



# Diamond ♦ Challenge

PAUL & LINDA MCCONNELL  
YOUTH ENTREPRENEURSHIP INITIATIVE

**IMPACT REPORT**  
AY 2018-19



UNIVERSITY OF DELAWARE  
HORN ENTREPRENEURSHIP



# Dear friends,

This year we've seen how disruptive technologies like artificial intelligence, space exploration, and gene editing are fundamentally reshaping the economic and employment landscape. In such a rapidly evolving world, possession of an entrepreneurial mindset and skill set are crucial to successful adaptation, as well as highly valuable to employers.

At its founding in 2012, Horn Entrepreneurship launched a youth initiative to address major gaps in secondary entrepreneurship education. At the time, most other existing youth entrepreneurship programs focused on small business management. In contrast, we've built programs that focus on unleashing creativity, encouraging a mindset of abundance and self-determination, and promoting purposeful entrepreneurial action. Our team is proud to report that seven years into this important work, and after five years of amplified impact through the Paul & Linda McConnell Youth Entrepreneurship Initiative, we have built a robust local and global ecosystem consisting of more than 10,000 alumni, 1800 educators and 60 organizations that catalyze entrepreneurship education and action.

Horn Youth amplifies and continues to expand impact alongside these highly engaged organizations committed to developing the entrepreneurial mindset in teens. Our impact would not be possible without the extraordinary teens who participate and openly share their ideas and passion for the world to witness. Throughout these pages you will learn more about the remarkable partners, volunteers, educators and students who came together to make this past year shine!

