

KidEx Do-It-Yourself National Challenge 2020

Activity description and self-learning manual

KidEx Do-It-Yourself National Challenge 2020

Activity 27: Record a Video narrating a unique “business” idea

9-17 years

Cognitive skills



Identify a daily pain point in the lives of people around you

Think of an innovative idea to solve for the daily pain point for majority of people

Record a Video sharing your idea

- What is the problem?
- Why is it a problem worth solving?
- What are your starting thoughts on solving?

Submit as per the guidelines

www.kid-ex.com

Image source: US Chamber Foundation

Activity: Record a video narrating a unique “business” idea | Cognitive skills | 9 to 11 years

Skill development milestone

With a longer attention span, they will have more interests and start doing things like collecting and starting hobbies. They are also capable of concentrating and resuming a task after an interruption. They take notes, organize facts, and write reports from the material. They take part in class discussions and share their own ideas.

Good at memorizing and recalling information, but typically does not show a deep understanding of it. Kids now understand information detailed in drawings, timelines, and charts. They may start to show more creativity in things like writing, designing, or performing arts. Kids might start using slang and repeating things their friends said at school.

Kids should be able to solve mathematical problems, including fractions, word problems, and multiplication and division involving long numbers. They will also start to learn more complicated math subjects, like decimals, long division, and possibly geometry. They may start learning mathematical concepts like variables, ratios, and negative numbers, and start reading books that are more challenging.

Your child’s brain is still developing. He/she can grasp abstract concepts and is starting to understand shades of gray in the world. He/she will also be developing his/her ability to think logically and solve problems systematically. As your child’s brain continues to develop, their schoolwork may be uneven at this point, and interests may be changing rapidly. They are likely to use gestures and facial expressions - like the eye roll - to get their point across.

Child begins to understand that not everyone holds the same beliefs. Child can use logic and debate others quite well. At this age, they have better ability of making decisions. They might not be particularly good at organizing or planning things in a practical way yet.

Activity description

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The child should come up with an innovative “idea” which can improve the daily lives of people around you.

Identify any task/activity which you see anyone (your mom/dad/other relatives/house support) doing daily which is a non-value add activity or can be easily automated using technology or product innovation.

Think of a directional answer as to how would you solve for the problem.

The child should record a video of self narrating:

1. What is the problem that the child is trying to solve for?
2. Why is this a problem worth solving?
3. What is the child’s starting thoughts on solving the problem?

The video should be submitted as an entry as per submission guidelines.

You may share the same with family (1st circle), relatives & close friends (2nd circle) or acquaintances (3rd circle) as desired by you. Or post the same on social media (public), if you wish, with the hash tag #KidExDIYChallenge or #KidExDIYNationalChallenge.

Submission guidelines

1. Keep the total file size less than 20 MB
 - a. Higher resolution camera creates large size video files
 - b. Android users can install & use Camera MX player to record smaller size video files
 - i. Camera MX player can be downloaded from [here](#)
 - c. Iphone users should change resolution setting by going to Settings -> Camera & selecting lowest resolution from “Record Video” option
2. You can upload the video file at <https://www.kid-ex.com/diy-nc>
3. Kindly ensure you have registered for the event for us to assess the submission. If not registered, please visit <https://www.kid-ex.com/diy-reg> to register.

Self-learning manual

Common mistake and things to keep in mind in this activity are:

1. The child cannot identify a problem which is repetitive enough
2. The child cannot identify a problem which is generic enough to be relevant for many people
3. The child cannot articulate the benefits of solving the problem
4. The child is unable to distill out the secret sauce to solve the problem in its commentary
5. The child gets too involved in tactical details related to solving the problem rather than closing directional answer

Key coaching tip to excel in this exercise is that share examples of ideas like Ola, Uber, Milkbasket, Swiggy, Zomato highlighting to the child which problem did such companies solve & why is that problem a relevant enough problem to solve for. Share stories regarding how they are still getting their act in place though they have clarity on the directional answer and they continue to build on that.

Let the child then identify a problem worth solving and when the child is convinced about the problem & solution, let the child start writing down his/her thoughts. Ask the child to limit the entire narrative to half a page (A4 sheet) – shorter the description, clearer the thoughts!

