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| **Example Diamond Challenge Idea Timeline – 10 Week Schedule** |
| **Pre-Submission** |
| **Week** | **Tasks** | **Milestones** |
|  | Recruiting and Registration | Form teams of 2-4 students plus an adult team advisor (18 years of age or older)**ONE** person from your team (**typically the TEAM LEADER**) – register your team for the competition  |
| 1 | * Watch videos 0-2 From Idea to Action **and** Venturing For Good
* Discuss what you learned
 | Your team understands what an entrepreneur is and how to recognize an opportunityYour team is listening, observing, reading and doing other things to find a problem worth solving |
| 2 | * Watch videos 3-4 From Idea to Action **and** Venturing For Good
* Identify a problem!
* Do the ideation/brainstorming exercises and decide which type of innovation (business or social) you want to develop
 | Your team has brainstormed ideas for how to solve the problem |
| 3 | * Watch videos 5-6 From Idea to Action **or** Venturing For Good
* Narrow down your team’s ideas to choose one and start to develop your business innovation or social innovation
 | Your team has a business innovation or social innovation you want to pursue  |
| 4 | * Watch videos 7-9 **From Idea to Action**
* Develop assumptions and hypotheses about your customer, their problem and your solution that can be tested for your business innovation or social innovation
* Start making a list of potential customers and think about what questions to ask them to validate your idea
 | Have your customer, problem, and solution well definedYou can state your idea about the customer, the problem and solutionYou have a list of at least 10 potential customers to talk to to see if your ideas about the customer and problem are validNote: by now your team should be in touch with a mentor, or seeking to work with one. Find a mentor in your own community. **A mentor is a subject matter expert in the field, separate from your team advisor**.  |
| 5 | * Watch videos 10-12  **From Idea to Action**
* Work on your innovation
* Use the Lean Canvas to map out your business innovation or social innovation model
 | Have a first draft business innovation or social innovation model ready using the Lean Canvas to be reviewed by your team advisor and mentor |
| 6 | * Work on your innovation and testing
 | You have begun to talk to customers. Interviews are best! Conduct at least 10 customer interviews and determine what was learned to guide you in continuing to conduct interviews to address untested parts of your business innovation or social innovation model.Use the customer, problem, and your solution to further develop your business innovation or social innovation |
| 7 | * Watch videos 13-14  **From Idea to Action**
* Reexamine your developed business innovation or social innovation model and update with learnings from videos 10-12.
* Begin to write your written concept paper and pitch deck
 | Completed business innovation or social innovation model  |
| 8 | * Work on your written concept and pitch deck, and continue testing your assumptions
 | Complete the first draft of your written concept paper. Have it ready to be reviewed by your team advisor and mentor.Complete the first draft of your pitch deck  |
| 9 | * Edit your written concept and pitch deck
* Continue testing your assumptions
* Prepare the final draft of your written concept and pitch deck with any data, graphics or visuals to help tell your story
 | Updated, improved concept paperUpdated, improved pitch deck Final draft of written concept |
| 10 | * Finalize and submit your written concept and pitch deck
 | Feeling awesome! |
| **Post Submission** |
| January-February | * Keep working on your business innovation or social innovation model by continuing to build it like a scientist, testing untested ideas. If you feel like you’ve nailed the customer problem, solution and value-proposition, then test the revenue model by trying to get your first customer.
* Prepare for your pitch
* Adjust and develop your pitch deck
 | Pitch deck further developedPitch is finalized  |
| February-March | 1. Pitch your innovation
2. Meet with your paired Semifinalist Mentor, provided by the Diamond Challenge Team. Come prepared with your written concept, pitch deck, questions and concerns you want to bring up with your mentor.
 | Feeling awesome! |
| April | 1. Meet with your paired Semifinalist Mentor and provide updates/improvements since your last call.
2. Attend the Diamond Challenge Summit
 | New skills, networks, and friends |

**Total Time Commitment:** With 10 weeks to build out your innovation, expect to work at least **3 hours per week** including time spent watching the videos.

**Final Deliverables:**

* Written Concept
* Pitch Deck
* Pitch Video or in person pitch (INVITE ONLY)

\*Written concepts, pitch decks and pitch videos are submitted through the registration website, using the username and login **ONE member of your** team created during registration.\*