



## Starter Kit

Everything you need to know to  
launch Technovation Challenge in your area!

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## About Technovation Challenge

Technovation Challenge is the world's largest and longest-running tech competition for girls. In Technovation Challenge, teams of middle and high school girls identify a problem, create an app to solve it, code the app, build a company to launch the app in the market, and pitch their plan to experts – all in 12 weeks. Technovation Challenge's applied, project-based computer science and entrepreneurship curriculum reinforces digital representation of information, algorithmic thinking and programming, and the societal impact of information and information technology. It also teaches girls life skills such as how to identify a problem, design and test a solution, collaborate with a team, and communicate to different audiences.

Teams pitch and submit their ideas (through video) and participate in regional competitions (varies by location). **Ten** regional winning teams will travel to San Francisco, CA and compete at the Technovation World Pitch event hosted in June 2014. The winners of Technovation World Pitch will receive \$10,000 in seed funding to develop and release their app on the market.

Anuranjita Tewary, Ph.D., founded Technovation Challenge after attending Startup Weekend – she wanted to offer girls the opportunity to become high-tech entrepreneurs early in their careers. In 2010 Dr. Tewary partnered with Iridescent to pilot the first Technovation Challenge program in Mountain View, California. The program expanded to Los Angeles, New York, Boston, and the San Francisco Bay Area in 2011 and 2012 and went global in 2013, engaging over 600 girls from 25 U.S. states and countries. Finalists in 2013 included teams from Brazil, Nigeria, and the United Kingdom.

### Technovation Challenge 2014 Theme: Solve a Problem in Your Local Community

For the 2014 challenge, teams have to develop an app that solves a problem in their local community in one of the three following categories:

- a) Creating apps for local organizations
- b) Teen issues (suicide, peer pressure, teen pregnancy, etc.)
- c) Women's issues (domestic violence, eating disorders, underrepresentation)

## Eligibility & Deliverables for Technovation Challenge Competition

### Eligibility Guidelines:

- Teams consist of 4-5 girls
- Team members are in middle or high school (ages 11-18, although elementary school students with the maturity necessary to complete the program are encouraged to participate – our youngest participants were in 4<sup>th</sup> grade)
- Official course begins the **week of February 3rd, 2014**
- Teams must register officially with Technovation by **March 31\* 2014**
- To be considered for World Pitch, teams must submit project deliverables by **April 26<sup>th</sup>, 2014**

### Recommendations:

- We recommend that each team have a female mentor to support and act as a role model for her team. If you are not able to find a mentor in your area, consider connecting with a virtual mentor who can meet with your team via Skype or G+ hangout. Virtual mentorship may open your team's network outside of your state or even country if no local option is available.
- A classroom teacher can support teams as a coach at his/her school site. Alternatively, teams can meet in an after-school setting, such as Girl Scouts, YMCA, or other youth centers where another adult fills the role of a coach.

### Project Deliverables—each team must submit by April 26<sup>th</sup>, 2014:

- App source code (can be developed in Android, iOS, or Windows)
- 4-minute video pitch (upload to YouTube or Vimeo and share the link)
- Business plan (pdf)
- Team photo (with mentor and teacher included, if possible) for each team
- 100-word app description
- Completion of post-survey
- Presentation (post on Slideshare and share link)

More details about the project deliverables are found in the [Technovation 12-week curriculum](#), which will be available starting OCTOBER 2013.

### Program and project Overview:

- Week 1: Introduction to Technovation Challenge and brainstorming app ideas
- Week 2: Market Research – understanding the market and how your app is unique
- Week 3: User-Centered Design – making sure your app is easy to use
- Week 4: Incorporating Feedback – getting feedback on your app, and learning how to implement it
- Week 5: Entrepreneurship – learning the basics in business
- Week 6: Business Plan – developing a comprehensive plan for your company
- Week 7: Career Exploration – discovering the possibilities of a career in technology
- Week 8: Creating Engaging PowerPoints – learning how to create an engaging PowerPoint that you will use to present your app
- Week 9: Project Submission Guidelines – understanding the final deliverable and preparing for submission

- Week 10: Effective Presentations – learning aspects of a strong pitch
- Week 11: Pitch Coaching – practicing delivering an informative, concise pitch
- Week 12: Reflection, Wrap-Up and Post-Survey – reflecting on the program and completing the post-survey

## Resources to Start Technovation

Whether you are a student, teacher, parent, or mentor, you can start Technovation anywhere in the world.

### Suggested resources to help you launch Technovation Challenge:

#### **Middle or High School Girls→ at least one team of 4-5 girls**

We suggest that a team of girls have 4-5 members – each school can have multiple teams. A school group of 20+ girls (4+ teams) creates a critical mass and sense of community among students. No prior knowledge of programming needed. *Learn more about the expectations of students in “Student Responsibilities” (p. 7).*

#### **Teacher/Coach→ at least one per school or after school program**

Teachers or coaches can be male or female, and can teach any subject. Their main role is to recruit students, arrange a place to meet, and support girls as they create their apps. *Learn more about the role of a teacher in “Teacher Responsibilities” (p. 9).*

#### **Mentor→ one per team (ideal but not required)**

A woman working in a STEM or business field acts as a role model for her team. Mentors guide their teams through the Technovation curriculum and manage the team dynamic. We encourage mentors to act as a project manager that keeps the team focused, on track, and participating. Mentors do not need to be programmers or app developers. Resources such as videos, PowerPoints, handouts, and articles will be available through P2PU to help mentors lead teams through Technovation. *Learn more about the role of a mentor in “Mentor Responsibilities” (p. 8).*

#### **Technology→ 1-2 computers per team**

We suggest that each team have access to one or two computers (PC or Mac) to program their apps and write their business plans. Ideally, computers will have webcams installed for teams with virtual mentors.

We also suggest that teams have access to mobile devices (phones or tablets) to test their apps during development. If teams are using App Inventor, the mobile devices must be Android. Mobile devices connect with App Inventor using WiFi or a USB cable. If a mobile device is not available, students may use the emulator (virtual phone) provided by App Inventor.

