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| **Business Plan Workbook** |
| **Congratulations! You are a finalist of the Amazon Longitude Explorer Prize!** |
| We hope you have enjoyed participating in the Amazon Longitude Explorer Prize so far, and we are very excited for the final stage to see how you grow and develop your ideas.  You have done an amazing job and put forward some really impressive ideas about how you can use technology to make the world a better place, and we have developed this workbook to help you take those ideas from the page to reality. |
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| **1: Background information about the Amazon Longitude Explorer Prize** |

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| **The Amazon Longitude Explorer Prize is a UK-wide competition for 11-16 year olds, designed to encourage young people to imagine new and exciting ways to tackle pressing societal issues using technology to help shape our lives for the better.** |

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| **The Challenge**  How can you use technology to create an app, product or service that will make the world a better place, enabling people to Live Better, Live Longer, Live Greener and Live Together? |

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| **The Themes** | |
|  | **Living Longer**  Because of breakthroughs in medicine and better healthcare, we are living longer than ever. But as we get older, our needs change. What can technology do to meet the needs of an ageing society? |
|  | **Living Better**  There is huge potential in how technology can help us live healthier and happier lives. How can we use technology to help us catch illnesses earlier and recover more quickly, help us stay happy and healthy in our day to day lives, and improve the lives of others? |
|  | **Living Greener**  It is becoming increasingly important to transform the way we live to reduce our negative impacts on the environment. How can we use technology to help protect our planet? |
|  | **Living Together**  We are presented with more and more options that can help us move about, access vital services and supplies and stay connected to each other. How can we use technology to help us live together and stay connected in a way that is easy, safe and environmentally friendly? |

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| **2: How to use this document** |
| This document will help you to showcase your idea to the judging panel and demonstrate the work that you have done to develop it. You should work as a team on this document (remember, teamwork is a key judging criteria!). Over the past year, we are sure that you have learnt a lot of remote working skills. Below are a few ideas for how to do this effectively: |

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| * **Working on a shared document, such as a Google Doc, so you can all work on it at the same time.** * **Working on a Word document version, and each work on an individual section before sending it on to the next person in your team. When everyone has done their section, you could have a phone call to discuss the final version.** * **Having weekly check-ins with your teammates to check your progress.** |

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| We know this seems like a long document, but remember that **every big task is made up of lots of smaller tasks**. You should come up with a plan with your team and assign different members tasks to get the job done together. Remember that your mentor is here to help so don't forget to ask them for advice if you get stuck!  You have had huge success in getting to this stage and have done lots of work already to come up with your idea. This is a chance for you to build on this success and really make your ideas shine! |
| **Lots of small steps lead to big results!** |

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| **3: Guidance, Key Dates & Judging Criteria** |
| **Completion of this workbook is a requirement for the final stage of the Amazon Longitude Explorer Prize.** All workbooks will be assessed to help the judges select the winners!  **Workbooks need to be submitted electronically by sending a PDF and a Word version via email to** [**explorer@nesta.org.uk**](mailto:explorer@nesta.org.uk) **by 17:30 on Monday 14 June 2021. You will also need to submit a two minute pitch video alongside your workbook but more guidance will be communicated on this at the events.**  You will need to complete all sections (5.1 - 5.10) of this workbook to develop your action plan for the design and development of your concepts to a prototype or final product. The workbook will ask you key questions to guide your thinking about how you get your idea from concept to reality.  Some of the questions may appear to be asking for similar information that you have submitted before, however, this is an opportunity to refresh the idea and provide more detail that will help the judges to make the decision about who will win.  **Remember, we have lots of resources on the** [**dedicated finalist page**](https://longitudeexplorer.challenges.org/finalists/) **on our website to help you. We will also host two finalist events on 6 and 20 May, which will be available live and as video recordings to watch another time. All the online workshops should be helpful but we have also signposted in this document which workshops will be most relevant for each section.** |

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| **4: Mentoring & Judging Criteria** |
| **Mentoring** |
| To support the development and prototyping of your idea, your team will be matched with a mentor. They will be able to discuss development with you over the course of your journey.  We will be setting up a way for you to meet and interact with your mentors online. This will be organised with your Team Champion, please let them know if you have any further questions. |
| **Judging Criteria** |
| Please find a reminder of the judging criteria below. |

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| **Innovative use of technology** | * **Is your project an innovative idea that uses technology for good in a new way?** |
| **Impact** | * **Have you clearly explained the problem you are trying to solve?** * **Can you show how your idea will help to solve it?** |
| **Enterprising** | * **Are you able to explain clearly the steps you would take to turn your idea into a reality?** * **Do you know what you need to do to make or build your tech product of service?** |
| **Teamwork** | * **Were you able to work together as a team?** * **Were the contributions and strengths of all team members recognized?** |
| **Communications** | * **Do you have a clear plan for marketing and promoting your idea to your target audience?** |
| **Ethics & Security** | * **Have you thought through the ethical and security impacts of your idea and how you would make your idea safe?** |