Sincerely,

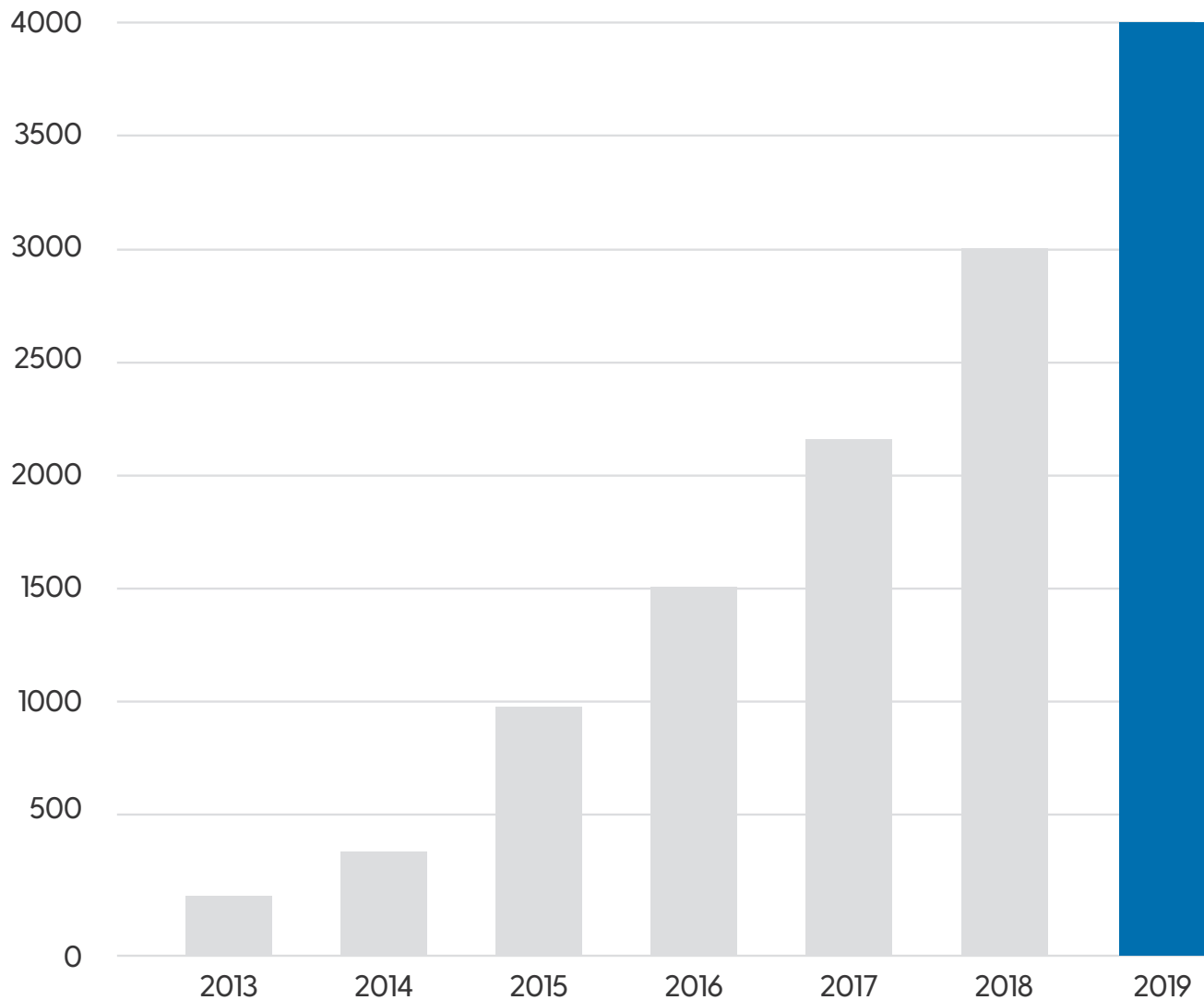


**Julie Frieswyk**  
Assistant Director, Horn Youth



**Rachel Strauss**  
Program Coordinator, Horn Youth

# COMPETITION PARTICIPATION



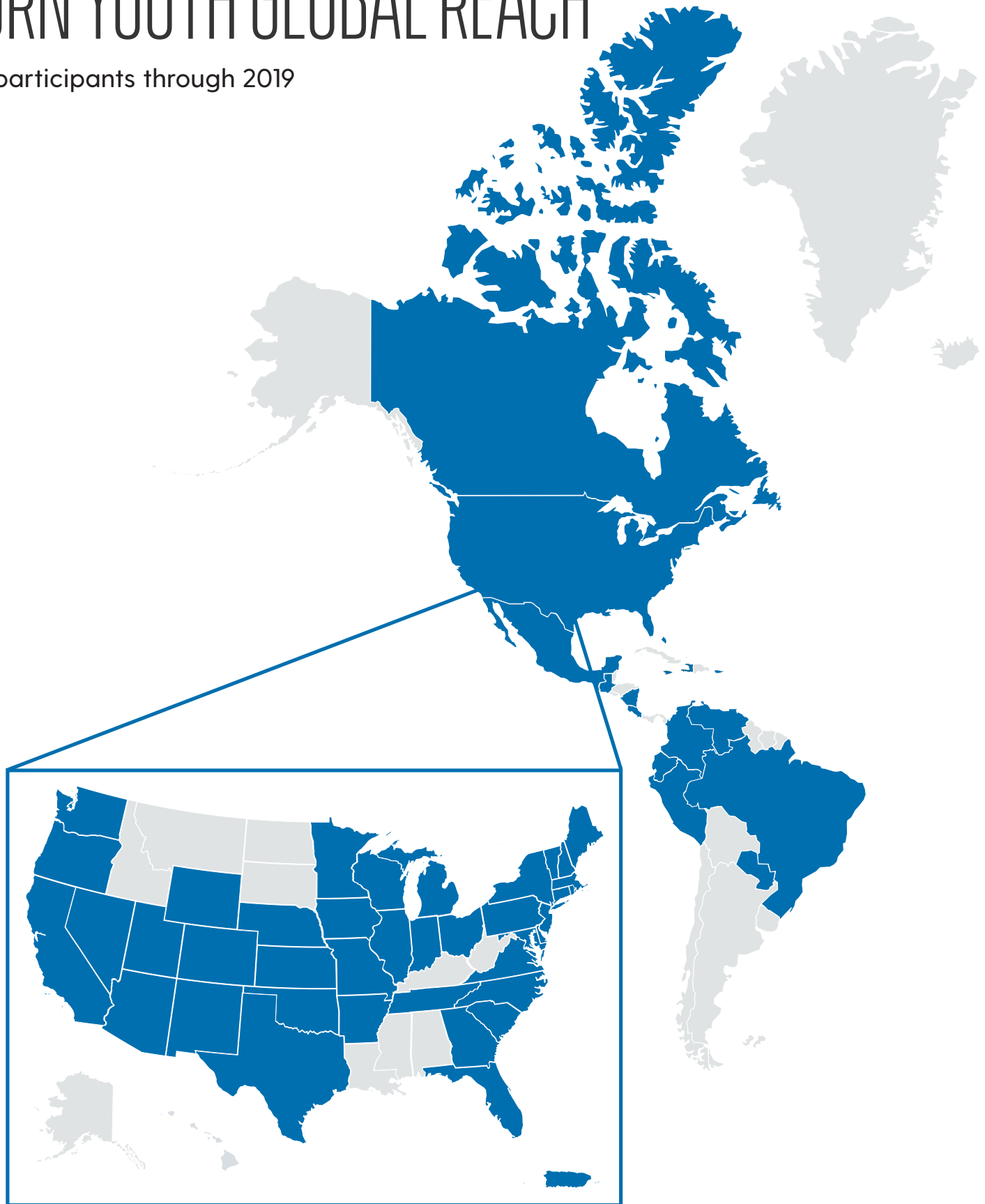
**4000+**  
STUDENTS

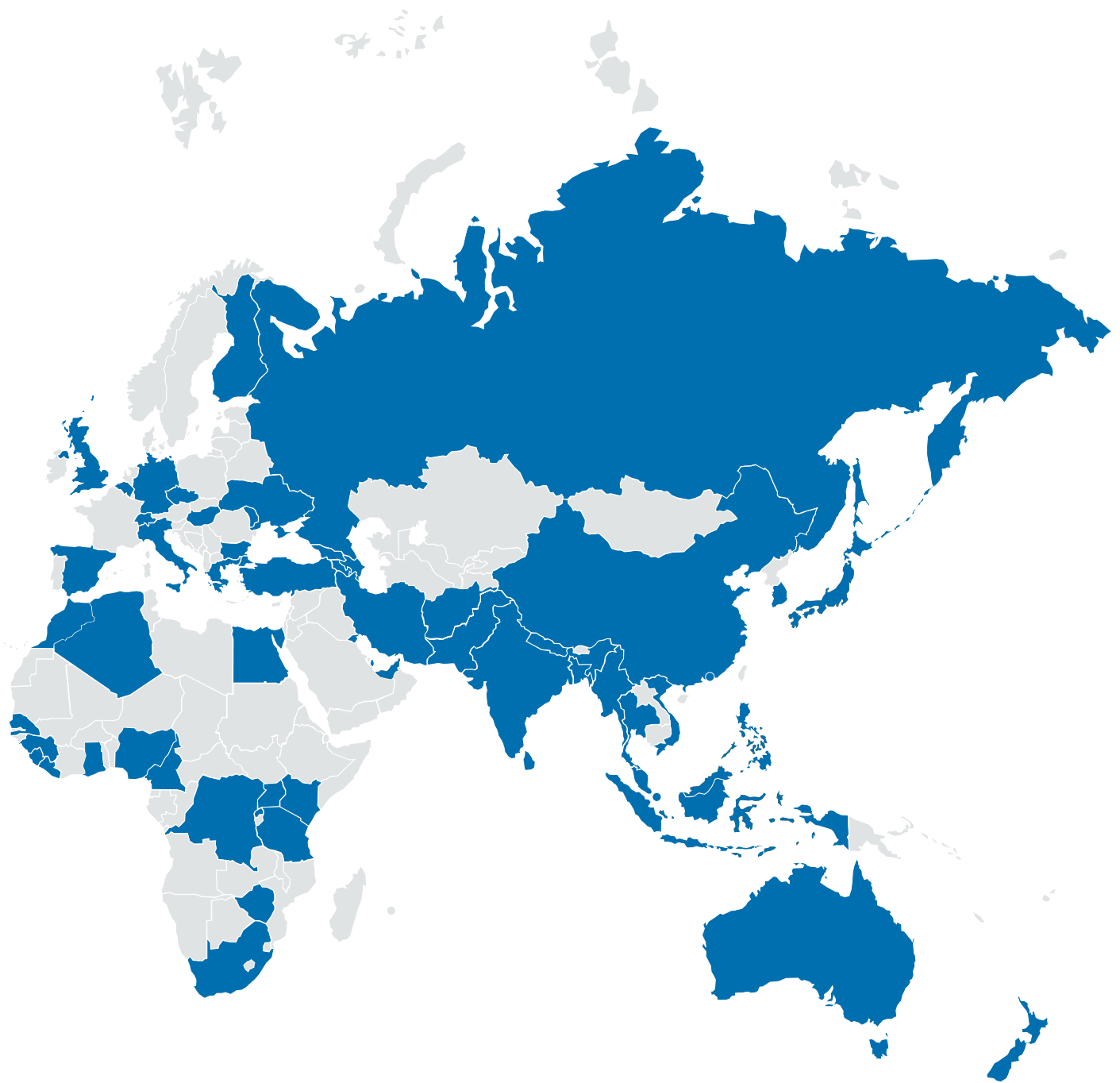
**40**  
STATES

**70**  
COUNTRIES

# HORN YOUTH GLOBAL REACH

● participants through 2019







# DIAMOND CHALLENGE SUMMIT

## APRIL 13-15, 2019



### KEYNOTE SPEAKERS



**Bethany Hall-Long**  
*Lieutenant Governor,  
Delaware*



**Rich Keller**  
*Chief Empowerment Officer,  
S.C.O.R.E.*



**Judith Martinez**  
*Founder & CEO,  
InHerShoes, Inc.*



