



Regional Ambassador Handbook 2016

A guide to Regional Ambassador materials and best practices

Congratulations!

As a 2016 Technovation Challenge Regional Ambassador, you are a pioneer and will play an integral role in the expansion of Technovation to thousands of girls, teachers, and mentors. With your support, we will level the gender gap in technology and build a generation of women entrepreneurs who are passionate about bettering the world around them!

2014 was the first year Technovation had the support of Regional Ambassadors, and we are looking to you to help us refine the Regional Ambassador position. Please feel free to communicate to our team any support and/or materials we may develop to aid in building your local Technovation movement.

Regional Ambassador Responsibilities

Regional Ambassadors are responsible for building and coordinating their local Technovation movement. A Regional Ambassador may be a teacher, technology industry professional, parent, or anyone who is passionate about inspiring girls to see their potential. To be most effective, a Regional Ambassador must be organized as well as willing and able to dedicate significant hours to supporting local Technovation teams. Please consider the following list of suggested priorities:

- Build a network of interested and dedicated mentors, teachers, schools, and girls: These individuals will build your local Technovation movement. If Technovation is new to your area, please **do not** be discouraged if you have difficulty in building this network! Even if you are only able to build involvement with a handful of people, you will have gained a foothold in your community. Consider contacting a local Society of Women Engineers chapter, a Technology club, Professional organizations, or joining education/technology focused groups on meetup.com to expand your Technovation network.
- Organize a Girls Make App Day and/or Regional Pitch event: These events may be as big or small as you can manage, and may be organized by you or by teachers, mentors, or schools whom you are working with. If others are organizing these events locally, please stay informed and offer your support. For more information regarding these events, please refer to the [Technovation Starter Kit](#).
- Spread the word: [Girls Make App Days](#) and Regional Pitch nights are great opportunities for exposure through news outlets. Don't be shy – send press releases to your local print, TV, and radio news! Refer to our [Press Release template](#) for more ideas.
- Manage the program: Regional Ambassadors are the force on the ground that manages the program. You are directly in touch with teams, coaches and mentors and should facilitate smooth relationships to ensure a fulfilling experience for all. Feel free to reach out to the Technovation team (info@technovationchallenge.org) with your questions or request for support.

- Although we have official Technovation accounts on [Twitter](#) and [Facebook](#), you may want to create social networking accounts, web sites or blogs to act as a place for local teams to connect. If you chose to create social networking accounts, please be sure to regularly update these accounts throughout the Technovation season and share posts from official Technovation channels. This way, your viewers may be easily directed to official sites and stay informed of global Technovation activity.
 - If it is possible for you to maintain an active Twitter account for Technovation, please create an account **@technovationAbbreviatedLocation**. For example, Florida's regional coordinator has created the account **@technovationfl**
 - Please feel free to use the [Region Logo Fill-ables](#) to create a custom logo for display.
- Donations: As your local Technovation movement grows you may want to consider reaching out to the community for funding to provide materials and supplies. Businesses may be interested in sponsoring your teams and/or events, or you may consider asking for in-kind donations for technology and other materials. Be sure to thank donors, but always ask their preference in regards to publicizing their donation.
- Get excited! Although Technovation Challenge requires hard work and significant time from everyone involved, our goal is that it will be a tremendously positive experience that will have great impact on the lives of team members. We want to inspire the next generation of women in technology and entrepreneurship, and to do this effectively we need to have fun!

Program Components and Flow

Technovation is a mobile app entrepreneurship competition for girls that has been running for 6 years. Teams of middle school and high school girls work together to complete an intensive, 50-hour curriculum. The girls are supported by a teacher (or after-school coordinator) and paired with a mentor who is a female tech professional. The curriculum is open, online and freely accessible to all. The curriculum is available in English, French, German and Portuguese. If you expect your teams to experience Internet issues, please share the downloadable versions of the curriculum. (Please scroll to the bottom of the page to for the curriculum in PowerPoint version.)