We encourage advanced teams already familiar with App Inventor to try a new programming language to build their app. View [this document](#) for a comparison between different languages and for resources.

#### **Corporate Partner (ideal but not required)**

In an ideal scenario, your Technovation program would secure a local partner who would:

- Provide funding (to cover travel costs to World Pitch, provide equipment, etc.)
- Recruit mentors for your teams
- Host a day-long field trip for the girls to see what goes on behind-the-scenes at a technology company

#### **University Partner (ideal but not required)**

If your team is located near a university with a computer science department, we suggest connecting with them to host a [“Hack Day”](#) before the start of the 12-week program. During the Hack Day, teams learn the basics of App Inventor through completing tutorials with the help of college students studying computer science at the university. Both mentors and teachers attend the Hack Day with their team. Alternatively, a teacher or mentor can lead the teams through the Hack Day tutorials at their school or other convenient location.

## 2013-2014 Timeline

### 1. Register:

- a. Each team, mentor and teacher creates an account on the Technovation Course (Release October 2013):
- b. Each team, mentor and teacher registers on our website:  
<http://iridescentlearning.org/programs/technovation-challenge/involved/>

**2. Map Directory for Mentor/Teacher Matching:** Once you have registered, you will receive access to our online map directory. If you are a teacher or coach, you can look on the mentor map to find a mentor near you. If you are a mentor, you can look at the teacher map to find a teacher near you. If you cannot find a match:

- c. **Teachers:** reach out to local companies or women-focused meet-up groups in your area. *See sample email template in the appendix. (P.21)*
- d. **Mentors:** reach out to local high schools in your area. *See sample email template in the appendix. (P.20)*
- e. **Students:** approach your favorite teachers and ask if they are interested in helping you start a team. Show them our website and commit to helping recruit students. If you cannot find a teacher, ask your guidance counselor, principal, or vice principal for help.

**3. Recruit Additional Mentors:** Ideally each school would have several mentors (one for each team). Mentors may be able to reach out to their contacts on Facebook, LinkedIn, and within their company to find more mentors to volunteer. Please join our [Technovation Challenge LinkedIn](#) group for further networking.

**4. Recruit Students:** Once the teacher and mentors have connected, they can work together to recruit students. *See "Technovation Recruiting Tips" for details. (P.6)*

**5. Review Applications & Select Teams:** Teachers collect and review student applications (see appendix P.22-23) and select the students most suitable for the program. These students should show a high level of commitment to Technovation and an interest in learning about technology, but do not need any programming experience. The most critical factor is students' demonstration of commitment to the program and not grades and other measures.

**6. Student Paperwork:** Once teachers have selected students, their paperwork (photo waiver, application, survey waiver) (<http://iridescentlearning.org/programs/technovation-challenge/involved/start-a-team/resources/>) should be scanned and emailed to [technovationchallenge@iridescentlearning.org](mailto:technovationchallenge@iridescentlearning.org). The 12-week course officially begins the week of **Feb. 3, 2013 but will be available starting October 2013.**

**7. Optional Field Trip to Tech Company:** Teams can kick off the program with a field trip to a technology company in their area. Mentors can help arrange a field trip at their own company or find another suitable venue. In this field trip, students learn about what happens "behind the scenes", get hands-on experience, and meet top-level women. Teams can also complete virtual tours of tech companies through videos on the Technovation Course if they are interested in learning about more companies, or if they are not able to attend an in-person field trip.

**8. Schedule Hack Day before Feb 3<sup>rd</sup>:** We suggest reaching out to a local university with a computer science department to schedule a Hack Day for the girls to learn App Inventor with the help of college student volunteers. Another idea is to reach out to local technology focused women's groups in the area or hacker-spaces. Students, mentors, and teachers all attend Hack Day. Hack Days can also be held at schools, community centers, companies or other convenient locations. More details appear in the Technovation Course.

**9. Begin Technovation Curriculum (Feb.):** The curriculum will be online; instructions on how to access the course will be available at [www.technovationchallenge.org](http://www.technovationchallenge.org). Mentors present each lesson and keep their team on track. The curriculum includes all materials and resources necessary to lead the weekly discussions with the teams.

**10. Submit Final Projects:** All program deliverables are due by **Sat, Apr 26, 5pm PST**. Complete list is on P.(3)

## Technovation Recruiting Tips

We recommend that schools over-recruit and have an alternate per team who can join if another student drops out.

### Suggested strategies to recruit students:

1. Find two enthusiastic **Student Ambassadors** to help recruit students for the program. Teams can create T-shirts ([our design](#) or create your own), table at lunch, and give presentations in classes and after school clubs.
2. Enlist the help of other teachers. At schools where colleagues know students individually, work together to **generate a list of 20-30 students** to target directly.
3. Arrange an **info-session** for interested/invited students in which you show the video: <http://bit.ly/TCVideo2011>, <http://bit.ly/16HKgrr>, <http://bit.ly/123ny8s>, pass out **fliers**, and present the program in an engaging and enthusiastic way. Remember to emphasize that girls do not need technical experience to participate.
4. **Mentor career panel.** Mentors can visit the school site for a "career panel", where each mentor shares a few minutes about her career in front of an assembly of students. Mentors can discuss their path entering the tech field, and encourage students to join Technovation so they can get a taste of what it is like to work in STEM and create new products.
5. **Pass out applications.** During presentations, pass out copies of the student application (see appendix P.22-23) for girls to fill out and return to teacher's classroom by a specified deadline. Teachers can follow up with interested students and continue to promote the program through the school newsletter, announcements, bulletins, fliers around the school, etc.
6. Present the program both in **your own classes** and in **other classes** (science + math classes, and/or classes with a high number of female students).
7. If possible, offer **extra credit** (or better yet, course credit as the DSST Middle School has!) for students who participate.
8. Reach out to **parents** individually, through a group such as the Parent Teacher Association, or in the school newsletter.
9. Present the program to **student groups**, such as:
  - Robotics or technology club
  - Math club
  - Art/design club
  - Student Council
10. Ask your **principal** to present Technovation at an all-school meeting or faculty meeting.
11. Ask guidance **counselors** to recommend students and encourage them to join.
12. **Host an "App Challenge"** where you invite students into your room after school or during lunch to work in teams to develop an app idea. Have each team make a poster to showcase it, and pitch it to their classmates to be voted on. Give the winning team a small prize, and then encourage everyone to sign up for Technovation Challenge, where they will actually get to build apps!

