



Diamond ◆ Challenge

2019

SPAIN

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Diamond Challenge Entrepreneurship Global Competition

The Diamond Challenge is the largest global entrepreneurship concept competition for high school students in the entire world. High school students from around the world unite to pitch their idea with hopes of winning funding to make their idea a reality. If for some reason, the winning team decides not to pursue their idea, the funding could be used to finance their education.

There are two competition tracks: The Business Concept Track, and the Social Innovation Track.

Business Innovation Track

In the Business Concept track of the Diamond Challenge, competing teams must pitch an idea that generates revenue and profits by solving a customer problem. The business concept competition focuses on the development and validation of new business models.

For more information watch the video below:

<https://vimeo.com/74900401>

Social Innovation Track

The primary purpose is to solve a social problem and make a positive impact on people or the environment. The social innovation competition focuses on the development of new, social innovation models that may include revenue-generating nonprofit organizations and mission-driven, for-profit ventures.

At the moment, for 2019, Spain does not offer a live Social innovation preliminary pitch event round. However, it is still possible to compete in the virtual preliminary pitch event. Some information in the pack does not apply to those competing virtually.

What are the steps of competition?

There are 4 rounds of the Diamond Challenge:

1. After the submission Deadline, teams who have uploaded their required concept files will have their files evaluated.
2. The teams that have been selected by an international panel of judges will be invited to pitch their idea live in Madrid, Spain. Each team will have **5 minutes to present their concept and 3 minutes to answer** the judges' questions.
3. One team will be selected to represent Spain at Diamond Challenge Summit in the USA.
4. International Innovation Initiative will help the winning organize travel plans. They will also help look for trip expense funding (Though International Innovation Initiative does fundraise to help cover travel expenses. Ultimately the winning team is responsible for covering travel expenses. Furthermore, fundraising does not apply to those competing virtually)

5. The teams will compete again at the Diamond Challenge Summit for a chance to be selected to go to the Semifinal round. At the summit, they will also participate in entrepreneurship workshops, and presenting by key speakers.
6. On the last day of the summit, the top 3 teams will compete for the top prizes in front of the entire Summit and a panel of prestigious judges.

Where will the Diamond Challenge be held?

Preliminary Pitch Round

Madrid, Spain

(To be announced)

The winning team from the preliminary round event will be invited to compete in the **semifinal round** at the University of Delaware.

The Diamond Challenge Youth Entrepreneurship Summit is a 3-day conference for students, educators, and community members from around the world who are interested in entrepreneurship/entrepreneurship education. At the summit, there will be showcase speakers, workshops, panels, pop-up competitions, and the semifinal and final rounds of the Diamond Challenge. Anyone from around the world is eligible to attend.

The Diamond Challenge Youth Entrepreneurship Summit:

100 David Hollowell Dr.

Newark, DE 19716 USA

What are the Diamond Challenge objectives?

The Diamond Challenge, a youth entrepreneurship education program, was created with two main objectives:

(1) to expose high school students to entrepreneurship as a viable career path.

(2) to provide high school students with an outstanding opportunity to learn about the entrepreneurial process while attempting to put their ideas into action.

International Innovation Initiative decided to partner with University of Delaware's Horn Entrepreneurship with two additional objectives:

(1) To empower students to play a proactive role in achieving their dreams no matter what future career path they choose.

(2) To help high school students learn the importance of languages in a global community.

How much does it cost to participate?

It is completely **free** to compete.

Furthermore, the Diamond Challenge will help the semifinal winners with accommodations at the event. The semifinalist team will win \$1,000 + \$900 travel package, and hotel accommodations will be paid for by the Diamond Challenge Horn Entrepreneurship Team.

Participants and team advisors are responsible for ensuring all teams submit the necessary travel information to International Innovation Initiative in order to attend the summit. In the future, International Innovation Initiative would like to find Sponsors to help fund part of the winners' travel expenses. However, at the moment, the \$1,000 prize is expected to be used towards additional travel expenses not cover above.