**Dave LaRue**  
*President,  
The Comma Club*

## FINAL ROUND JUDGES



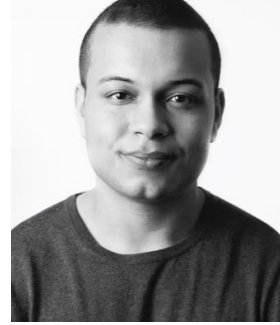
**Doneene Damon**  
President and Director,  
Richards, Layton  
and Finger, P.A.



**Dave LaRue**  
President,  
The Comma Club



**Tamarra Morris**  
Director of Economic  
Development at  
New Castle County,  
Delaware Government



**John Smothers**  
Managing Partner,  
Dimension Ventures



**Joe Westcott**  
Vice President of  
Operations and Dela-  
ware Market President,  
Capital One

## 2019 TOPICAL PRIZE WINNERS

New for 2019, topical prizes were introduced to highlight teams' outstanding performance in specialized subject areas.

### CHEMOURS STEM PRIZE

\$1000 award for a STEM-based concept that incorporates significant societal or environmental benefit

### FOUNDERS BOOTCAMP TRACTION PRIZE

\$1000 award for the team that has gained the most traction with their concept

### FOUNDERS BOOTCAMP PROTOTYPE PRIZE

\$1000 award for the team that has the most developed prototype for their concept

### MICROSOFT TECH PRIZE

\$500 award for the most compelling tech-based concept



## COMMUNITY-BUILDING

For the first time, the Diamond Challenge partnered with Startup Island to provide Summit attendees with an unforgettable opening night of connection, conversation and collaboration.