## Technovation Student Guidelines

As a Technovation student, you will be responsible for the following:

Month	Task	Time Commitment
Oct-January	Complete your Technovation application and turn it into your teacher along with your consent forms (signed by your parents) by the specified deadline.	1 hour
Oct-January <i>(Optional)</i>	Attend a field trip with your teacher to a local technology company to kick off the program, learn about what happens inside of a tech company, and meet the company's top women executives. Ask questions and begin brainstorming your app idea.	One Weekday (e.g. 9am-3pm)
Oct-Jan <i>(Optional)</i>	Attend a Hack Day with your teacher at a local university in which you will learn how to use App Inventor to create apps. Take notes on what you learn so that you will be prepared to create your own app.	One Saturday (e.g. 10am-4pm)
Feb.-Apr.	You will work with your team after school on the project.	4 hours/week for 12 weeks
April	Submit your video pitch (4 minutes, uploaded to YouTube), business plan, and other deliverables by the final deadline of <b>Sat, Apr 26, 2014, 5pm PST.</b>	Approx. 3 hours
June	If you are selected as a finalist, you will be invited to travel to San Francisco, CA (U.S.A) for the Technovation World Pitch event, where you will present your app and business plan to a panel of experts.	Varies

### Total time commitment:

50-65 hours over the course of a year. With this substantial time commitment you will create a new product.

### Final Deliverables (due Sat, Apr. 26, 2014, 5pm PST):

App source code, business plan, presentation slides, video pitch, team photo, 100-word app summary, and post-survey.

## Technovation Mentor Guidelines

As a Technovation mentor, you will be responsible for the following:

Month	Task	Time Commitment
July-January <i>(Optional)</i>	Speak on a panel during a school-wide assembly to share about your career and recruit girls to join Technovation.	2 hours
July-January <i>(Optional)</i>	Organize a company field trip (with the help of other mentors) for your team to kick off the program, learn about what happens inside of a technology company, and meet the company's top women executives.	One Weekday (e.g. 9am-3pm)
Oct-Jan	With your teacher and other local groups, organize and attend a Hack Day with your students at a local university in which you will all learn how to use the App Inventor programming language while supported by undergraduate and graduate computer scientists.	One Saturday (e.g. 10am-4pm)
Feb.-Apr.	Meet with your team of five girls at least once per week for two hours. Lead 12-minute introductions on entrepreneurship and product development topics at the beginning of each meeting at the school site. For the remainder of the session, act as a project manager for your team, helping them to a) develop an app, b) write a business plan, and c) plan the perfect pitch to promote their app on video for the regional pitch competition.	Once per week for 12 weeks, (e.g. 5-7pm)
April	Create a 4-minute pitch video with your students (you will upload this on Vimeo/YouTube and send us the link) and submit along with other deliverables by <b>Sat, Apr 26, 2014, 5pm PST</b> . Regional winners will travel to San Francisco, CA (U.S.A) for the Technovation World Pitch event in June.	3 hours
Every month throughout the year <i>(Optional)</i>	Attend a meet-up with other Technovation mentors, to a) share best practices for teaching your girls, b) gain professional development in project management and communication skills for your career, and c) network and mingle with women from your tech community. (If you would like to get involved with coordinating a meet up please contact: )	2 hours/month

### Total time commitment:

50-65 hours over the course of a year. With this substantial time commitment you will be able to change the lives of the girls on your team and inspire them to create a new product.

You may choose to share the above responsibilities with another **mentor**. You and your co-mentor can take turns meeting with your team, so that you each only attend six sessions. You may also want to arrange virtual sessions through Skype or Google hangouts for remote teams or for times that are you are traveling.

## Technovation Teacher Guidelines

As a Technovation **Teacher**, you will be responsible for the following:

Month	Task	Time Commitment
Oct-January	Recruit and register students in teams. Course begins <b>week of Feb. 3, 2013.</b>	Varies
Oct-January <i>(Optional)</i>	With your team and other local groups, organize and attend a Hack Day with your students at a local university in which you will all learn how to use the App Inventor programming language while supported by undergraduate and graduate computer scientists.	One Saturday (e.g. 10am-4pm)
January	Get acquainted with the curriculum. ( <a href="http://iridescentlearning.org/programs/technovation-challenge/2013-curriculum/">http://iridescentlearning.org/programs/technovation-challenge/2013-curriculum/</a> )	10 hours
Feb-Apr	Mentors teach the curriculum and manage the progress of the team. Teachers do not have to teach when a mentor is available. However, teachers may collaborate with mentors before lessons and keep teams on task with their deliverables.	4 hours/week for 12 weeks
April	Create and upload a 4-minute pitch video onto YouTube. Submit other deliverables by <b>Sat, Apr 26, 2014, 5pm PST</b> . Regional winners will travel to New York City (U.S.A) for the Technovation World Pitch event in June.	6 hours

### Total time commitment:

In total, you may devote between 60-70 hours over 6 months. A significant percentage of the hours will involve the girls working and troubleshooting on their own.

With this level of collective support we can dramatically change the leaders and inventors of the next decade. We need your help and support to provide a powerful experience that will change the lives of your students and inspire them to create something they will be proud of forever.

To reduce the load, you can share the above responsibilities with another **teacher** at your school. Additionally, if there are tech companies in your area, then you can reach out to that company for access to women mentors who could also support your team.