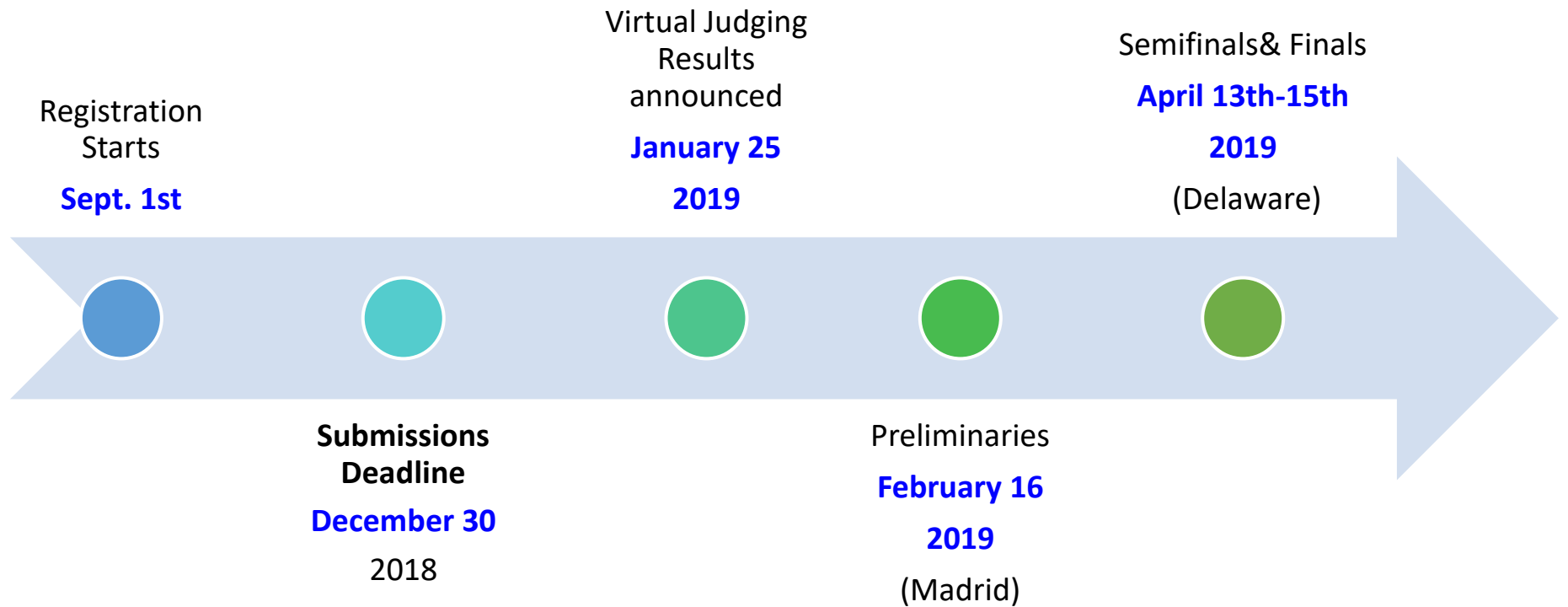
Who can participate?

Any **high school student** typically between the ages of 14-18 (3rd ESO to 2nd Baccalaureate) who follow the guidelines below can compete:

1. Teams must be comprised of 2-4 high school students typically between the ages of 14-18 (3rd ESO to 2nd Baccalaureate) and one teacher or another adult advisor who is in a position to provide the opportunity to participate and is broadly available. Team Advisors must be at least 18 years of age, and all teams must have 1 team advisor. All members of a team must be actively enrolled for the duration of the Diamond Challenge and in good academic standing at their school.
2. Only concepts that have been conceived by the members of the team may be submitted to the Diamond Challenge. If a submitted concept has been conceived also by members not participating in the Diamond Challenge, their names must be disclosed upon registration to avoid conflicts of interest among early-stage concepts. Businesses and social enterprises must not have generated more than \$100,000 in total revenue before the submission deadline for the written concept and pitch deck.

For more information go to diamondchallenge.org/competition/ and scroll down to Rules and Judging Criteria.

Calendar



Prizes:

Preliminary National Pitch Round:

1st Place: \$1,000 +\$900 travel package + food and accommodations during the Diamond Challenge Youth Entrepreneurship Summit as well as the right to compete at the Summit

International Innovation May be able to raise additional funds to help the winning team travel to the USA. However, this is to be determined at a later date.

