



# YOUNG EDISON CHALLENGE

PRESENTED BY CHARLOTTE COMMUNITY FOUNDATION

ENGAGE IN AN EXPERIENTIAL LEARNING OPPORTUNITY TO FOSTER INNOVATION AND CREATE A POSITIVE IMPACT IN THE WORLD.

Get ready for the 2022 Edison Awards Young Edison Challenge! Students are invited to showcase their creativity by creating a new, innovative product or service and developing a plan to market it.

The top three student innovations will be named “Young Edison” student winners. Each of the three winners will receive a trip to the 2022 Edison Awards in Fort Myers, Florida, April 20-22, 2022. Additionally, available scholarships include: \$2,500 GOLD, \$1,500 SILVER, and \$1,000 BRONZE!

## WHY ENTER?

- Alignment of your innovation with one of the most widely known and respected innovators in history, Thomas A. Edison
- High-powered focus group review/judging by Edison Awards Steering Committee and industry experts and educators
- Professional feedback about your innovation and nomination from one of our Expert Reviewers
- Opportunity to attend the Edison Awards to showcase your innovation and network with top innovators from across the globe
- Young Edison Contest participant/winner certificate
- Students Winners who attend the Edison Awards event in Fort Myers, FL in April 2022 will be interviewed for a video to be released on the Edison Awards YouTube channel.

PRESENTED BY:



## CONTEST TIMELINE

**NOVEMBER 1, 2021**  
NOMINATIONS OPEN

**FEBRUARY 28, 2022**  
DEADLINE FOR SUBMISSIONS

**MARCH 15, 2022**  
WINNERS ANNOUNCED

**APRIL 20-22, 2022**  
EDISON AWARDS GALA  
& CELEBRATION  
FORT MYERS, FLORIDA

**SUBMIT ENTRIES  
ONLINE**



# CRITERIA

The submission criteria for the 2022 Young Edison Challenge will closely mirror the standards established for an Edison Awards nomination, but modified for student submissions. Students in grades 9–12 are eligible.

## CONCEPT (650 Characters)

### Opportunity, Conception, Method, Development

How did the idea for the innovation develop? What was the problem that needed to be solved? What was the process to bring the concept to life?

## VALUE (650 Characters)

### Need/desire, Differentiation, Advantage, Cost

How does your innovation satisfy an existing need or desire? Does your innovation address a new need that is not currently available in the market? Also, what is the relation between its cost/benefits and its economic desirability?

## DELIVERY (650 Characters)

### Message, Engagement, Availability, Achievement

How have you launched your innovation into the marketplace? How are you communicating your message? What successes have you had in your marketing efforts?

If your innovation is not on the market, please describe what your marketing plan would look like and how you would launch it into the marketplace.

## IMPACT (650 Characters)

### Sustainability, Social Responsibility, Potential

Edison believed that real innovation not only demonstrated commercial success but also impacted the world in meaningful ways. What is the impact your innovation has or can have on society?

# TIPS FOR SUBMITTING AN ENTRY

Two factors directly impact the success of your entry:

1. Whether your product/service is genuinely innovative
2. How effectively your marketing efforts showcase that innovation. If your product/service is not yet being marketed, then describe how you would market it.

## Qualities that distinguish the best nominations:

### WRITTEN DESCRIPTIONS

- Craft clear, easily understood messages.
- Use correct spelling and grammar.
- Make sure to answer all questions.

### VIDEO

- A brief video that clearly explains the problem, how your innovations works, and how it solves the problem.
- The best videos convey their message in two minutes or less.
- Videos can be made easily and inexpensively; there's no need for expensive studio time. Many of our nominees utilize PowerPoint and smart phones to convey their message.

**SUBMIT YOUR ENTRY FOR THE OPPORTUNITY  
TO SHOWCASE YOUR INNOVATION  
AND NETWORK WITH TOP INNOVATORS  
FROM ACROSS THE GLOBE!**

PRESENTED BY:



EDISON AWARDS

**NOMINATION DEADLINE IS FEBRUARY 11, 2021**  
**ENTER AT [EDISONAWARDS.COM](http://EDISONAWARDS.COM)**