

FUTURE ANYTHING



ACTIVATE 2021
School Showcase
Frequently Asked Questions

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ACTIVATE SCHOOL SHOWCASE FAQ

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Q. What is a School Showcase? What is the format?

A. A School Showcase is every school's own 'shark tank style' pitching event run at the conclusion of their Activate program.

These events are fantastic for engaging your local community in your incredible classroom work, and it also breaks down the transactional nature of assessment - allowing students to celebrate their final product and share their learning with a broader audience.

We encourage every school to run a Showcase event. **They can be as grand or as modest as you like.** Most will include a live pitch session and/or an exhibition/marketplace to showcase students' work.

You could keep it simple and run your Showcase in one of your normal classes with classmates acting as judges. Or, you could run bigger event over a couple of hours in school time, inviting other students (say from senior business classes) to attend or, go all out and open the event up to your whole community one evening.

If you have a large number of students participating, you may wish to combine some of these ideas (for example, everyone pitching in class, with the winners going through as 'finalists' pitching at a bigger event with an marketplace featuring all other students attached. It's up to you - and your students!

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Q. Will Future Anything run our School Showcase?

A. No, each school runs their own event at a time and with a format that works for you. But, we're here to help! Use the tips in this Q&A and, of course, reach out if you'd like to chat your ideas through, we'd love to help out and hear what you're planning!

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Q. What are the elements of a Showcase?

It's up to you, but here are some of the elements that other schools have included:

- ▲ *Pitch Session* – think 'shark tank' with students pitching to a judging panel and audience. We'd recommend having no more than around 8 live pitches in one session (though you could do more if you're running this in class). Any more than that and it can be difficult for the audience (and judges) to remember all the great ideas they've seen. Keep pitches short (2-3 minutes) then allow the judges to follow up with Q&A.

HOP TIP: allocate a timekeeper to ensure all teams get a fair crack! The timekeeper should be empowered to cut pitchers off if they go over time.

- ▲ *Exhibition/Marketplace* – have all your teams set up a stall showcasing their enterprise and give plenty of time for your audience and judges to explore all the stalls. You students can create a 1 minute 'elevator' pitch then choose the winner with a People's Vote (see below). This is a great way to go if you have a lot of students participating.

- ▲ *People's Vote* – this is a super fun way to get everyone involved – run an online poll (you can use platforms like Slido if you have access) or give everyone tokens to put in labelled pots to vote for the People's Choice.

HOT TIP: If you have parents/caregivers attending, give everyone in the audience 3 tokens and tell them must vote for at least 3 different teams. This means they will engage with more team rather than just voting for their own!

- ▲ *VIP/Guest Speakers* – think about inviting local entrepreneurs/changemakers as a guest speakers and/or judges. This is a great way to connect with your local entrepreneurial ecosystem.
- ▲ *Student Involvement* – get your students involved in designing and running the Showcase. Think about ways of getting other classes involved e.g. in managing the event on the day, building a set, providing tech support, entertainment or catering.

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Q. When should we run our Showcase?

A. You can arrange your own Showcase at a time that works for your students and your school community.

Most schools run it either in the last week of the Term they've delivered the program in, or the first week of the following Term while it's fresh in students' minds.

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Q. How long should our Showcase be?

A. It's totally up to you! You could run it in your normal class time or extend it. A marketplace showcase might work well over a whole afternoon, giving different students and the school community time to drop in.

If you're running a pitch style event, we recommend keeping it to a couple of hours. Here's a rough example of a running order, but get creative and do what works for you!

- ▲ Opening/welcome (5 mins)
- ▲ Pitches 1-4 (25-30 mins)
- ▲ Guest speaker or short break (5-10 mins)
- ▲ Pitches 5-8 (25-30 mins)
- ▲ Entertainment or Audience visits marketplace while judges deliberate (20 mins)
- ▲ Announcements and prize giving (10 mins)

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Q. How do judges choose the winners?

Here at Future Anything, we use the [judging rubric here \(PDF\)](#), which judges use to assess (and score) enterprises on three factors: Innovation, Impact & Implementation.

This rubric will also be used to select Activate national finalists, so it's a great set of metrics for your students to work towards to give them the best chance of success in the national competition.

But, of course, you are also more than welcome to create your own rubric that works for your own Driving Question and context.

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Q. Who should be on our Showcase judging panel?

A. It's usually the Principal and members of the broader school community - we encourage schools to engage external contacts/networks they already have for this.

You may also choose to include student leaders, senior Business students, and/or Activate student alumni if you have delivered the program before.

HOT TIP: have an odd number of judges so that you don't have a deadlocked decision! And allocate a 'head judge' to lead the discussion and ensure a clear final decision is made (relatively) quickly!

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Q. What do Showcase winners receive? Does Future Anything provide prizes?

A. Schools are responsible for providing prizes (if appropriate). Again, this is a good opportunity to connect with your local business community and startup ecosystem to source prizes and external support.

Prizes could include cash (to help them start their business or just for themselves!), vouchers, or in-kind support such as internships or mentoring from your local startup hub or passionate local entrepreneurs.

All students/teams (regardless of their performance in your school Showcase) can also apply for the Future Anything National Final. Your Showcase (and the feedback they receive from it) will stand them in great stead for their finals application!

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Q. Have you got any other tips?

A. Yes!

- ▲ Think about how you can use your showcase to achieve your broader goals. If you're running Activate in an elective, could you invite younger students to attend so they can get pumped about what they could be doing next year? Or invite Year 6s from your local primary school to help them get connected to life at your school. Or, see if your local start-up hub would host your marketplace and invite local entrepreneurs.
- ▲ While it's great to win the Showcase, the best outcome for many students is the feedback they received from the judges and audiences while pitching/exhibiting their enterprise ideas. Think about giving your audience/judges a way to feed back to students after the event, and maybe even to offer their support to help launch their business. Here at Future Anything, we ask our audiences to complete a card saying *"What I loved about your idea was..."*, *"What I wish you'd done/said is...."*, *"I'd like to help you by...."* then we share these with students afterwards.
- ▲ Invite us! We'd love to come along to your showcase if we can. Let us know when you've locked your date in and we'll come along if we possibly can!

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