experience to participating schools free of charge. This includes all registration costs, stationary, and teaching. Schools will need to organise their own transport to and from Deakin and lunches Monday – Thursday.

How to get to Deakin?
For information on how to get to Deakin University Melbourne Burwood Campus, please visit the following website: deakin.edu.au/life-at-deakin/get-to-deakin/getting-to-the-melbourne-burwood-campus

Car parking is also available on campus otherwise there is a bus terminal for drop offs.

What are the supervision requirements?
The illuminate:nextgen Challenge should be considered as a school excursion to Deakin University. In turn, schools are required to provide appropriate supervision according to your respective risk management policy.

illuminate Education and Deakin Business School will have at least two facilitators attending the program at all times - these facilitators hold current Working with Children Checks. Adam Mostogl is a registered and qualified teacher in Tasmania. Deakin Student Ambassadors will also attend all sessions to support students.
What does the *illuminate:nextgen Challenge* involve?

This is a general overview of the week. Lectures, presentations and submission times may vary slightly from that listed.

| Monday – Introduction to *illuminate:nextgen Challenge*, Social Entrepreneurship and Marketing |
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| **Time** | **Session/ Presentation** | **Submission** |
| 9:30am | Launch of the Challenge  
Introduction to Social Entrepreneurship  
Idea Generation Strategies |  |
| 11:30am | Run of the Week  
Introduction to Brand (BrandYou) |  |
| 1:10pm | Introduction to Marketing |  |
| 2:30pm | First Business Model Canvas |  |

| Tuesday – Introduction to Accounting, Economics and Financial Management |
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| **Time** | **Session/ Presentation** | **Submission** |
| 9:30am | Introduction to Economics |  |
| 10:40am | Creative Feedback Session |  |
| 12:10pm | Introduction to Financial Accounting | Second Business Model Canvas |
| 2:10pm | Presentation and Public Speaking Session | Elevator Pitch |
| 4:00pm | | Description of Idea Report  
Third Business Model Canvas |

| Wednesday – Introduction to Presentations |
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| **Time** | **Session/ Presentation** | **Submission** |
| 9:30am | Business Plans Session (via YouTube) |  |
| 12:00pm | | Market Research  
Fourth Business Model Canvas |
| 12:10pm | Graphics Presentation Session (via YouTube) |  |
| 4:00pm | | Draft Business Plan and Financial Table |

| Thursday – Completing Submissions |
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| **Time** | **Session/ Presentation** | **Submission** |
| 9.30am | Submission Day |  |
| 1:30pm | Completed Business Plan and Financial Forecast |  |
| 2:30pm | Marketing: Radio, Print and Social Media Package |  |

| Friday – Presentation and Awards Ceremony |
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| **Time** | **Session/ Presentation** | **Submission** |
| 7:00am | | Sale Pitch PowerPoint Presentations |
| 9:30am | Sales Pitch Presentations | Presentation Pitch Deck and Final Submission |
| 11:15am | Pressure Cooker Challenge |  |
| 12:15pm | Trade Display Setup and Lunch (provided) |  |
| 1:15pm | Trade Display Judging |  |
| 1:45pm | Student Review |  |
| 2:15pm | Final Session |  |
| 6:00pm | Public viewing of Trade Display and Awards Ceremony |  |
Do we need to come to Deakin University every day?

It is compulsory for students to attend Deakin University on Monday, Tuesday and Friday. This forms part of the authentic university experience.

There are two attendance options students can select from on Wednesday and Thursday as per below:

Option 1:
Continue to come to Deakin University and work on campus. The scheduled presentations are available online to allow students to set their own schedule for the day to best meet the deadlines. Break-out rooms will be available for students to continue working. This would be well suited to teams comprised of students from multiple schools.

Option 2:
Students have the opportunity to complete the online submissions at their school. Schools will need to provide a dedicated working space for the students to complete the tasks. They are expected to communicate with the facilitators via Twitter simulating a remote working experience - meaning there is no disadvantage in the level of support available to them compared to attendance on campus.

Please advise Adam Mostogl (via email adam@illuminate.education) of your attendance decision at your earliest convenience.

What will the business ideas be based around?