Key benefits of this exercise are:

- Triggers entrepreneurial thoughts in child
- Improves observation skills
- Institutionalizes a technology-bent-of-mind

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- Build empathy for users
- Promotes creativity in thinking

Entry evaluation guidelines

The maximum point for this activity is 30. Every entry would be rated as either:

1. Master (M): 100% score
 - a. The child can share a unique idea & articulate in an engaging manner as per the provided guidelines
2. Intermediate (I): 80% score
 - a. The child can share a unique idea & articulate in a low-engaging manner but as per the provided guidelines
3. Beginner (B): 50% score
 - a. The child can share a non-unique idea & articulate in an engaging manner as per the provided guidelines
4. Not applicable (NA): 0% score
 - a. All other submission cases
 - b. No submission.

For any queries, you may Whatsapp us at +91-7303755886 or email us at info@kid-ex.com.

About KidEx

KidEx is a company founded by Kapish Saraf & Amritanshu Kumar (IIT Kharagpur & IIM Calcutta alumni). KidEx aims to create a platform to enable holistic & comprehensive development of every child by partnering with their parents in a logistically convenient manner for the parents. KidEx offers multiple extra-curricular activity classes for kids in physical & digital form (basis screen time guidelines) to enable child's holistic development.

Should you be interested in undertaking any of the classes or knowing more about our offerings, kindly reach out to us at +91-7303755886 (call / WhatsApp) or email us at info@kid-ex.com

KidEx will offer all learning solutions to parents under one umbrella. KidEx would soon launch a suite of digital products aimed at making child-raising easier & more fun for parents.

Live Classes

Cognitive Development	Physical Development	Language & Communication	Creativity & Imagination
✓ Chess	✓ Yoga	✓ English	✓ Guitar
✓ Science (Class 8 to 10)	✓ Bolly-fitness	✓ Mandarin	✓ Film-Making
✓ Chemistry (Class 11 & 12)		✓ French	✓ Fine Arts (Sketching / Painting)
		✓ German	
		✓ Spanish	

Note: Upcoming classes include Academics, Robotics, Coding, Dramatics, multiple Dance & Music, Social Etiquette etc.

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About KidEx Do-It-Yourself National Challenge

The event is an effort to spread awareness regarding **need for all rounded development of the child**. This is also, designed keeping in mind the current external scenarios where lockdown/no lockdown, social distancing practices would continue & schools/colleges might be shut for a few months which would require parents to find non-screen time learning opportunities for the child while demanding lesser time for parents allowing them some breathing space for themselves.

The event is open to all Indian citizens in India or abroad across age groups of 3 to 17 years. Basis the submitted entries, for every age, a leader board would be created & declared.

You may share your entries (video/images) with family (1st circle), relatives & close friends (2nd circle) or acquaintances (3rd circle) as desired by you. Or post the videos on social media (public), if you wish, with the hash tag **#KidExDIYChallenge** or **#KidExDIYNationalChallenge**.

Prizes & certificates

We will conduct two versions of the event for all interested parents. Parents can decide whether they want their child to participate in the paid version or the free version of the event. Entry charge for paid version of the event is INR 500 for every child.

Paid version participants would be eligible for:

1. Prizes for winners across all age category
 - a. Number of winners linked to number of paid version participants
 - b. 50% of registration fees to be distributed as prize to winners
2. Winner & participation certificates
3. Assessment score for every submitted entry & leader board position summary

Free version participants would be eligible for:

1. Assessment score for every submitted entry

Even participants interested in paid version would be required to pay the amount after 7th May allowing them opportunity to participate first & then, decide.

Important notes:

1. Re-submission: KidEx will provide weekly status on Tuesday / Wednesday for all entries made till Sunday midnight of previous week. KidEx DIY aims to inculcate culture of self-learning & 1% improvement every day in each & every child. If you wish to re-submit the entry for any activity to give the kid an opportunity to better her/his performance and aim for M, we would be supportive and do not mind the additional effort on our part to re-do the assessments. Feel free to re-submit the entry.

2. Conversion to paid version: Should you wish to convert to paid participation (Rs 500/- only), or make payment for your paid participation, simply visit <https://rzp.io/l/KidExDIY> and make the payment by providing your registered email address, mobile number & child name. KidEx team will ensure that your payment is duly recorded & reflected in your participation.

3. Respecting your choice: If you have been registered with KidEx for more than 7 calendar days as unpaid participant and have not submitted even 1 entry, we will respect your choice and will not share challenges with you going forward. Should you wish to re-start receiving challenges, simply make submission for any one challenge or convert to paid participation.

4. Unsubscribe option: Should you wish not to receive DIY events email from KidEx, simply send an email with subject "Unsubscribe" from your registered email address to info@kid-ex.com.