## What is the Ideal Profile of a Technovation Teacher?

When considering whether you are a good fit to be a **Technovation teacher**, ask yourself the following questions:

- Are you a middle- or high-school teacher, after-school program coordinator, nonprofit program director, or dedicated mother, aunt, or leader?
- Do you enjoy learning new things?
- Are you passionate about project-based learning?
- Are you passionate about ensuring that your students have cutting-edge technology skills that will prepare them for top-notch careers?
- Do you want your female students to develop the confidence to tackle big problems, become comfortable with technology, and see themselves as inventors?
- Do you have good working relationships with your students?
- Would you be comfortable stepping through an online set of lessons that teach you how to program an app and develop a business plan?
- Would you be able to motivate and manage a team of high school girls to complete the project?
- Do you have the time to really make this program a success?

...if you answered “yes” to the above questions, we encourage you to get started!

**NOTE:** Having this list of attributes is not absolutely required—it is simply an *ideal* teacher profile. Use your judgment about whether you think you would be a good candidate for the role of a teacher. We encourage you to learn alongside the girls, as nothing comes easily the first time!

We recommend (but do not require) that first-year teachers not take on the Technovation Challenge as it is a substantial time commitment. We find that more experienced teachers have an easier time handling the responsibilities. We also encourage non-classroom teachers (in after school program settings, for example) to take on the role of the Technovation teacher. Both male and female teachers can lead the program.

## What is the Ideal Profile of a Technovation Mentor?

When considering whether you are a good fit to be a **Technovation mentor**, ask yourself the following questions:

- Do you like learning new things?
- Would you be comfortable stepping through an online set of lessons that teach you how to program an app and develop a business plan?
- Would you be able to motivate and manage a team of middle or high school girls to complete the project?
- Do you enjoy working with young people?
- Do you have the time to put into this program and really make it a success?

...if you answered “yes” to the above questions, we encourage you to get started!

**NOTE:** Having this list of attributes is not absolutely required—it is simply an *ideal* mentor profile. Use your judgment about whether you think you would be a good candidate for the role of a mentor—you can always improve with time by learning from other mentors and trying it out. We encourage you to learn alongside the girls, as nothing comes easily the first time!

## Best Practices for Mentors

### Lead by example. Be an ACTIVE mentor.

You are the project manager and leader for your team. Some mentors feel nervous at first about taking charge and keeping the girls on task, but strong leadership ensures that teams are able to meet deadlines.

### Manage team dynamics.

A challenge for Technovation mentors can be working with different personalities – some students may be shy, others may be talkative. Try to establish the “three-then-me” rule where each time a person talks she listens to three other people speak before speaking again. Encourage shy students to speak up by directing questions – they will eventually feel comfortable participating.

### Stay neutral during discussion.

At times you may experience tension or arguing in the group. Manage conflicts when they occur by helping each student share her concerns and feel heard without taking sides. While girls are brainstorming ideas, encourage them to make their own decisions and decide things by consensus whenever possible.

### Show off your skills.

We encourage mentors to bring their own skills and talents into the mix, even if a given topic is not in the existing curriculum. Please customize the PowerPoint slides to include your own expertise and share what you do in your job with students. Exposing students to real projects helps them understand what engineers and designers do. If you are an entrepreneur, share copies of real business plans and tips on how to pitch. Whatever your skills are, please share them with your team as often as possible.

### Be a role model.

As your team’s mentor, you are giving each student a window into your industry and what it is like to be a woman in that field. Get to know the girls, share your story with them, tell them about your career journey. What were your challenges? How did you overcome them? Help the girls relate to you by showing them photos of your dog, your kids, your favorite vacation spots, and telling them about your favorite hobbies. Help them understand that being a working woman does not mean working at all times – you still have a fun and exciting life outside of work.

### Provide one-on-one interaction.

One of the most important things you can do as a mentor is to get to know each girl on your team individually. Start a conversation with the shy student who is not very talkative, ask her what kind of food she likes, what she wants to be when she grows up, what her favorite classes are and why. Get to know each girl so they feel connected and supported by you.

### Encourage and inspire.

Hearing you say: “I think you are really good at solving complex problems. Have you ever considered becoming an engineer?” is one of the most transformative experiences a girl can have in school. Unfortunately, she may not hear it from anyone other than you. Your opinion may also carry more weight as an expert. Hearing your encouragement and feedback about her strengths might just change her life – especially after you have built a relationship over time.

## Suggestions for a Successful Technovation Field Trip

The following suggestions can help companies plan a successful field trip for Technovation participants. The goal of the field trip is to give girls an insider's view of a company—for them to see exactly what goes on, who works there, and what they do. Companies can apply these tips to create an experience that is inspiring and educational for girls.

### 1. Start with an ice-breaker.

Since girls may be coming from different schools, let them take a few minutes to get to know each other at the start of the field trip. Encourage them to talk to girls they have not met yet and learn something about them. If you need a simple idea for an ice breaker, you can use the Technovation Bingo Game in the appendix. (P.26)

### 2. Give a tour.

Show off your space! Take the girls on a tour through your offices, showing them everything from the cubicles to the conference room to the recreation room. Show them that engineers have fun, too, and that working in a company is a social job with many opportunities for collaboration.

Along the tour, you can stop by various departments and introduce the girls to real engineers. Perhaps ask employees to stop working for 3 minutes and briefly talk to the girls about what they are doing, why they enjoy doing it, and what their favorite part of their job is.

### 3. Ask for feedback on your products.

Show the girls the products you work on and ask them for feedback. They can be your usability testers for the day, ask them to tell you what they like about it and what they would improve. If you use their suggestions down the road, tell them about it!

### 4. Make it hands-on.

Let the girls play a game, do an activity, design a product, do research for you, or shadow an engineer and help her with her work for an hour.