# 2019 FINALISTS: BUSINESS INNOVATION

1<sup>st</sup>

## BACvision

Mia Yang and Philip Pan  
(Virginia)

*BACvision is a modular apparatus that will accurately quantify blood alcohol content (BAC) and the presence of other intoxicants through ocular metrics.*



2<sup>nd</sup>

## Optiglass

Arunima Saxena and Sidharth Anantha  
(Massachusetts)

*Optiglass is a novel device that uses echolocation and machine learning to give the blind access to greater mobility.*



3<sup>rd</sup>

## Natrion

Alexander Kosyakov, Austin Cohen,  
Cynthia Chen, and Thomas Rouffiac  
(Connecticut)

*Natrion is dedicated to providing safe, affordable energy storage solutions for clean power grids through its revolutionary solid-state sodium-ion battery technology.*





# 2019 FINALISTS: SOCIAL INNOVATION

1<sup>st</sup>

## MatchMeds

Jun Lee and Prafull Sharma  
(Maryland and New Jersey)

*MatchMeds is a streamlined, technology-based platform that connects low-income, uninsured patients with charitable clinics that can offer real affordable prices for brand-name medication.*



2<sup>nd</sup>

## The Oil Magnet

Eden Gorevoy, Marisa Patel-O'Connor  
and Sol Hwangbo  
(Illinois)

*The Oil Magnet is a method of oil spill clean-up that combines current boom technology with magnetic nanotechnology.*



3<sup>rd</sup>

## SOBROS

Larissa Tyagi, Ritik Patnaik, Sam Park  
and Savanna Slaughter  
(California, New Hampshire and Texas)

*The SOBROS safe strip is a dissolvable thin film that can be slipped into a drink and turn it a fluorescent color in the presence of drugs like Rophanyl and Ketamine or simply dissolve and leave the drink unaltered in the presence of no drugs.*



4<sup>th</sup>

## Gen2Gen

Alexei Murinets and Daria Bounegru  
(Moldova)

*A platform to give pensioners the opportunity to share love, compassion and life experience with orphans through personal communication.*



# OUR STUDENTS



*"Never have I ever been surrounded by such a diverse group of people who are driven towards the same goal - making a positive impact on the world. "*

**– Marisa Patel- O'Connor**

*"Whether it's biotechnology or environmental engineering, the Diamond Challenge unites individuals of all disciplines through a common goal—innovation. To this date, some of my best friends in the entrepreneurial world are individuals who I met at the Diamond Challenge Summit in April."*

**– Philip Pan**



*"Diamond Challenge has taught us how to adapt to criticism effectively and on the fly. It has given us the confidence we need to finally execute on our promises and put our vision into a reality."*

**–Prafull Sharma**



# LIFE-CHANGING OUTCOMES AND SUSTAINABLE IMPACT *SINCE 2012*

## PARTICIPANT OUTCOMES



- Awarded **\$167,369 in scholarships** to programs and higher education institutions
- Awarded **\$93,000 in venture funding** to seventeen teen startups
- More than **90%** of participating teens reported an increased understanding of entrepreneurship through Horn Youth's curriculum
- More than **90% of youths and educators** reported they are likely **to recommend Horn Youth programs** to a friend
- More than **80%** of educators reported that participation with Horn Youth improved students' ability to analyze information, work effectively on a team, and enhance students' communication and presentation skills



# ECOSYSTEM IMPACT

- Engaged more than **10,000 high school students** from **70 countries and 40 states**
- Engaged a corps of **1,800 educators** from **18 countries and 40 states**
- Cultivated a virtual **Diamond Challenge alumni community** with almost **1,000 members** from **69 countries**
- Created a **network of 60+** national and international **partner organizations**
- Engaged **155 high schools around the world**
- Leveraged the expertise and **experience of 2,000+ professionals** who have served as mentors, judges, speakers and workshop leaders

## HORN YOUTH RECOGNITION AND ACHIEVEMENTS



### DBT40 Award

Julie Frieswyk, Assistant Director of Horn Youth, awarded Delaware Business Times DBT40 award.

