



Ignite Imagination

Imaginauts:

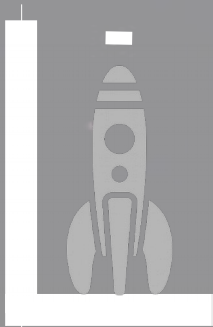
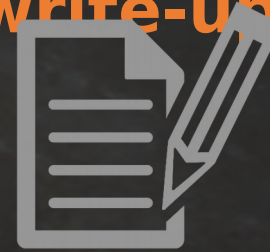
Bryce Cousins, Keiland Cooper, Sean Lamberti, Joie Li,
Hannah Linville

Ignite Imagination Scholarship

**Creative
Piece**



**One page
write-up**



Rationale for Ignite Imagination



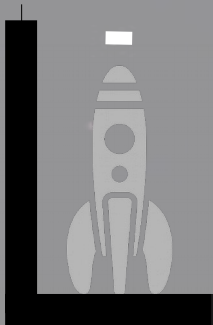
Engagement: inspire creativity and imagination



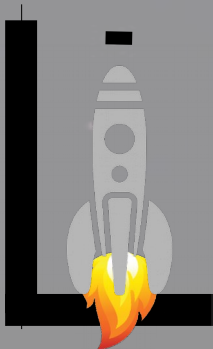
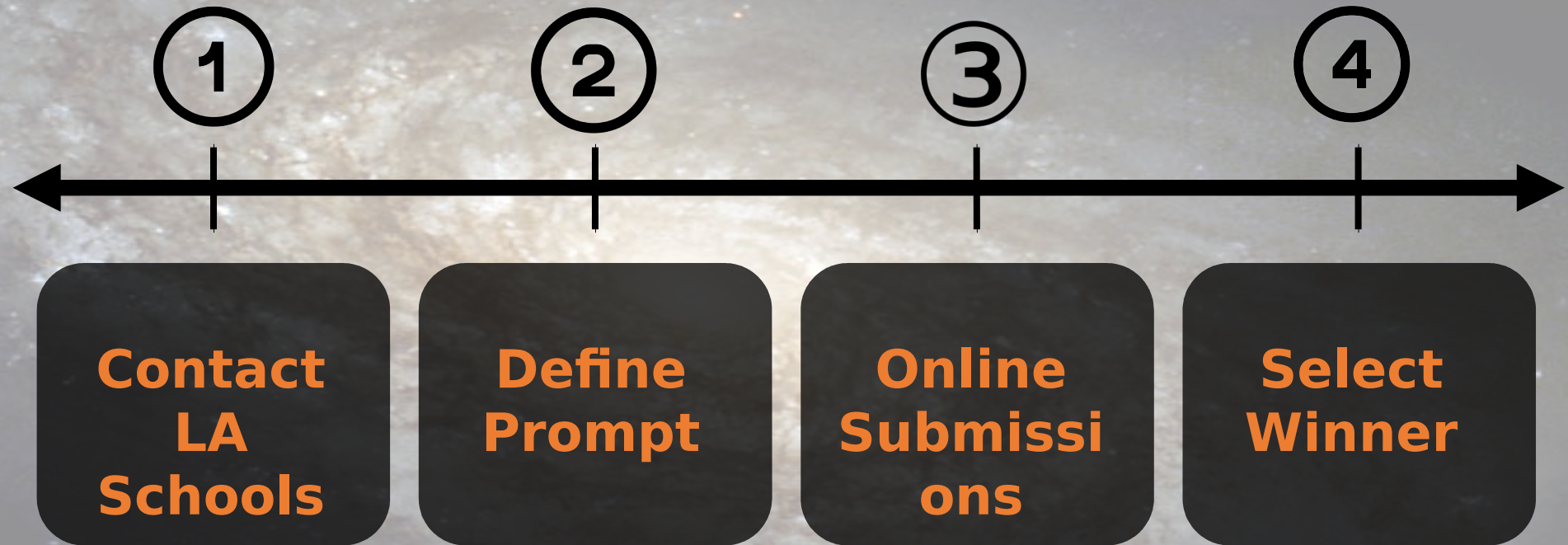
Incentivized: increases participation and motivations