### 5. Feed them.

If the girls will be visiting on a school day, they will need to eat lunch during the field trip. If your budget allows, it would be wonderful if the girls could eat in your cafeteria and taste the gourmet offerings you have. If you do not have a cafeteria or funding to feed the girls, make sure to tell students to bring a bag lunch.

### 6. Introduce them to high-level women.

At some point during the day, introduce the girls to a panel of top-level women executives from each department to talk with the girls. If you do not have enough top-level women, you can include men as well. If possible, invite your CEO to come and say a few words to kick things off.

These are some topics panelists can discuss:

- What do computer scientists do? What does your typical day look like? What does your job entail?
- What struggles did you face on the journey to your current job and how did you overcome them? Be sure to highlight any shortcomings you had, bad grades you got, and mistakes you made in your academic or professional career. This information will help girls feel they can relate to you and empowers them to overcome challenges just as you did.
- What do you love about working in tech? What makes you excited to come to work each day?
- What problems are you trying to solve?

- What advice do you have for the girls?

Keep each speaker's time short (2-3 minutes) to allow plenty of time for questions, while keeping the total time of the panel to approximately 30 minutes. Students will start to lose focus and get bored from sitting and listening for too long.

Panelists can bring something tangible that represents their job to pass around as they talk to keep the girls engaged and give them a visual. It can be a photograph, a design notebook, or a product they created.

## 7. Encourage questions.

Pass out post-it notes and pens for girls to write questions for the panelists during the panel (and throughout the field trip). Even if all the questions are not answered, the process of writing questions will keep the girls focused and might spark their curiosity to pursue the answers later.

Once each panelist has spoken for 2-3 minutes, ask the girls to turn to a partner and share the questions that came up for them. After 30 seconds or so, allow girls to raise their hands and share their questions with the panel. This will help shy students formulate their question and practice asking it with a partner before having to raise their hand and share it with the group.

Often, the adults in the room (teachers and mentors) will be more enthusiastic about asking questions during a panel than students will. Try to encourage questions from the girls instead.

## 8. Give them advice and encouragement.

Throughout the day, make a point of interacting with the students individually and offering them encouragement to consider a career in STEM. This field trip may be their first exposure to this industry, and we want them to feel welcome in it. Hearing directly from speakers that they love their careers and enjoy what they do will go a long way for them to believe they can do it to.

## How to Host a Pitch Event

To culminate the Technovation season, you may want to organize a Pitch Event for each team to present their app. This event can be as formal or informal as you like, the goal is to acknowledge the girls' hard work and allow them to celebrate with family and friends. Below are different Pitch Event scenarios to guide you through the process, as well as helpful logistical tips.

### POSSIBLE EVENT FORMATS:

#### Technovation Showcase

One way to allow the girls to show off their work with minimal organizational effort is to host a "Technovation Showcase" event where the girls simply make posters about their work, display them in their school, and invite their friends and family to come and learn about what they've done. This informal event requires tri-fold posters (available at almost any office supply store), tables or easels to display the poster, and refreshments for your guests. Teams can stand at their posters and talk to guests about their business plan and demo their apps if they have phones or tablets available.

#### Pitch Night at Your School

Pitch Night is traditionally an event where teams get up on stage and give 4-minute pitches to an audience and panel of judges. After their pitch, the judges give feedback and ask questions for another four minutes.

Keeping time ensures that each team gets an equal amount of time on stage and keeps the event from going too long. The Pitch Night can occur at an auditorium or other large space within your school where you can create a stage area for the girls, have an A/V setup (projector, speakers, etc.), and a table with chairs for the judges. The event can take place during school hours, such as during an all-school assembly, or after school as an evening event to accommodate parents. We recommend doing a “dress rehearsal” before the event in order to check the A/V equipment, make sure the PowerPoint presentations load correctly on the computer being used, and to help the girls get a feel for the stage and how they will move around on it.

## **Regional Pitch Night**

If your region has several schools participating in Technovation, you might consider pooling resources and hosting a more formal “regional pitch night” with teams from multiple schools. You could host this at a high school, a university, a local technology company, or any other available community space. The format would be the same as hosting Pitch Night at your school (above), but we suggest no more than 10 teams pitching at one event (even 80 minutes of presentations is a long time to sit!) unless you hold multiple sessions (e.g. separate morning and afternoon sessions on a Saturday, for example) or have teams shorten their pitch. If you like, you could even recruit a keynote speaker such as a representative from the sponsoring technology company or university, or a local woman in technology who can share her story with the girls.

## **EVENT LOGISTICS:**

### **Food**

Guests typically appreciate food at an event, even something simple like chips and salsa and juice or water to drink. If you are hosting the event at a technology company, you may ask if they are able to provide snacks for your guests. You could also consider having a donation jar for guests to contribute toward food costs.

### **Judges**

Even if your Pitch Event is informal, you can recruit “judges” from the community to attend the event. The judges could be school administrators, parents, mentors, or community members. While a tech or business background is a plus, anyone who is familiar with Technovation can be a judge – their purpose is to help the girls by asking questions and giving feedback about their apps.

### **Prizes**

If you would like to give out prizes, one strategy is to come up with a few creative awards, such as “Most Innovative Idea,” “Most Technically Sophisticated,” “Best User Interface Design,” etc., Ask the judges to explain why they gave each award when announcing them and share feedback with the teams in order to encourage them to keep working on their apps beyond Pitch Night. You can also use a text-message-based voting service like Poll Everywhere to have a “people’s choice award” in addition to the winning teams selected by the judges.

If your region or school is able to fundraise a prize for the winning team, this money can be used as seed funding to help the team get their app on the market. Technology companies or other corporate sponsors could donate either money or in-kind donations such as support with app development or internships for the winning teams. Prizes are not necessary, but can be a great opportunity to help students take their app to the next level.

### **Public Relations**



Whatever kind of Pitch Night you decide to organize, tell your local media about it! Reach out to local newspapers, radio stations, bloggers, and advertise your event with women in technology groups in your area. The more buzz you can generate about the event, the more likely you are to get support from your community for your Technovation teams.

