CONRAD CHALLENGE

2023 - 2024 NIGERIAN CHALLENGE GUIDE

EMPOWERING YOU TO CHANGE THE WORLD

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CHALLENGE OVERVIEW

Activation Stage
Team Formation

Ideation Challenge

Lean Canvas Stage

Step 6 is the second round of the challenge where teams will have the opportunity to have a more information on the concepts and business model, with an "Lean Canvas" approach.

Step 7 is the final round of the challenge where teams will have the opportunity to pitch their concepts to a panel of judges.

SEMI-FINALS

Innovation Concept

In this round, teams will develop a more detailed concept, with a focus on the problem they are solving, a product or service that hypothesis.

FINALS

Pitch Deck

Over the weeks selected in Finals, teams will have the opportunity to pitch their concept to the national panel. Teams will have a pitch deck, which will be their final work. Teams will be judged on their pitch deck and their Pitch presentation to the Panel.

ACTIVATION STAGE : Team Formation

IT STARTS HERE.

Embark on your journey to collaborate, innovate and change the world.

STEP 1: GATHER YOUR CREW

- Create a team of 3 students, (Students will have time by training and practice to develop their skills, and can be joined by other students right even members is only required for our successful teams)
- Decide on a team name, and a team leader who will be the point of contact for the challenge.

STEP 2: REGISTER YOUR TEAM

All of your team members will need to register through our platform, and complete their profiles, including their name and your large practice zoom rooms (the Excellent Grade, Rules and Regulations and Extra zoom practice sessions will be shared)

CLICK HERE TO REGISTER

DEADLINE: SEPTEMBER 30, 2023 11:59 PM WAT

ACTIVATION STAGE : CHECKLIST

DO YOU HAVE QUESTIONS? PING US AT NIGERIA@CONRADCHALLENGE.COM

CLICK HERE TO WATCH HOW TO REGISTER VIDEO

DUE TODAY

- Decide on your team name and a team leader.

DUE SOON

- Create your team on the platform.
- Invite your teammates to join your team.

DUE LATER

- Complete your profile.
- Complete the Excellent Grade Training.

WHAT'S NEXT?

- Attend the Rules and Regulations session.
- Attend the Ideation Challenge session.

Deadline: SEP 30, 2023 11:59 PM WAT

Activate Stage | Team Formation Stage | Ideation Stage | Lean Canvas Stage | Pitch Stage

PLAN IT OUT NOW.

In this stage, you'll brainstorm ideas, select your innovation, let your team know your idea, and create an invaluable first step on your entrepreneurial journey.

STEP 1

Use the time in your classroom to brainstorm as many different ideas as you can as an organized group, and pick one idea that you and your teammates might be. You'll find lesson plans resources for how to come up with ideas and pick the best one for your team.

STEP 2

In each Canvas is a lately adapted tool used by businesses to map out their business model on a single piece of paper. Use the time in your classroom to fill out the Canvas for your idea, and answer the questions that evolve your innovation, your market and your business model. Your teacher will be reviewing your Canvas and providing feedback.

STEP 3

Use the time in your classroom to prepare your innovation and a Challenge Canvas, to share with your classmates. Your teacher will be reviewing the Challenge Canvas and choosing "Lean Canvas" lab and review.

DEADLINE: OCTOBER 17, 2023 11:59 PM WAT

(TWO HOURS IN PERS)

Challenge Canvas - Will be a document that will be used to map out your idea, and answer the questions that evolve your innovation, your market and your business model. Your teacher will be reviewing your Canvas and providing feedback.

Your Lean Canvas will be reviewed and the top teams will be invited to pitch their idea to a panel of judges.

Seven Finalists will be announced on OCTOBER 31, 2023

Activate Stage | Team Formation Stage | Ideation Stage | Lean Canvas Stage | Pitch Stage

LEAN CANVAS STAGE : Ideation

LEAN CANVAS STAGE: THE 12 QUESTIONS

In your Lean Canvas, you'll briefly answer 12 essential questions about your innovation, your market and your business model. Your teacher will be reviewing your Canvas and providing feedback.

Problem What problem are you solving? What are the three biggest problems your customers face? Do your customers know they have a problem? Do they know they need a solution?	**Solution** What is your solution to the problem? Do your customers know your solution? Do they know they need your solution?	**Unique Value Proposition** What is your unique value proposition? Why should your customers care about your solution?	**Sustainable Advantage** What is your sustainable advantage? Why can't your competitors copy your solution?
Existing Alternatives What are your customers using instead of your solution? Why are your customers using these alternatives?	**Key Metrics** What are the key metrics you will use to measure success? What are your goals?	**High-Level Concept** What is your high-level concept? Can you describe your solution in one sentence?	**Channels** How will your customers find your solution? Where do your customers spend their time online?
Customer Segments Who are your customers? Who are your early adopters? Who are your most valuable customers?	**Early Adopters** Who are your early adopters? Why are your early adopters willing to try your solution?	**Cost Structures** What are your fixed costs? What are your variable costs? What are your most expensive costs?	**Revenue Streams** How will you make money? What are your revenue streams? What are your revenue models?

Activate Stage | Team Formation Stage | Ideation Stage | Lean Canvas Stage | Pitch Stage

LEAN CANVAS STAGE: THE CATEGORIES

Choose your favorite Lean Canvas, and pick the category that feels fit your innovation.

- **CITIES, TECHNOLOGY & TRANSPORTATION**
  Smart Cities, Smart Technology, Smart Transportation, Smart Infrastructure, Smart Energy, Smart Water, Smart Waste Management, Smart Buildings, Smart Mobility, Smart Data Analytics, Smart Cybersecurity, Smart Communication Networks, Smart Sensors, Smart Transportation Systems, Smart Parking Solutions, Smart Traffic Management, Smart Public Transportation, Smart Logistics, Smart Supply Chain Management, Smart Agriculture, Smart Healthcare, Smart Education, Smart Government Services, Smart Environmental Monitoring, Smart Energy Grids, Smart Waste Recycling, Smart Water Management, Smart Infrastructure Maintenance, Smart Public Safety, Smart Emergency Response, Smart Citizen Engagement, Smart Data Privacy, Smart Cybersecurity Solutions, Smart Digital Infrastructure, Smart Broadband Connectivity, Smart Urban Planning, Smart Land Use Management, Smart Housing Solutions, Smart Public Spaces, Smart Tourism, Smart Cultural Preservation, Smart Heritage Management, Smart Entertainment, Smart Sports Facilities, Smart Recreational Spaces, Smart Community Engagement, Smart Social Services, Smart Inclusivity Initiatives, Smart Accessibility Solutions, Smart Disaster Preparedness, Smart Emergency Response Systems, Smart Resilience Planning, Smart Climate Adaptation, Smart Environmental Conservation, Smart Biodiversity Monitoring, Smart Ecosystem Restoration, Smart Pollution Control, Smart Waste Management, Smart Recycling Systems, Smart Circular Economy Initiatives, Smart Resource Efficiency, Smart Water Conservation, Smart Energy Efficiency, Smart Renewable Energy Adoption, Smart Sustainable Transportation, Smart Public Transportation Systems, Smart Mobility Solutions, Smart Urban Mobility, Smart Traffic Management, Smart Parking Solutions