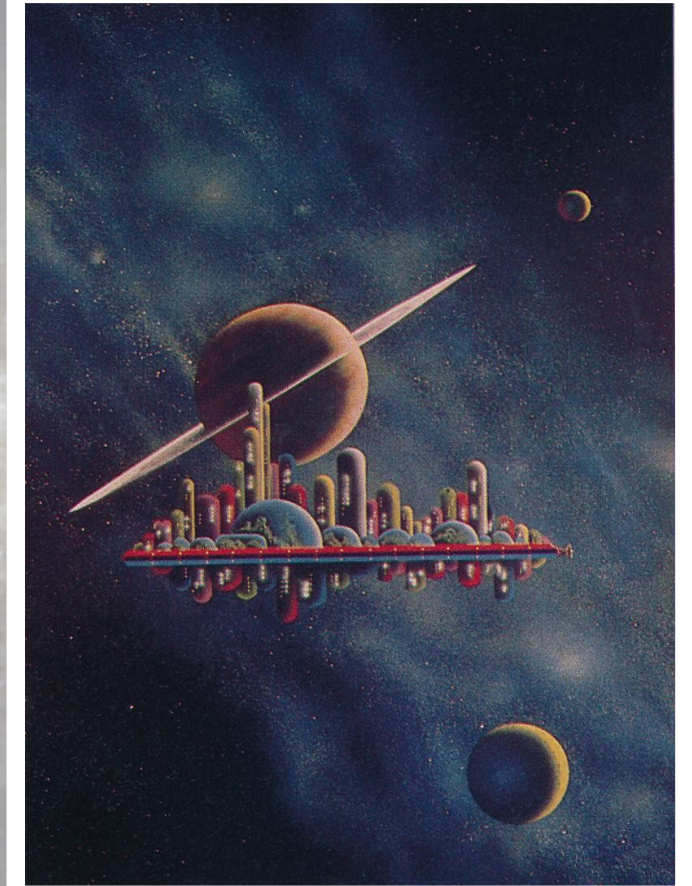
Feasible: preexisting relationship with LA schools



Implementation Timeline



Future Impact



*student "creative component"
examples

Ignite Imagination



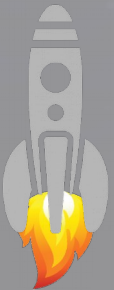
Low Cost



Easy to Implement

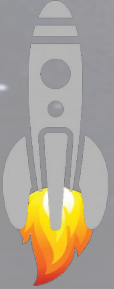


High Participation



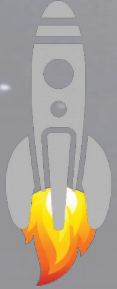
Q&A

- Financial Breakdown
- Potential Risks & Mitigation
- Personal Testimony
- Business Sense
- Target Market Rationale



Financial Breakdown

Budget	Scholarship Prize
Best Case	\$10,000 - \$7,500 annual prize
Average Case	\$2,500 - \$5,000 annual prize
Worst Case	\$1,000 or less, plus exclusive 100YSS membership offers, trips, etc.

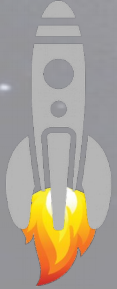
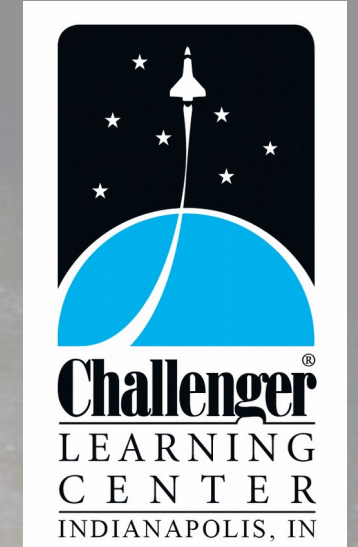
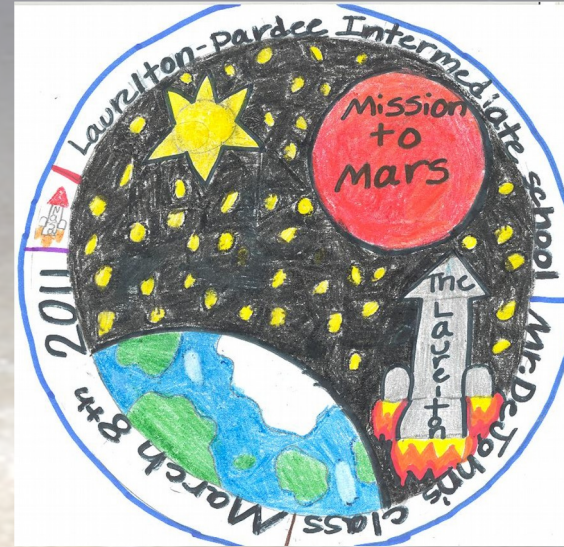


Potential Risks and Mitigation

		Impact				
		Negligible	Minor	Moderate	Significant	Severe
Likelihood	Very Likely	Low	Moderate	High	High	High
	Likely	Low	Moderate	Moderate	High	High
	Possible	Low	Low	Moderate	Moderate	High
	Unlikely	Low	Low	Moderate	Moderate	Moderate
	Very Unlikely	Low	Low	Low	Moderate	Moderate

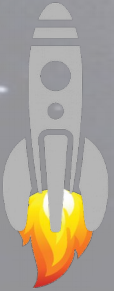
1. Submission Number Low
2. Submission Quality Low
3. Investment Increases
4. Outreach is Limited
5. Impact is Minimal

Personal Testimony



The Business Sense

- **Easily expandable**
 - After pilot year, could move into other local school districts
- **Easily adaptable**
 - Ability to change prize amount and focus of campaign
- **Easily discontinued**
 - No sunken costs, can easily drop campaign if need be



Target Market Rationale



67% of high schoolers apply for scholarship

When **motivated**...

- Seek **better solutions**
- More **quality oriented**
- Increased

productivity/efficiency

How Students Learn