## Frequently Asked Questions

### 1. What is the deadline for a teacher or a mentor to sign up to participate?

The sooner you sign up, the sooner you can connect with a teacher/mentor. Registration details are available [here](#).

### 2. What are the important deadlines in Technovation Challenge?

The 12-week course runs Feb 3 – June 18, 2014.

### 3. Who can join the Technovation Challenge? Are there any prerequisite skills or courses students have to take in order to be eligible?

The Technovation Challenge curriculum is designed for middle and high school girls ages 11-18. However, elementary school girls that have the maturity and drive necessary to complete the program can also create Technovation teams and participate. No prior programming experience is expected or required to participate in Technovation Challenge. The program is designed to fit students of all experience levels.

### 4. Do students have to be part of a team to join Technovation, or can one student build an app on her own?

Technovation Challenge teaches girls about collaboration and teamwork, important skills in the technology industry. We encourage teams of 4-5 girls.

### 5. Do I have to use App Inventor to make my app?

No, we encourage you to use any platform you are comfortable with or would like to learn. At this time, our Technovation Challenge curriculum uses App Inventor for creating Android apps. If you are already familiar with App Inventor and are interested in learning a new language, or already know a different language and would like to build an app with it, go for it! View [this document](#) for a comparison between different languages, and for resources that can help you learn them

### 6. Can a school have more than one team of girls participate?

Absolutely! There is no limit to the number of teams who can participate from one school.

### 7. How much does Technovation cost?

The Technovation Challenge curriculum is **FREE**. All you need is five high school girls, a safe place to meet, a laptop with internet. Teams may purchase smartphones to test the apps they create, but this can also be done in a limited way through a web-based phone emulator on App Inventor. Regional winners will need to cover the costs of their travel and lodging to and from the Technovation World Pitch event in San Francisco, CA (U.S.A.) If you are unable to fundraise or pursue sponsorship from a local company to cover these costs, [contact us](#) and we will explore other options through our partners.

### 8. What training is offered to mentors and teachers?

*Local:* Teams in the same region can connect and arrange multi-team events such as "Hack Day" (a day of completing App Inventor tutorials), field trips to local companies, or mentor mixers. When available, regional coordinators organize



local meet-ups throughout the year. Learn more about regional coordinators [here](#) and [contact us](#) if you want to recommend someone for the position.

*Virtual Mentor Training:* The [online mentor course on P2PU](#) covers topics such as project management, leadership, and communication and prepares mentors to support their teams. Throughout the program the Technovation Team will provide support to students, mentors and teachers through a series of Google Hangouts that support different topics and best practices.

*Virtual Training:* A “Welcome Webinar” will take place on February 3, 2014 to cover the basics of running a Technovation program and answer questions. Throughout the program the Technovation Team will provide support to students, mentors and teachers through a series of Google Hangouts that support different topics and best practices.

## **9. What support and resources are available for mentors, teachers, and students?**

The Technovation Challenge online community is designed to allow mentors, students, and teachers to ask and answer one another’s questions. Mentors can arrange and connect with one another through monthly mixers, where they can learn from one another and share best practices that will help prepare them to support their teams. Resources such as videos, PowerPoints, handouts, and articles will be available through the course.

Teachers and mentors also have the option of partnering with other teachers and mentors to share the responsibilities.

Throughout the program, the Technovation Team will provide support to students, mentors and teachers through a series of Google Hangouts that support different topics and best practices.

## **10. What is “Hack Day”?**

“Hack Day” is a combination of five App Inventor tutorials that teams can complete before the 12-week Challenge to learn basic concepts that will help them create their apps. The tutorials are available on the course as part of the fall course (<http://iridescentlearning.org/programs/technovation-challenge/2013-curriculum/>). Teams can complete tutorials on their own or arrange to spend a day working on them together with other teams in the area.

## **11. How are participants selected?**

Each student submits applications to the adult leading their program. The adult creates teams to participate in Technovation Challenge. Included in the application packet are the Survey Consent Form and the Photo Waiver. Please mail the form and waiver to [technovationchallenge@iridescentlearning.org](mailto:technovationchallenge@iridescentlearning.org) in order to participate in the program.

## **12. How does the competition work? What deliverables do teams submit?**

Each team submits a video pitch, app source code, business plan, and other materials by April 25th, 2014.

Technovation judges review all submissions using [this rubric](#). (<http://iridescentlearning.org/programs/technovation-> Last updated 10/14/2013

challenge/pitch/judging-rubric/) and choose one winning team from each region to travel to the Technovation World Pitch event in June. If your team is chosen, local sponsors may cover travel expenses to the San Francisco, CA. If you live outside the U.S., you may need to get a visa in advance in order to be prepared for travel.

### **13. What do the Technovation Challenge champions win?**

The winning team will receive \$10,000 in funding and support to develop their app and distribute it on the mobile market. You can [view and download](#) winning apps from previous seasons!

In addition, all students participating in Technovation Challenge will receive a certificate of completion. View the [Technovation Rewards](#) for the full list.

### **14. What happens after the app gets developed? Who owns it?**

The girls own the intellectual property (IP) and can collect all profits from it. We simply ask that they credit both Iridescent and ONR for funding and sponsoring the project through the Technovation Challenge. We encourage girls to share their ideas and collaborate to contribute to the Open Source Movement, as this will eventually benefit them and the public.

### **15. Can boys participate in the program?**

No, the Technovation program is girls-only. Women are highly underrepresented in the technology fields, and especially women of color. Research shows that women are more enthusiastic and engaged in STEM courses when they are in an all-girls environment because they feel comfortable participating and asking questions. We aim to provide that safe environment and provide the girls with role models so they can see themselves in a technology career. Other technology and entrepreneurship initiatives are co-educational, such as FIRST, SMASH, and BUILD, but Technovation Challenge is girls-only. However, our curriculum is free and open-source we encourage anyone to use it to learn if there is a desire.

