**How to run your own**

**YOU Innovate Tournament**

**Why YOU Innovate?**

* Allows participants to practice entrepreneurship;
* Teaches and promotes teamwork and creativity;
* Works in both educational and corporate settings;
* Suitable for all ages and;
* It’s fun!

**What is YOU Innovate?**

In 2011 and 2012, YOU Innovate Canada was hosted nationally by the Canadian Youth Business Foundation (CYBF) in celebration of Global Entrepreneurship Week (GEW), and was supported by Mount Royal University, studentawards.com, Review Room, Enactus (formerly ACE) and TELUS. CYBF will be celebrating GEW 2013 with a new initiative and is encouraging organizations, schools and businesses to run their own local YOU Innovate Tournaments.

This Tournament is modeled in part after other tournaments and challenges, such as Stanford’s Global Innovation Tournament. The key learning objective is to gain a deep understanding of what it’s like to create something significant out of almost nothing at all – a fundamental skill relevant to any career.

This Tournament shows that the spark of a great idea simply comes from looking at an ordinary object in an extraordinary way, an entrepreneurial way. YOU Innovate encourages innovation by asking participants to use an everyday household object as raw material to create value.

Value can be social, environmental, monetary etc.

**Responsibilities of the organizer:**

* Choosing the mystery object;
* Managing communications to the teams;
* Engaging a panel of judges;
* Assembling prizes.

**Suggested timeline:**

|  |  |
| --- | --- |
| November 1, 2013 | * The mystery object is unveiled |
| November 1 to 12, 2013 | * Teams (of up to five people) get together and decide how they will use the mystery object as raw materials to create value; * The teams get out in the community and prove that their innovation is valuable; * The teams create a video explaining their innovation and showing its value (three minute maximum length) – can upload to YouTube and submit the link by email to organizer. |
| **November 12, 2013** | * Video submissions due |
| **During GEW (November 18-24)** | * A panel of judges scores the videos and determines the winners; * Optional: Wrap event - “Film Festival” and Awards Ceremony |

**Object ideas:**

In the past, this Tournament has used coffee cups and egg cartons as the mystery object. Similar tournaments have used Post-it-notes, rags, string, rubber bands and plastic water bottles.

**Best practices:**

* Make sure that you choose an item that is easily accessible – it should not cost money to get this item nor be difficult to find;
* Increase the value of the innovation and the impact of the Tournament by requiring that any monetary gains from a team’s innovation be donated to charity;
* Have a “film festival” where all of the videos are shown to the group and follow with the awards for the winners;
* Encourage participants to engage the community both in-person and online. To help track social media impact, you can create a hashtag for your Tournament such as #youinnovate13;
* Make sure that your prizes are exciting! You may wish to approach local businesses to ask for donations of gift cards or merchandise, or offer an experiential prize like lunch with a local entrepreneur or CEO;
* Engage people from the community to be Tournament judges and ensure that they are from various sectors such as the education sector, the corporate sector and the start-up community.

**Assessment Form - YOU Innovate Canada Tournament**

Team name:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Disagree | | | Agree | | |
| **1. This team did a great job of defining value** | 1 | 2 | 3 | | 4 | 5 |
| **2. This team did a great job of creating value using the mystery object** | 2 | 4 | 6 | | 8 | 10 |
| **3. This team did a great job of measuring the value they created** | 1 | 2 | 3 | | 4 | 5 |
| **4. The value this team created was significant** | 1 | 2 | 3 | | 4 | 5 |
| Total score (out of 25) = |  | | | | | |

**Notes for the judges:**

A team’s submission should only be judged based on their three-minute video and the results of the online public voting. As such, the onus is on the team to use the video to demonstrate that they met each of the criteria.

Here are some considerations for the above criteria:

**1. This team did a great job of defining value**: This means that the video addresses and makes clear how the team chose to define value. This is not always obvious and can be done many different ways. It can also be any combination of monetary, social and environmental value. A strong submission will make this clear.

**2. This team did a great job of creating value using the mystery object**: This means two things. First, the team actually went out into the community and had an impact as opposed to just making an advertisement or promotional video that only demonstrates the potential value. Second, it also means that the mystery object was used to create the value – that it was central to the process and that the value couldn’t have been created without it. For example, selling widgets to raise money for a charity wouldn’t score highly here because the charity could have been more central to the value proposition than the mystery object. A team doing really well on this will have shown that they found a way to take the mystery object, turn it into something that has value on its own, and demonstrate that value in the community. To reflect its importance, this criterion is worth more than the others.

**3. This team did a great job of measuring the value they created**: This means that the video explicitly assesses and communicates how much value was created. This can be done using qualitative measures, e.g. smiles on faces; quantitative measures, e.g. money raised; or a combination of both. The important thing is that the video makes it clear that the team reflected on and shared a reasonable measure of the value created.

**4.** **The value this team created was significant**: While this is fairly self-explanatory (the more significant the value, the better), there are different ways of doing well on this criterion. For example, a team could do something that has a life-changing impact on only one or two people, or it could do something moderately impactful for thousands. Like criterion 1, this can be done in many different ways and the onus is on the team to use the video to demonstrate why the value was significant.