



Design Challenge Phases & Timelines

PHASE	KEY ACTIVITIES	APPROXIMATE TIME FRAME
1. Idea Generation/Team Formation	<ul style="list-style-type: none"> • Teams formed • Ideas generated • LOI's submitted 	Late May 2018 – Late June 2018 Approx. 1 month
2. 1st Review Period/Selection of Teams & Coaches	<ul style="list-style-type: none"> • Top 10 teams/ideas selected by IEL • 5 coaches finalized, once teams finalized 	Late June 2018 – Late July 2018 Approx. 1 month
3. Refinement of Ideas into Formal Proposals	<ul style="list-style-type: none"> • Work begins at Design Camp • Continues Post-camp with Coaches • By conclusion of this phase, teams are ready to “pitch” fully-baked ideas/programs at Festival and may have some implementation funding lined up 	Early August 2018 – Early August 2019 Approx. 1 year
4. 2nd Review Period (via Career Pathways Festival where ideas are “tested”)	<ul style="list-style-type: none"> • 10 teams pitch ideas at Career Pathways Festival and get scored based on panel and live audience feedback • Funders with pre-commitments to provide implementation funding for ideas/teams they like should be present • Teams should be ready to share how much/if any “gap money” they need to implement program 	August 2019 Approx. 2-3 days
5. 3rd Review Period/Awarding of Prize Money	<ul style="list-style-type: none"> • 10 teams refine ideas/programs based on Festival feedback and respond to mini-RFP to be selected as one of three Prize Winners • Consideration to be a prize winner is contingent upon teams showing proof in their RFP response that they have implementation funding lined up or significant leads 	August 2019 – January 2020 Approx. 6 months
6. Program Implementation	<ul style="list-style-type: none"> • Top 3 teams implement their programs using funds they raised (via Career Pathways Festival and/or other sources) and IEL begins to track their results* • The 3 teams selected to win prize money must serve at least 50 adults in the first year of implementation following the award of prize money 	January 2020 – starts the 1 year clock for the 3 teams to serve 50 students

*The prize money is intended to reward teams for their creativity and may be used to assist implementation, subject to other terms and conditions.

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