¹Finals (University of Delaware):

1st Place: \$13,000

2nd Place: \$9,000

3rd Place: \$5,500

Registration and Submission Step by Step Directions

Students can register at <https://diamondchallenge.awardsplatform.com/> and find. There, students can find the electronic registration form as well a detailed video about how to register as well as a step by step script. Below there is also a step by step summary:

Register team on Diamond Challenge Platform

1. **One** team member registers at <https://diamondchallenge.awardsplatform.com/>
2. Fill out the information for that one team member
3. Check email account for a verification email. You may receive two, but only one is “account confirmation.” Until you click on the link, you will not be able to start a concept.
4. Even if you are not ready to start a concept, we recommend that teams register as soon as possible to receive important Diamond Challenge updates, other program opportunities, and to be able to joint to Diamond Challenge Facebook community.

Start a Concept

1. After confirming the account, you will be able to see the “Start a New Concept” button. Make sure to read all the important information on this page.
2. Click on “Start a New Concept”
3. Select pitch site and track. All those doing the Business Innovation Track must choose Spain (Madrid) if residing in the Community of Madrid. If not and are not in the Community of Madrid, choose the virtual track.

¹ Subject to change

4. Name your concept. Make sure it applies to your idea. Do not use any generic names like Concept 1.
5. Click "Save + Next."

Add Team Members

5. Add the other team members, NOT INCLUDING THE REGISTERING TEAM MEMBER
6. Each team member will need to upload as a signed copy of the Diamond Challenge Release form. If the member is under 18, it must be signed by their legal guardian. If they are over 18, they must sign it themselves.
7. Click "Save + Next."
8. Note: Up to 3 additional team members can be added. For example, 3 added team member + the registering team member constitutes a team of 4 (3+1=4).

Add Advisor's information

9. The advisor must be over the age of 18. They also must be willing to travel with the team to the Diamond Challenge Youth Summit if the team wins.
10. Fill in the information about advisors
11. Click "Save + Next."

Prepare Required Concept Submission Files

1. Written Concept:
 - a. No longer than 5 pages excluding cover page
 - b. 12-point font
 - c. 2.54 CM margins
 - d. Assigned Concept Number on Cover page. Do not put team members' names, advisors' names or school names on the Cover page or your submission will be deducted a point in the initial virtual evaluation.
 - e. File Format: csv, doc, docx, or pdf file.
2. Pitch Deck
 - a. Between 10 to 15 slides
 - b. Should be prepared for a presentation that lasts no longer the 5 minutes
 - c. File Format: ppt or pptx file

The Diamond Challenge does not require concepts to present the information in any specific manner. However, we strongly advise teams to follow the Diamond challenge **curriculum** at diamondchallenge.org/curriculum/

Business Canvas can help teams better understand how to organize their concept submission files. Video 7 in the [Diamond Challenge Curriculum](#) explains step by step a business canvas. leanstack.com provides an online tool to help students prepare a Business Canvas.

Submit Concept

1. Go to the “Concept Information” tab
2. Fill in a one-sentence concept Description.
3. Click on “Submit Concept.”
4. Upload Written Concept and Pitch Deck using the proper file formatting (See “Prepare Required Concept Submission Files”).
5. Concepts that have uploaded the Written Concept and Pitch Deck but the Submissions Deadline (See Calendar) will move to the Virtual Evaluation Round.

For more information go to diamondchallenge.org/competition/ and navigate to the bottom of the page until you find the section ‘Rules and Judging Criteria.’

Live Concept Submission vs. Virtual Concept Submission

It is always in a team's best interest to try to compete under a National Diamond Challenge Pitch Site. However, due to logistics, this may not be possible. For that reason, the Diamond Challenge offers the possibility of pitching virtually. Regretfully, virtually teams do not get the full experience or help that they would have if they registered to pitch live. Furthermore, some of the information in this packet does not apply to virtual pitching.

Benefits for Pitching Live:

1. Support from the International Innovation Initiative for teams pitching live in Spain.
2. In the Evaluation and Preliminary round, Pitch Site submissions pool reduces to only those who selected the same Pitch Site. Virtual teams compete against all virtual submissions globally which are part of a much larger pool.
3. The chance to present your ideas to a panel of Business Professional Judges and get their feedback in person at the event during the Live Preliminary Pitch Round.
4. The chance to network with like individuals and entrepreneurs .
5. Travel Support from International Innovation Initiative. This support includes planning and possible financial help to cover some travel expenses.

Who Sponsors Diamond Challenge Madrid?



The International Innovation Initiative (3I) was formed in response to students' reaction to the first Annual Diamond Challenge Preliminary Round Spain. 3I aims to help young future entrepreneurs to gain access to opportunities and skills needed to be successful in a global market.