### **16. Is having a mentor a requirement to participate? Why aren't men able to be mentors?**

A teacher or mentor can lead teams through the Technovation Challenge 12-week course. Teams can meet with mentors virtually or face-to-face. Virtual sessions allow teams in remote areas to participate, as well as draw in mentors who have not participated because of the logistical challenges of in-person meetings. Providing girls with role models they can relate to allows them to see themselves as having a career in technology someday. Learn more about the role of female mentors [here](#). We encourage men who want to support our program to help in other ways, such as recruiting female mentors, facilitating hack days, fundraising, and securing corporate sponsorships.

### **17. What happens after Technovation is over?**

After the Technovation Challenge program is over, you can still be engaged in several ways. You can continue to have discussions on [P2PU](#) and collaborate with other Technovation alumni. In addition, you can start developing other apps using App Inventor, or maybe try a different development platform. [Here](#) is a document with some of the options available for you, and a comparison between them to help you take the next step.

### **18. Can we print t-shirts for our teams?**



Yes! Printing t-shirts can help unify student teams. You can use our [t-shirt design](#) and print shirts at a local printing shop, or you can design your own. Teams that travel to the Technovation World Pitch event in May will receive Technovation t-shirts.

## 19. Who funds Technovation Challenge?

Technovation Challenge is funded by a combination of government grants and corporate sponsorships. Technovation Challenge is funded by a combination of government grants and corporate sponsorships. It is a program of [Iridescent](#) (a 501c3 non-profit educational organization) that is largely funded by the Office of Naval Research (ONR). ONR's investment in Iridescent is intended to leverage proven best practices in providing students with a safe and stimulating place to learn about science, technology, engineering, and math (STEM) through hands-on, real-world experiments, and mentoring.

Because Technovation is Iridescent's main technology-focused program, we also receive sponsorships from technology companies who want to support the work we are doing to engage women in computer science. Companies and organizations including Google, Microsoft, Twitter, LinkedIn, IBM, Fleishman Hillard, Frey Scientific, Ask.com, Givezooks!, Knewton, NYC Cares, Ideeli, Adobe, Morgan Stanley, ESPN/Disney, State Farm, and Salesforce have contributed to Technovation by donating funds, equipment, event space, and/or prizes to the program. Technovation is also sponsored by research institutions such as the Lawrence Berkeley National Laboratory and UC Berkeley. To learn about how you or your company can contribute to Technovation, [visit us online](#).

## Helpful Resources

The following resources may be helpful to you as you set up a Technovation Challenge club:

### Women in Computing

- NCWIT (National Center for Women in Information Technology) [http://www.ncwit.org/resources?field\\_audiences\\_tid%5B%5D=1](http://www.ncwit.org/resources?field_audiences_tid%5B%5D=1)
- SWE (Society of Women Engineers)—find your local chapter: [www.swe.org/](http://www.swe.org/)
- Anita Borg Institute for Women in Technology <http://anitaborg.org/>

### App Inventor

- Main website: <http://appinventor.mit.edu/>
- Dave Wolber (USF) site for teaching App Inventor: <http://www.appinventor.org/>
- Video Tutorials (search for App Inventor): [www.youtube.com](http://www.youtube.com)

### Technovation Challenge

- Main website: [www.technovationchallenge.org](http://www.technovationchallenge.org)
- Online course and community: <http://iridescentlearning.org/programs/technovation-challenge/2013-curriculum/>
- 2011 Promotional Video: <http://bit.ly/TCVideo2011>
- Facebook: Technovation Challenge
- LinkedIn: Technovation Challenge
- Tumblr: [iridescent-technovation.tumblr.com](http://iridescent-technovation.tumblr.com)
- Twitter: @technovation



## Appendix

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## Sample email template for reaching out to local schools to start a club in your area (for mentors):

Dear Principal \_\_\_\_\_ and Staff,

Hello! I'm a volunteer mentor with Technovation Challenge, a nonprofit dedicated to inspiring women in technology and entrepreneurship. In the program, high school girls work in teams to develop mobile apps, conduct market research, write business plans, and create a "pitch" for funding. Each team works with both a classroom teacher at their school and a female mentor/role model from the technology industry. The course culminates in a global competition where teams compete for funding to launch their company and take their app to market.

The goal of the program is to inspire girls to see themselves not just as users of technology, but as inventors, designers, builders and entrepreneurs. Technovation has reached over 1,374 girls across the country, and hopes to reach 2000 girls this year as they continue to expand globally.

I am reaching out to see if <insert school name> might be interested in working with me to start a Technovation club. I am a <insert job title> at <insert company> and I am interested in mentoring a team of girls at your school to help them learn app development. Would you be willing to chat with me for a few minutes about the program next week? I would be happy to drop by your office to talk further.

Sincerely,

<insert name>

<insert LinkedIn profile>

**NOTE:** Always send your initial email to the principal, but copy either:

- the lead college and career counselor
- the science/math/computer science dept. head
- the vice principal

...and if the principal does not respond, follow up with each of these folks individually. This way, the principal is made aware of the program, but the other individuals on the list above may be more likely to be in a position to help you. The principal may never respond, but counselors or vice principals usually will.





## Sample email template for reaching out to local companies to recruit mentors in your area (for teachers):

Dear <insert company name>,

Hello! I am a teacher at \_\_\_\_\_ High School, and I am reaching out to tell you about a nonprofit program called Technovation Challenge, which is dedicated to inspiring women in technology and entrepreneurship. I am starting a Technovation club at my school, and I am looking for women in technology to volunteer as mentors in the program. I thought I would reach out to your company to see if I could recruit some of your women employees to volunteer.

In the Technovation program, high school girls work in teams to develop mobile apps, conduct market research, write business plans, and create a “pitch” for funding. Each team works with both a classroom teacher at their school and a female mentor/role model from the technology industry. The course culminates in a Technovation World Pitch event where teams compete for funding to launch their company and take their app to market.