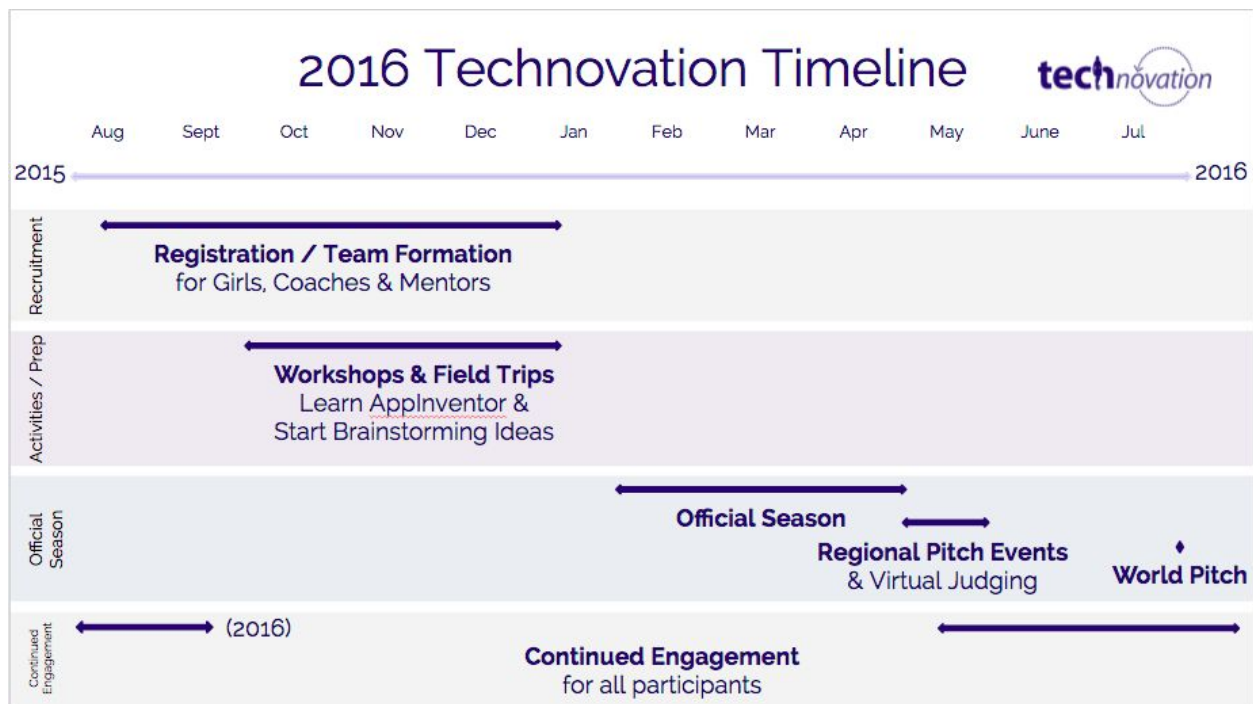
Through the program, the girls learn to:

- *Identify a real problem in their community:* Girls work in teams and identify an idea for a mobile app that will help solve a problem in their community
- *Program an app:* Teams develop the actual app using a visual, block-based language called App Inventor (developed by MIT) that requires no prior knowledge of programming
- *Develop and deliver a pitch:* Teams develop a business plan, videotape and submit their pitch for regional review

Here is what you are expected to do to kick-off the 2016 season:

- Register as a Regional Ambassador: If you have not already registered, we'd encourage you to sign-up as regional ambassador. This will allow you to receive regular customized communication from the Technovation Team. Please note that if you have registered in the previous seasons, you are not required to register again.
- Check out the [official rules](#) of the 2016 program
- Review the [2016 competition structure](#) and grant application for hosting Official Regional Pitch Events.
- Reach out to local schools in your community to recruit Technovation teams. You can use the promotional materials listed below or design community-specific materials.
- Reach out to local companies to recruit mentors. A pool of mentors are also available on the Technovation platform. It is optional for you to directly recruit local mentors or search for mentors on the platform.
- Ensure that all participants – coaches, mentors and students – register on the Technovation platform. 2015 participants will not be required to create new accounts, they can [continue to use](#) their existing account credentials to participate in the 2016 season.
- Organize a Girls Make App Day workshop at a local company or school to kick-off the season. This event will be an opportunity for teams, coaches and mentors to interact and attend a demo-session for the App Inventor platform.
- Keep in touch with Technovation team (info@technovationchallenge.org) with updates and send requests for support

