

March 5, 2020 (Atlanta, Georgia)

Day One Challenge attracts the attention of innovative companies by connecting local talent to immediate growth opportunities

Annual contest bringing high schoolers from across Georgia together with the state's top technologists helped seal the deal for latest corporate arrivals

In its third year, the Day One Challenge showcases the most innovative high school minds -- from Dalton, Albany, Brunswick, Toccoa, and all points in between -- by challenging high school teams to solve highly complex problems. Teams with the most innovative solutions as determined by a mix of public, expert, and peer voting are invited to gather with mentors from industry and academic institutions for a daylong innovation summit at Tech Square, the heart of Atlanta's tech scene. The entire journey is documented online and live-streamed for all to benefit.

Created originally as a way to help the state stand out during the Amazon HQ2 selection process, it has grown into something that has helped the state's technology and business communities become more interconnected with high schoolers in every county in ways that have led to the creation of more immediate opportunities for the state's high school talent.

"Undoubtedly, the biggest impact comes after the annual summit when our team connects the participants with opportunities that match their aspirations and potential," stated Scott Henderson, organizer of the Day One Challenge, "We've lined these promising minds up with internships, research assistantships, scholarships, seed funding, and full-time jobs with a variety of schools and companies here in Georgia."

Inspired by the mindset and culture found at Amazon, the Day One Challenge has succeeded in achieving its original objective and then some. One CEO cited it at a recent groundbreaking ceremony for a reason why the company chose Georgia for their new headquarters.

"We're always seeking people who can think at scale and are capable of solving highly complex problems, but historically we have not considered the high school level" shared the CEO. "Georgia has implemented a unique new program that is tapping young and imaginative minds, while also leveraging proven mentors and practical resources to make those big ideas applicable to our business goals. This is another example of the innovative approaches Georgia takes to help companies like ours continue to succeed on a global scale."

The annual initiative has challenged teams to propose ideas for leveraging emerging technologies like artificial intelligence and robotics to address societal challenges such as education and sustainability. This year's problem statement promises to be just as vexing and illuminating.

Learn more and follow along with this year's teams as well as Day One Challenge alumni in their ongoing journeys at www.dayonegeorgia.com.

Frequently Asked Questions (external)

Q. What is the purpose of the Day One Challenge?

A. We seek to identify the state's most promising high school students and connect them with immediate growth opportunities within the state. We chose the public idea challenge as a way to demonstrate the breadth and depth of talent found in Georgia.

Q. What's the origin story for the "Day One" name?

A. The organizers took inspiration from the company culture of Amazon in creating this challenge. "Day One" is a customer-centric mindset that eagerly adopts external trends and allows for high velocity decision making. If you look closely, you'll find other Amazon-inspired elements, too.

Q. Who is eligible to enter the Day One Challenge?

A. Teams must be composed of students attending the same high school accredited by the Georgia Accrediting Commission and having written permission from their school administration. Home school students can join together to form a team or join an accredited high school's team.

Q. Can a school enter more than one team?

A. Yes, but each individual can only be on one team.

Q. How many members can each team have?

A. At least two and no larger than six (see "Two Pizza Rule")

Q. Does my team need a faculty advisor?

A. Yes, each team must have a faculty member from the school who is designated as the team's advisor and agrees to chaperone the team if selected for the May 5 summit. If your school enters multiple teams, the same faculty member can advise each one.

Q. What's needed to submit a solution?

A. Each team must register and provide via online submission:

1. Pitch video (up to 3 minutes) outlining their solution to the stated challenge
2. One-page press release written two-years after solution has been implemented
3. Two-page FAQ for general public/constituents
4. Two-page FAQ for the solution's key and internal stakeholders.
5. Optional PDF with up to 3 pages of supporting graphics, research, data, etc.

Q. When does the challenge open for submissions and what is the final day to submit?

A. Day One Challenge 2018 opens for submissions on March 5 at 12:01am ET and the deadline to submit all required materials is April 10 (new date) at 11:59pm ET.

Q. How are teams selected as finalists and invited to attend the May 5 Day One Summit?

A. Teams are selected through a combination of public voting (30%), selection panel voting (50%), and peer voting (20%). Public voting is open to anyone with a limit of one vote per email

address. Selection panel is composed of industry and academic experts invited by Day One Challenge organizers. Peer voting is limited to teams who have submitted complete solutions; each team may cast a single collective vote and may not vote for own solution.

Q. What is the time frame for public and peer voting?

A. Online voting for both starts at 12:01am ET on Friday, April 13 and ends at 11:59pm ET on Thursday, April 19.

Q. When are the finalists announced and how many will be selected?

A. On Friday, April 20, we will announce the ten finalists. This will give finalists two weeks notice to prepare for the May 5 summit.

Q. Where do teams register to participate and submit their solutions? Where does voting occur?

A. Teams can register at DayOneGeorgia.com and submit the required materials through the online team portal (invite will be sent once team is registered). That will also be where all voting is conducted.