The *illuminate:nextgen Challenge* 2016 business idea will ask students to develop a social enterprise business plan, exploring how they can offer goods or services whilst supporting meaningful work in communities locally, nationally and/or internationally. As Deakin Business School prides itself as being a part of a global community, students not only develop important business and personal skills, but also will reflect on how they can creative positive change in the world. **We kindly ask you do not disclose the general topic area with your students.**

What equipment will students need to bring?

All students will be given a handbook that outlines the *illuminate:nextgen Challenge* and the schedule for the week. Paper and pens will be provided by Deakin Business School.

The following items are optional for the student to bring:

- Laptops or tablets (access to the Deakin University wi-fi network will be provided). Care of these items will be the responsibility of the student.
- Morning tea and lunch for Monday to Thursday. Alternatively, students can purchase their own meals at Deakin food outlets around campus. On Friday students will be provided with lunch by Deakin University.
- As the challenge progresses, students may decide to bring additional resources or equipment from home/school, specifically for their trade display stall to promote their business.
What should students wear?

From Monday to Thursday, all students should wear their school uniform.

On Friday, students will be promoting their business from their trade display stall as well as part of their pitch deck presentation. We encourage students to wear neat attire relevant to their business idea, otherwise school uniform can be appropriate.

Will students require any prior knowledge?

No, the *illuminate:nextgen Challenge* is developed so that all students can learn the basics of business and entrepreneurship across the presentations and content delivered in the five day period.

What will teachers need to do during the challenge?

During the challenge, the entire program is facilitated by *illuminate Education* with all content delivered by speakers from Deakin Business School, Chartered Accountants Australia and New Zealand, Foundation for Young Australians and local business people.

The challenge is designed for students to be independent and work within their own teams. Whilst teaching staff may assist students on the first day, their role is primarily to supervise. Teaching staff will also have the opportunity to attend lecture sessions. Please bring morning tea and lunch for Monday to Thursday. On Friday teachers will be provided with lunch by Deakin University.

How does the challenge align with the Victorian and Australian curriculums?

All sessions and tasks of the *illuminate:nextgen Challenge* is aligned with the Australian Curriculum at the Year 10 level and with the Victorian Certificate of Education study areas for Year 11.

At the Year 10 level, the challenge meets content descriptors for English, Mathematics, Science, Humanities and Social Sciences (Economics and Business & Civics and Citizenship), Technologies (Digital Technologies), the Arts (Media Arts and Visual Arts) and Work Studies, as well as the Australian Blueprint for Career Development.

For Year 11, the challenge explicitly meets study areas within Accounting, Business Management, English Language, Foundation English and Industry and Enterprise, with many skills developed relevant to other subject areas too.

These are available to download from the online sign up page ([www.illuminate.education/nextgenvictoria/](http://www.illuminate.education/nextgenvictoria/)).
What is the awards ceremony?

On Friday evening as the program concludes, Deakin Business School will host an awards ceremony to celebrate the students for their achievements across the challenge. The ceremony commences at 6pm – friends and family are welcome to attend and view the students’ work. There will be presentations from the Deakin Business School and Jan Owen (CEO, Foundation for Young Australians), as well prize winner announcements.

Cash prizes to a value of up to $3,500 will be awarded to the winning teams’ school(s).
- Overall Best Business $2,500
- Runner-up Best Business $1,000

There will also be up to $1,000 of cash and prizes for students.

Certificates and awards will be provide for the following categories:
- Best Business Plan
- Financial Accounting Prize
- Best Sales Pitch
- Best Trade Display
- Best Marketing Package
- Best Short Challenges
- (Student Voted) Best Business
- (Student Voted) Best Team
How are the awards decided?

Two major awards will be presented on the evening for the winning team and individual prizes. The judging panel will be made up of representatives from Deakin Business School, Chartered Accountants Australia and New Zealand, Foundation for Young Australians and local businesses.

They will assess the challenges against the eight criteria below:

1. Creative thinking and innovation
2. Strategy and planning
3. Financial interpretation
4. Presentation standards
5. Branding and target audience
6. Message and language
7. Time management
8. Use of Information Communication Technologies

The Trade Display prize is awarded based on 50% of the final score coming from the judges’ decision, and the other 50% based on a popular vote on the night of the awards.