Technovation 2016 Timeline



Highlights for 2016 season

- Registration for 2016 season is open: This year we are offering a longer season for the Technovation participants. Mentors, coaches and students can register and start working on the curriculum right away. The official season will commence in mid-January and submissions will be due in mid-April. This year we **do not have a registration deadline**. However, we encourage all teams to register by mid-January to be able to complete 12 units of the curriculum. Existing users login [here](#) and new user register [here](#).
- Promote Technovation as a community: For the 2016 season, we will be re-branding **Technovation as a community** rather than a competition. We hope to make the program more inclusive and celebrate all participants. By offering more after-program engagement opportunities and creating avenues for past and future participants to interact, we hope to build a vibrant community of young girls and women interested in STEM and entrepreneurial careers.
- CodeGirl: Lesley Chilcott (producer of Waiting for Superman, An Inconvenient Truth and the viral codestars video that got more than 20 million views in a few days) has made a documentary, **CodeGirl**, about Technovation. It will be **launched on YouTube on Nov 1st and will be available for free viewing till Nov 5, 2015**. This is the first time that a filmmaker has released a film on YouTube and it's only because the target audience is teenagers. A few YouTube celebrities such as the vlog brothers (who have more than a million subscribers) will be publicizing the launch of the film. The goal would be to get as many teachers and girls (aged 10-18) as possible to watch it in the free viewing window from Nov 1-5th. Following which it will be taken down from YouTube and released on DVD. We encourage our Regional Ambassadors to organize viewing parties/screening of the documentary during the free YouTube window (November 1-5) and thereafter as a recruitment and promotion tool. Get in touch with the Technovation Team (info@technovationchallenge.org) if you'd like to host a screening during or after the free window.
- Regional Pitch Events: In our attempt to celebrate all teams participating in the program, we encourage regional Ambassadors to organize Regional Pitch events in their community. These events are an opportunity for the girls to showcase their achievements to the local community. For supplementary funding support refer to eligibility and grant guidelines [here](#).
- Admin access to Technovation platform: Active Regional Ambassadors (those recruiting more than 15 teams) will now have admin access to the Technovation platform. This will allow the RAs to view sign-ups of students, mentors and coaches in their region, status of surveys and final submissions. If you'd like to request admin access to the platform, please write to Madhavi at madhavi@technovationchallenge.org

Technovation Promotional Materials

Your [Regional Ambassador Kit](#) includes a collection of graphics and flyers to aid in building your local Technovation movement. These are intended to give a consistent identity to Technovation regions while allowing for customization. Here is a list of the materials included in the Kit:

- Technovation One-Pager: provides overview of the program
- Program Overview: this document provides details on the program approach and components. This can be helpful in your outreach conversations
- Mentor postcard: provides information on mentoring commitment
- Mentor Recruitment Presentation: walks the audience through the program and commitments of a Technovation mentor
- Student outreach flyers: to be shared with teachers for student recruitment
- Teacher flyer: to share program details with teachers and encourage them to sign as coaches
- Regional Ambassador Business Card template: if required, regional ambassadors can print Technovation business cards to be used in their outreach and recruitment efforts. If you decide to print Technovation business cards, please notify Madhavi at madhavi@technovationchallenge.org This will help us understand the need of such support for our ambassadors.
- Technovation logo: for outreach and marketing
- Technovation logos for your region: we encourage ambassador to create and promote their local brand by using the regional logos
- Copy of Consent Form: all participants will have to sign and submit a consent form on the Technovation platform.

Additional Materials

[Technovation Starter Kit](#) This starter kit gives a thorough explanation of Technovation Challenge requirements and provides helpful information to share with teachers and mentors who may be interested in participating in Technovation Challenge.

[Student Workbook](#) This workbook follows the online Technovation Challenge curriculum week by week with worksheets to assist students and teachers through the process of market research and writing a business plan.

[Mentor Lesson Guide](#) This guide assists mentors by providing notes that coordinate with weekly Technovation PowerPoints (available in online curriculum). Both teachers and mentors may be interested in following this guide throughout the 12 week Technovation curriculum.