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| **5: Workbook** |
| Now it’s your turn to get writing! Follow this workbook through to the end, answering the questions as you go, to really show the judging panel all the hard work you have put into developing your amazing idea! |
| **LOGO**  **(Insert your project logo here - and then delete this text!)** |

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| **Project Name:** |  |
| **Team Name:** |  |
| **School/Organisation Name:** |  |

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| **5.1: Summary of your idea** |

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| **Name of your idea:** |
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| **Summary of your idea (200 WORD LIMIT)**  *Describe the project as if you’re explaining it to someone new. What's your 30-second pitch? Provide a summary of your idea, being specific about what it is and what it aims to do.* |
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| **Please tick the theme which relates to your idea the most:** | |
| [**Live Longer:** helping the older generation to stay independent and active](https://longitudeexplorer.challenges.org/wp-content/uploads/sites/62/2019/09/Theme-1-Living-Longer-pdfreduced.pdf) |  |
| [**Live Better:** helping people live healthier](https://longitudeexplorer.challenges.org/wp-content/uploads/sites/62/2019/09/Theme-2-Design-Living-Betterreduced-2.pdf) |  |
| [**Live Together:** through better transportation and tech](https://longitudeexplorer.challenges.org/wp-content/uploads/sites/62/2019/09/Theme-3-Living-Togetherreduced.pdf) |  |
| [**Live Greener:** helping tackle pollution and energy saving](https://longitudeexplorer.challenges.org/wp-content/uploads/sites/62/2019/09/Theme-4-Living-Greenerreduced.pdf) |  |

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| **5.2: Description of team: roles & responsibilities** |

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| **This section relates to the TEAMWORK judging criterion:**  *Were you able to work together as a team? Were the contributions and strengths of all team members recognized?* |
| In this section, please describe your team. Select the roles required in the delivery of the product, app or service - e.g. engineer, designer, press officer, marketing manager, and assign a role to the person most interested or suited to it.  Write the team member's name and the role and briefly describe their responsibilities and what work they've done to support the development of the idea.  **Remember - a great way to complete this workbook is to split it into manageable tasks and for each team member to take responsibility for different tasks.** |

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| **Team member name:** |  |
| **Title of role:** |  |
| **Description of responsibilities and tasks undertaken to develop the idea:** |  |

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| **Team member name:** |  |
| **Title of role:** |  |
| **Description of responsibilities and tasks undertaken to develop the idea:** |  |

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| **Team member name:** |  |
| **Title of role:** |  |
| **Description of responsibilities and tasks undertaken to develop the idea:** |  |

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| **Please use the space below to tell us more about how the team has worked together. (200 WORD LIMIT)** |
| **Think about:** *How did you define your roles and shared responsibilities? How did you communicate with each other?  What did you learn? What worked well and what would you have changed if you were to work on your project again?* |
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| **5.3: The problem you are addressing** |

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| **This section relates to the IMPACT judging criterion:**  *Have you clearly explained the problem you are trying to solve? Can you show how your idea will help to solve it?*  ***Top tip***  *Workshop 1: The Co-creation and Concept Development session at the first event on Thursday 6 May has been designed to help you with this section!* |

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| **What problem or issue is your idea addressing and how will your idea address or solve this problem/issue? (200 WORD LIMIT)** |
| **Think about:** *What problem are you trying to tackle with your idea and why it is important? How is your idea solving or helping to solve the issue? How does the problem you’re solving fit within the theme you’ve chosen?* |
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| **5.4: Market research – innovation** |

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| **This section relates to the INNOVATIVE USE OF TECHNOLOGY judging criterion:**  *Is your project an innovative idea that uses technology for good in a new way?*  ***Top tip***  *Workshop 1: The Co-creation and Concept Development session at the first event on Thursday 6 May has been designed to help you with this section!* |

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| **In this section, please describe your idea in as much detail as possible: outline what type of solution it is and if it’s a new idea or an adaptation of an existing solution. (200 WORD LIMIT)** |
| **Think about:** *What is your concept - an app, product or service? How does it work? Are there any similar products available? If there are similar products, how does your idea differ from others? Have you done a Google search to see what other products are out there?* |
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| **Please outline how your idea uses technology.** |
| **Think about:** *How does your product use technology? What do you need for your idea to work?* |
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| **5.5: Turning your idea into reality** |

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| **This section relates to the ENTERPRISING judging criterion:**  *Are you able to explain clearly the steps you would take to turn your idea into a reality? Do you know what you need to do to make or build your tech product of service?*  ***Top tip***  *Workshop 2: The Prototype Development session at the first event on Thursday 6 May has been designed to help you with this section!* |