The Student Voted awards are decided during the review sessions on Friday afternoon, with the votes of students deciding the winners.

Why is Deakin Business School in partnership with illuminate Education?

We have witnessed and researched the positive impact that the illuminate:nextgen Challenge has had in Tasmania over the last four years, and want to offer the same opportunities to students in Victoria. illuminate Education recognises the changing business landscape and aims to support and equip students with the important business skills they will be need in the 21st century. Deakin Business School wishes to open its doors and showcase its facilities, teaching staff and give your students a unique insight into university life. We believe this is a productive opportunity to collaborate with the wider business community.
**What is illuminate Education?**

*illuminate Education*’s focus is to deliver meaningful, inspiring experiences for students and young people that will ignite students’ interest and excite them about the world of business. We design our education experiences around our motto of “Believe in tomorrow, today”, as we want to deliver fruitful education experiences where young minds learn about their innovative capacity, as well as grow in confidence and resilience for whatever they choose to do in their future.

Founded in 2010, *illuminate Education* is a multi-award-winning business that is completely focused on empowering our young people – and making it fun too. We are dedicated to developing activities engaging and supportive, which has seen all of our programs met with great success. Since our launch, we have worked with a number of major organisations to deliver creative workshops, education programs and facilitation sessions with large audiences, which only helps us to empower our next generation, today.

We realise that we are not alone in this way of thinking. In turn, we have partnered with organisations such as the Tasmanian School of Business & Economics (University of Tasmania), the Department of Maritime Logistics & Management (Australian Maritime College), Chartered Accountants Australia and New Zealand, MONA, Hawthorn Hawks and TasTAFE amongst others.

**Who is Adam Mostogl?**

Adam Mostogl is the Creator and Lead Facilitator of the *illuminate:nextgen Challenge* and also the founder of *illuminate Education*.

In any given week, Adam Mostogl will be helping young entrepreneurs to kick-start their companies, stimulating small businesses to challenge the status quo, challenging communities to understand their potential or teaching hundreds of students to embrace innovation to solve the problems of the future.

Living by his motto “Believe in tomorrow, today”, Adam inspires young people to realise their potential, unleash their creativity and seize opportunities, because, as he says, “the world is ready”.

Adam was awarded 2015 Tasmanian Young Australian of the Year for his passionate focus on entrepreneurial education, as well as regional economic development. He also received an Honourable Mention in the *30 Under 30 list* (30 Australian entrepreneurs under the age of 30) for his work as an entrepreneur. Source: [http://anthillonline.com/anthills-30under30-2015-winners-revealed/](http://anthillonline.com/anthills-30under30-2015-winners-revealed/)
What have other educators said about the challenge?

Below is some of the feedback *illuminate Education* has received over the past couple of years from teachers, principals and those involved in education organisations in Tasmania.

"Reports back from our students who were involved in the challenge are uniformly enthusiastic, and every participant rates the *illuminate:nextgen Challenge* as one of the most valuable learning experiences they've had in high school."
- Bob Ashby, Devonport High School

“The students are given an amazing opportunity to experience the world of work in a truly invigorating and educational environment. All students should experience something like this in their journey through high school.”
- Amanda Claridge, Assistant Principal, Riverside High School

“What a week! The students were engaged, the presenters were authentic, and the simulations were as close to a real business experience as one could ever hope for.”
- Mark Smithies, Business Studies and ICT Teacher, Devonport High School

“The *illuminate:nextgen Challenge* was an amazing opportunity for our students to discover things about themselves they would not have been about to explore in the everyday classroom. Students were extended and pushed to achieve some incredible results and the comments since they have returned have been nothing but positive.”
- Lou Christie, ICT Teacher, Clarence High School

“I have witnessed students gain skills in personal presentation, public speaking and most of all, team work. It’s a fantastic program that inspires students to realise what they are really made of!”
- Karli Franks, Beacon Foundation

Any Further Questions?

All questions and comments can be sent to the Lead Facilitator, Adam Mostogl via email (adam@illuminate.education).