Paul & Linda McConnell Youth
Entrepreneurship Initiative

HORN ENTREPRENEURSHIP

The Diamond Challenge was created through Horn Entrepreneurship, a cornerstone for entrepreneurial activity based at the University of Delaware. Because of the generous contributions made by Paul and Linda McConnell, they are able to provide high school students around the world with opportunities to experience entrepreneurship first hand. This initiative empowers students in high school and beyond through entrepreneurial education and enrichment opportunities in order for students to create, capture, and deliver value from new ideas, regardless of their future career path.



Paul & Linda McConnell Youth
Entrepreneurship Initiative

HORN ENTREPRENEURSHIP

How to Help?

Judges

Entrepreneurs, business professionals and community leaders that follow the guidelines below can volunteer to Judge either virtually, or at the Preliminary Live Pitch Round in Madrid, Spain.

Judges play an important role in the Diamond Challenge by evaluating written concepts and pitches according to the competition's scoring guidelines. Judges can come from anywhere in the world. However, they must have a high level of English.

Virtual Judging

Virtual judging can be completed remotely. Virtual judges will receive training from the Diamond Challenge Team via a live webinar. Normally approximately 3 live webinars are scheduled to help better adapt to the judges' schedule. A recording of one of the live webinars will be uploaded as well for the judges who can't attend any live webinars.

A total time commitment of 2-4 hours is generally required. Judges may be asked to review up to 5 Diamond Challenge concepts. During the webinars, Delaware will explain how judges will need to evaluate numerically on a preset rubric form. Virtual judges have a few weeks to gradually evaluate each concept however they see fit.

Though Virtual Judges do not have to attend, it would be an honor to have them come as special guests. They will also get the same treatment as Live Judges at the Live Pitch.

Live Judges

Live Judges will evaluate the top presentations selected previously by the virtual judges. Judges who participate in the live pitch events will review no more than 12 pitches which is equivalent to a maximum of viewing 1.5 hours of presentations. Depending on how many teams are invited to the Preliminary Live Pitch Round, judging could be divided into 2 rounds.

Who can judge?

- Entrepreneurs, business professionals, and community leaders
- The cannot know any students competing in the competition
- Must have a high level of English

Judging requirements

- Must be 18 years of age or older
- Must have 2 years of professional work experience
- Must have a background in business and/or entrepreneurship/entrepreneurship education
- Must be fluent in English
- Online judges only: Must be willing to devote between 2-4 hours to thoroughly review 5 Diamond Challenge concepts.

Advisors

Adults (over the age of 18) who have experience in the world of entrepreneurship may advise a team. It is important to understand that if the team they advise wins, they will be expected to accompany them to the Diamond Challenge Youth Entrepreneurship Summit.

Teams are expected to find their advisors. However, if needed, International Innovation Initiative will help teams find advisors that are best capable of helping them with their business plan. Due to the age of the competing teams, advisors need to be accepted and verified by the legal guardians of each team member competing.

For more details, contact us at info@3initiative.es

Volunteers

The Diamond Challenge Preliminary Pitch is a nonprofit event. Though the Horn Entrepreneurship has provided some funding, volunteers will be needed to make the competition possible and the best that it can be. There are many ways to volunteer time and help us to achieve our goal of sponsoring this international event.

If you are interested in helping, please send an email to info@3initiative.es

Sponsors

We are currently looking for ways to help make this event the best it can be. Thus, we are also looking for sponsors who can help us make it possible. There are many ways to sponsor the Preliminary Pitch Event.

If your organization is interested in helping, please send an email to info@3initiative.es

Benefits for Judging, Mentoring, Volunteering or Sponsoring?

- Help adolescents get hands-on experience in the professional world of Entrepreneurship
- Help adolescents build confidence and self-worth.
- See new perspectives on how to solve current problems in the world.
- See the entrepreneurs of the near future in action.
- To network with like individual and young energetic entrepreneurs.
- Upon request, a certificate of participation signed by the University of Delaware and International innovation Initiative that can be used. This certificate can be useful for a variety of professional reasons.

For more details, contact us at admin@3initiative.es.

Contact Information

Website Diamond Challenge:
<http://diamondchallenge.org>

Website International Innovation Initiative:
<http://www.3initiative.es>

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