Q. What are the prizes offered to finalists and the winners?

A. Finalist teams will each earn a \$500 stipend to defray team travel costs to the May 5 summit. Top prize is \$1,000, Second prize is \$750, and Third prize is \$500 - prizes will awarded to the high school as unrestricted grants. Auxiliary prizes include \$500 for best pitch video (determined by the Day One Challenge team), \$500 for crowd favorite (top public vote recipient), and \$500 for best May 5 finalist presentation (determined by live audience voting).

Q. What will happen at the May 5 summit?

A. Teams and advisors will gather in The Garage at Tech Square to enjoy keynote talks and hands-on workshops, featuring a network of Georgia-based innovators. At the end of the summit, each team will present their solutions and organizers will announce the final results of the three-pronged voting. The general public will enjoy a livestream broadcast.

Q. Who owns the intellectual property of the solutions submitted?

A. All materials submitted must be designated as open-source Creative Commons and be available for any non-commercial use. We intend for this challenge to help identify and inspire promising minds from all walks of life.

Q. What is the Day One 2018 challenge statement?

A. Artificial intelligence will change how we function as a society in many ways. How do you propose we use artificial intelligence by 2030 to fundamentally alter how we address one of these societal needs: education, health, or sustainability? What will be the benefits and consequences of your solution?

Frequently Asked Questions (Internal/Key Stakeholders)

Q. How will we promote this challenge and attract participating teams?

A. We will use a three-fold approach:

1. Targeted invitations to high schools with STE(A)M programs
2. Promotion through our network of community partners
3. Public statewide call for submissions supplemented with paid social media and earned media

Q. What are our metrics for success in 2018?

A. By May, 20 complete submissions. By end of 2018, 10 participants placed in an immediate growth opportunity.

Q. What resources will we make available to team advisors?

A. We are preparing digital assets and a mentor network of industry, academic, and college students. The former will provide context for the challenge statement and best practices for challenge teams, including guides for how to use the PR FAQ format. The latter be available to participating teams thru 1:many and 1:1 consultations.

Q. What promotional tools will we provide our community partner network members?

A. Our tool kit includes boilerplate copy descriptions, promotional images, social media post recommendations, and other solutions as they become available. This tool kit will grow and evolve as the challenge evolves.

Q. What type of immediate growth opportunities are needed for the Day One Challenge participants?

A. The long-term impact Day One Challenge seeks to make is to connect the state's promising minds with immediate growth opportunities here in Georgia. We expect these to take many forms, including internships, scholarships, academic camp slots, research assistantships, part- and full-time employment, academic competition invitations, etc.

Q. What does it take to become a Day One Challenge community partner?

A. Your willingness and ability to promote the Day One Challenge to your respective audiences through traditional, digital, and mobile means is all that is required. We need to reach far and wide and can do so at the lowest cost through existing communication networks of like minded organizations.

Q. How can my organization benefit from becoming a Day One Challenge community partner?

A. We seek to become a clearinghouse of talent to help bridge the gap between disconnected communities and organizations with relevant growth opportunities. We expect to identity a diverse set of promising high schoolers and want to provide our community partners with two main benefits:

1. Novel opportunity to showcase your community's most promising minds
2. Access to a qualified pool of candidates for your relevant program that can serve as an immediate growth opportunity for participants.

Community partners will designate a representative to serve on the selection team that will review all submittals and receive a complimentary ticket to the May 5 summit.

Q. Who owns the Day One Challenge?

A. Sandbox Communities, LLC (aka Sandbox) is the owner and operator of this program and has a proven track record of producing innovation challenges and initiatives. Other initiatives include the MARTA Hackathon series, TechSquareATL.com, and Tech Square Job Fair.

Q. How can my organization become a sponsor?

A. Sandbox enlists the support of organizations and corporation to underwrite the costs for producing the challenge. These sponsors each receive proportional credit for their support and aligned with each organization's interests. Remaining sponsorship slots available are \$10,000 and \$5,000.

The \$10,000 sponsorship is limited to two organizations (1 slot remains) and provides the organization with logo listing on the digital and print sponsor roster, plus recognition as either the featured sponsor of the digital tool kit or May 5 livestream. \$5,000 sponsorship is limited to three organizations (2 slots remain) and comes with logo listing on the digital and print sponsor roster, plus a choice of featured recognition at the May 5 summit either the summit's breakfast, lunch, or awards celebration.

All sponsors will each receive an invitation to designate a representative to serve on the selection team that will review all submittals and receive two complimentary tickets to the May 5 summit. Further, all sponsors will receive social media recognition throughout the challenge.

Q. When reviewing team submissions, what criteria should the selection team use to score them?

A. We are looking for teams who can think at a very large scale, grasps the holistic viewpoint of the challenge, and generate novel solutions. We will provide selection team with an online team review portal and voting form outlining specific elements to judge.

Q. What happens after May 5?

A. We will focus our efforts on connecting Day One Challenge participants with a range of immediate growth opportunities. These will be individualized opportunities as well as those open to every participant. We will produce media content encapsulating the challenge, conduct participant and stakeholder surveys, and designate the timeline for the following year's challenge.