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| **Tell us about your planning process to turn your idea into a reality. What are the most important actions you would take? (200 WORD LIMIT)** |
| **Think about:** *What is the process of developing a new product? For example, think about the strategy, organisation, research, marketing plan creation, evaluation and costs. What are the key steps you would take?* |
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| **How much will it cost to create your idea and turn it into the final product? When developing a product, it is important to think about associated costs (it’s ok that these will be estimates!) What has your approach been to understanding these costs? (200 WORD LIMIT)** |
| **Think about:** *How will your product be made? What materials do you need to make it? How much will it cost to make? How much will your target audience pay to buy this product?* |
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| **What will you need in terms of skills, industry or expert partners, software and hardware to support your actions to turn your idea into reality. (200 WORD LIMIT)** |
| **Think about:** *How can you use support from others to make your idea real? Are there any other partners you would involve to make your idea happen? What questions would you ask them?* |
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| **As part of the Amazon Longitude Explorer Prize, you have been asked to create a prototype, working model or technical diagram. These will be presented as part of your video pitches to the judging panel (you will receive more information about this later). Please add a photo of your prototype, model or diagram in the space below. You may add up to 5 photos:** |
| **Definitions:**   * ***A working prototype:*** *a near finished physical product which is technically sound.* * ***A working model:*** *a physical construct that represents what a prototype would look like but isn’t necessarily made to the same scale, with the same materials or have working technology (e.g. this can be made with materials found in the home).* * ***A technical diagram:*** *a drawing of what your prototype looks like, with annotations and explanations of how it works.* |
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| **Please outline what you have created, why you have chosen your approach and how you have created it. (200 WORD LIMIT)** |
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| **5.6: Application to the real world** |

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| **This section relates to the ENTERPRISING judging criterion:**  *Are you able to explain clearly the steps you would take to turn your idea into a reality? Do you know what you need to do to make or build your tech product of service?*  ***Top tip***  *Workshop 3: The Business planning session at the first event on Thursday 6 May has been designed to help you with this section!* |

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| **Who is your target audience? Tell us about your target audience. Describe the type of person who would use/buy your product. (200 WORD LIMIT)** |
| **Think about:** *Who is likely to use your product and why? What are they like? How old are they? Where do they live? What do they do? How would they use it? Why would they use it?* |
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| **How will you design your product or service? This section looks at the design of the product, app or service. You will need to think about what it will look like and how it will be designed to make sure people will want to use your solution. (200 WORD LIMIT)** |
| **Think about:** *Think about how your product will be used, by whom and when, and decide if it will affect the design of your product. What features and functions will it need to work well for the target audience?* |
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| **How do you know if your idea has the potential to be successful? How can your idea be tested once you have developed a prototype and how you will know if it is working the way that you expected it to? (200 WORD LIMIT)** |
| **Think about:** *Who is going to use it and how it will be used? This will help you think about how it can be tested. What questions would you ask people who are testing it? What would you do with their feedback? Why is this important?* |
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| **5.7: Marketing & Communications** |

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| **This section relates to the COMMUNICATION judging criterion:**  *Do you have a clear plan for marketing and promoting your idea to your target audience?*  ***Top tip***  *Workshop 5: The Marketing & Communications session at the second event on Thursday 20 May has been designed to help you with this section!* |

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| **In this section, you need to think about how you are going to spread the word and get people interested in your product, app or service. (200 WORD LIMIT)** |
| **Think about:** *What are the communication tools for advertising a new product? Which communication tool will work best to reach your target audience? What message would you like to pass on to attract potential buyers?* |
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| **What would be your perfect material for promotion? Is it a logo, TV advert, poster, social media campaign or a press article? Show us an example of the material appropriate to your target audience. (200 WORD LIMIT)** |
| **Think about:** *Is the product newsworthy? Where should you send your press release? What would a newspaper headline say? What graphics/actors would you include in your advert? What messages would encourage the target audience to try your product?*  *You could try creating a poster or short press release as an example of the marketing material, using words and pictures.* |
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| **5.8: Security & Ethics** |

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| **This section relates to the SECURITY & ETHICS judging criterion:**  *Have you thought through the ethical and security impacts of your idea and how you would make your idea safe?*  ***Top tip***  *Workshop 6: The Security & Ethics session at the second event on Thursday 20 May has been designed to help you with this section!* |

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| **What are the potential security and ethical risks of your idea? (200 WORD LIMIT)** |
| **Think about:***Is my product safe, could others use my product or service to do harm to others? How will I get my data? Do I have people’s permission to use their data?* |
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| **What will you do to prevent these risks from happening? (200 WORD LIMIT)** |
| **Think about:** *What can you do to protect the people using your product? How can you explain the risks to users so they understand them? How easy will it be for users to tell you about their concerns? Are you making sure you are telling your users exactly what data of theirs you are using and what you will do with it?* |
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| **5.9: Team reflections** |

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| Please add your own thoughts and reflections (300-400 words per team member) on what you enjoyed most and least about the project and on what it’s like working in a team. We recognise that working and living through a pandemic has been very challenging and you have been incredibly resilient! The judges and the programme team would like to hear your thoughts and perspectives, and in particular how you feel about your journey through the Amazon Longitude Explorer Prize. |

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| **Team member name:** |  |
| *Insert comments here* | |

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| **Team member name:** |  |
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