### Next Gen Brainiac Award

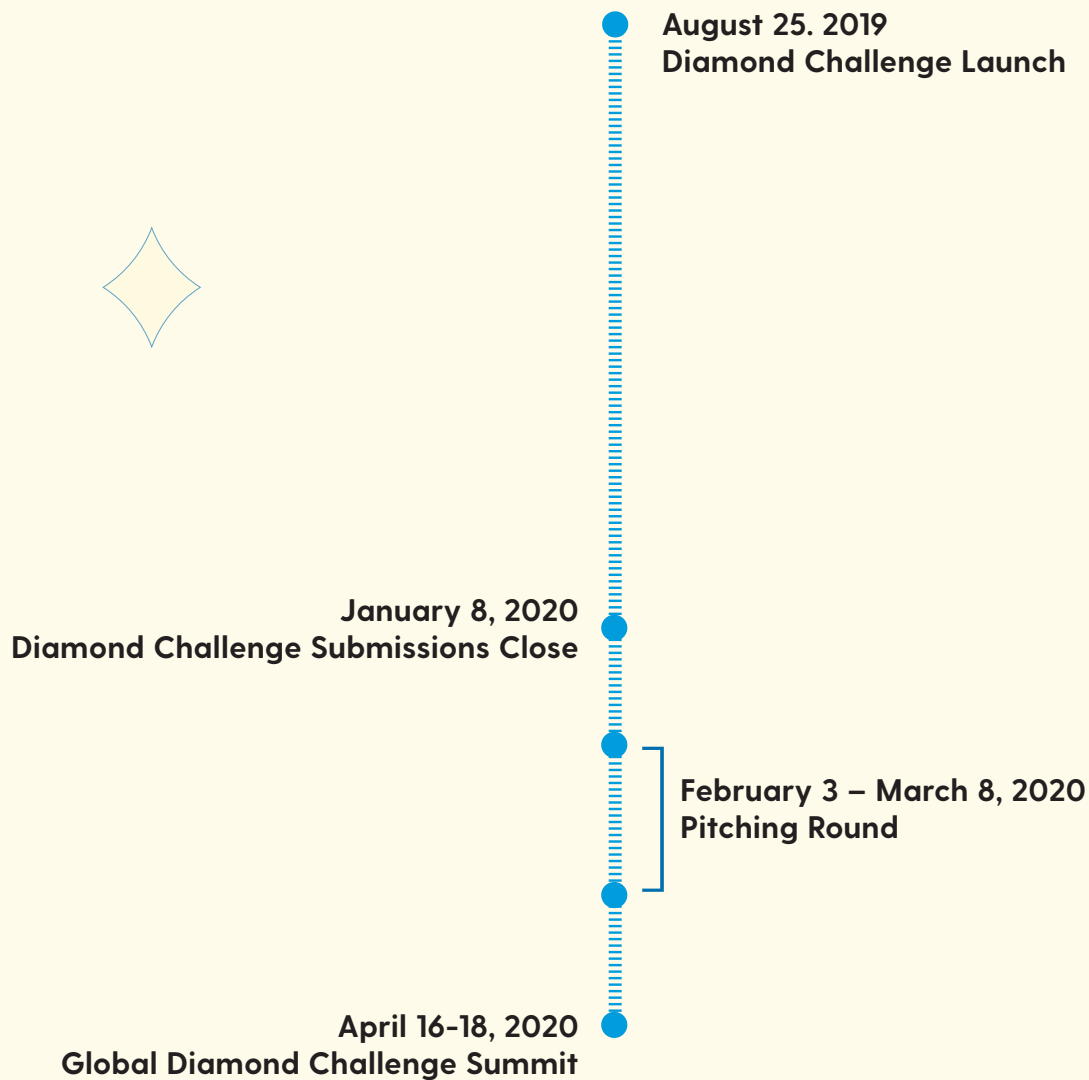
Rachel Strauss, Program Coordinator of Horn Youth, awarded the Next Gen Brainiac Award.



**Innovation Delaware  
Recognition**

LIMITLESS ENTREPRENEURSHIP.  
INFINITE POSSIBILITIES.  
SEE WHAT AMPLIFIED IMPACT IS ON  
THE HORIZON FOR HORN YOUTH.