The goal of the program is to inspire girls to see themselves not just as users of technology, but as inventors, designers, builders and entrepreneurs. Technovation has reached over 1374 girls across the country, and hopes to reach 2000 girls this year as they continue to expand globally.

Can you direct me to the right person in your office that handles community affairs? Thank you very much for your time!

Sincerely,

<insert name>

<insert LinkedIn profile>



# Technovation Challenge Student Application

Please return this completed application to your teacher by \_\_\_\_\_.

**Program Details:** The Technovation Challenge program is an after school club where high school girls design mobile apps, gain technology and entrepreneurship skills, and work with women mentors from the tech industry. Students work in teams at their school site to build their apps with the help of a teacher and mentor who visits the school once per week. In April, each team submits their mobile app, business plan, and video pitch for their app. Winners from each region fly to the San Francisco Bay Area in May for the Technovation World Pitch event where students demo their apps and present their business plans to a panel of experts, competing to have their app funded and taken to market.

**Who is eligible to apply?** All high school girls are eligible to participate in the Technovation Challenge. Past programming experience is not expected or required.

**How much does the program cost?** The Technovation program is free for all participants.

Class Dates: \_\_\_\_\_

Class Location: \_\_\_\_\_

## Application:

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Street Address (including City, State and Zip): \_\_\_\_\_

Phone Number: \_\_\_\_\_ Alternate Phone Number: \_\_\_\_\_

High School: \_\_\_\_\_ Grade Level: \_\_\_\_\_ Ethnicity: \_\_\_\_\_

Can you commit to attending class once per week for twelve weeks? \_\_\_\_\_

**ESSAY #1:** Explain your level of commitment to this program. How much time are you willing to put into Technovation, and how dedicated will you be to your team's project? If you have other commitments outside of school, please list them here and outline your plan for accommodating the additional workload of Technovation into your schedule.

ESSAY #2: Choose one of the following questions and answer it in essay format (you may use additional sheets if necessary):

a) What are some ways that you think communication will be different in ten years and why?

b) What is one new technology product that has caught your attention? If you were in charge of the development team, what would you do to improve this product?

c) Identify a problem in your community and explain how you would go about solving it through the use of technology.

Parent Signature *(I have read the details of this program and will support my daughter's participation):* \_\_\_\_\_



Parent Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## RELEASE AND AUTHORIZATION TO USE STUDENT IMAGE

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I understand that my and/or my child's name, likeness, or voice may be used in the manner described above, and grant Iridescent the right to use and reuse, in any manner at all, the video, motion picture, audio recording, Web page, or still photograph productions, broadcasts, and/or publications as described above. I hereby forever release and discharge Iridescent from any and all claims, actions and demands arising out of or in connection with the use of said video, motion picture, audio recording, Web page, or still photograph, including, without limitation, any and all claims for invasion of privacy and libel. This release shall inure to the benefits of the assigns, licenses and legal representatives of Iridescent as well as the party(ies) for whom Iridescent took the video, motion picture, audio recording, Web page or still photograph.

I represent that I have read the foregoing and fully and completely understand the contents hereof.

Dated: \_\_\_\_\_

Signed: \_\_\_\_\_ (Parent)

Please print your child's name: \_\_\_\_\_

Please contact your teacher if you have any questions. Thank you!

## EXONERACIÓN Y AUTORIZACIÓN A USAR IMAGEN DE ESTUDIANTE

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Por la presente hago constar que he leído este documento y que entiendo plena y completamente su contenido.

Fecha: \_\_\_\_\_

Firma: \_\_\_\_\_ (Padre)

Por favor, imprima el nombre de su hijo/hija: \_\_\_\_\_

Comuníquese con su maestro/maestra si tiene alguna pregunta. Gracias.



## SURVEY CONSENT FORM

Dear Parent/Guardian,

We would like you to understand whether the Technovation Challenge program is making a difference in your child's education.

Participation in the Technovation program includes a pre- and post-survey so that we can see how much your child benefited from this opportunity.

Please sign below if you authorize your child to complete these surveys so that we can use the data to improve our program. Her answers will remain confidential and she will not be described in such a way that she can be identified.

Thank you very much for your cooperation.

---

Student Name (please print)

---

Parent Name (please print)

---

Parent Signature

---

Date



## CONSENTIMIENTO A SONDEO

Estimado padre o encargado:

Nos gustaría que usted entendiera si el programa Technovation Challenge está haciendo una diferencia en la educación de su hija.

La participación en el programa Technovation incluye el llenar un sondeo antes y después para ver cómo se benefició su hija de esta oportunidad.

Por favor, firme en la línea provista para autorizar a su hija a completar estos sondeos ayudándonos así a mejorar el programa. Sus contestaciones se mantendrán confidenciales y no se publicará ninguna descripción que pueda identificar a su hija.

Muchas gracias por su cooperación.

---

Nombre de Estudiante (en letra de molde)

---

Nombre del Padre o Encargado (en letra de molde)

---

Firma del Padre o Encargado

---

# Ice Breaker Activity: Get to know each other

Find someone who....

Was born in another country	Has the same favorite class as you	Loves to read	Plays soccer	Fills out crosswords
Loves to cook	Built a robot	Has a birthday on the same day as you (any month)	Was born in the same state as you	Is left-handed
Gardens	Has been to another state	Plays Sudoku	Has programmed before	Loves to run
Has family who live in another state	Is on a swim team	Has the same favorite color as you	Has curly hair	Speaks a language other than English
Has played a computer game	Loves to bike	Is part of a service club	Has a dog	Has hair the same color as you
Is vegetarian	Loves puzzles	Has straight hair	Has the same favorite food as you	Loves Legos™

**Instructions:**

- Put your name at the top of the worksheet so you do not confuse it with someone else's sheet
- You can only sign one square per worksheet
- You can sign your own worksheet once
- Shout "TECHNOVATION!" if you are the first to get all your squares filled in!