## Diamond Challenge



## ENTREX

EntreX Lab (short for “Entrepreneurial Experience Laboratory”) provides students with guidance and direct experience in identifying real world problems and utilizing evidence-based methods to solve them. Participants in the EntreX Lab program are taught by their high school teachers using Horn Entrepreneurship’s proprietary curriculum, thereby providing the opportunity to earn college credit from the University of Delaware and signal their preparedness for the rigors of higher education. Teachers are provided with both initial training and on-going support to ensure high fidelity implementation. Participation to date is regional - Pennsylvania, Maryland, New Jersey and Delaware, with 139 high school students receiving college credit through completion of EntreX Lab courses. Recently established agreements will fuel rapid growth of EntreX Labs over the next two years.



## INNOVATIVE EDUCATOR TRAINING & FELLOWSHIP PROGRAM

Horn Youth delivers world-class educational opportunities to educators interested in transforming their classrooms into entrepreneurial learning environments. Whether training over 100 secondary educators in Kenya, a close-knit group of educators in Delaware, or dozens of educational leaders through a partnership with the Network for Teaching Entrepreneurship (NFTE), topics focus on how the educators themselves are the first catalyst for change in their classrooms. Emphasis is also placed on leveraging one’s means for the most impactful classroom experiences, and how to assist students in overcoming their invisible constraints. Since 2015, Horn Youth has delivered 432 continuing education units (clock hours) to more than 100 educators.



# THANK YOU TO OUR SPONSORS & PARTNERS

## PRESENTING SPONSORS:



## HORN ENTREPRENEURSHIP'S PAUL & LINDA MCCONNELL YOUTH ENTREPRENEURSHIP INITIATIVE

## SIGNATURE SPONSOR:



## SUPPORTING SPONSORS:



1313 Innovation  
Anne Arundel Community College  
Anne Arundel County Public Schools  
Athenian School  
Cedel Haiti  
Chitkara International School  
Coded by Kids  
Conroe Independent School District  
Academy of Science and Technology  
CSC  
DECA  
Delaware Government  
Delaware Youth Leadership Network  
DEMO  
Diamond Challenge Student Advisory  
Board

Dilijan Community Center  
Dual School  
EMT LTD  
Founders Bootcamp  
Hankuk Academy of Foreign Studies  
House of Diamond Community Initiative  
IGA  
InHerShoes, Inc.  
Institute of Civic Education and Public  
Programs  
International Innovation Initiative  
Invento  
Ivygate International  
LaunchX  
Leangap  
Lincoln School

Next Gen  
Next Gen Creators  
NFTE  
Organisation of African Youth  
Peace First  
Pierce, the American College of Greece  
Quarter Zero  
Renascentia Hall International  
Schoolyard Ventures  
S.C.O.R.E  
Startup Island  
TedPrime Hub  
TeenSHARP  
TVT Community Day School  
Ye! Community  
Yoner Liberia

## **HORN ENTREPRENEURSHIP'S PAUL & LINDA MCCONNELL YOUTH ENTREPRENEURSHIP INITIATIVE**

Horn Entrepreneurship's Paul & Linda McConnell Youth Entrepreneurship Initiative aims to inspire the next generation of entrepreneurs by providing world-class educational experiences centered on creativity, innovation and action-oriented programming. The initiative empowers young people by helping them to recognize that everything they call life was made by people and can be changed. It also gives them the knowledge, skills, connections and access to resources needed to begin making the world one they want to live in.



UNIVERSITY OF DELAWARE  
**HORN ENTREPRENEURSHIP**

Horn Entrepreneurship serves as the University of Delaware's creative engine for entrepreneurship education and advancement. Built and actively supported by successful entrepreneurs and thought leaders, Horn Entrepreneurship empowers aspiring innovators and entrepreneurs as they pursue new ideas for a better world.

## **For more information**

visit [www.diamondchallenge.org](http://www.diamondchallenge.org)  
or email [info@diamondchallenge.org](mailto:info@diamondchallenge.org)