

# BelTech Edu 2024 Storyboard Entry Brief

---

[beltech.edu24@kainos.com](mailto:beltech.edu24@kainos.com)

# Contents

<b>1. Entry Level Competition Overview .....</b>	<b>1</b>
1.1 Competition Background .....	1
1.2 Key Dates .....	1
<b>2. Challenge Brief.....</b>	<b>1</b>
2.1 The Task .....	1
2.2 Submission format .....	2
2.3 Assessment criteria .....	2
<b>3. Tips for a great submission .....</b>	<b>3</b>
<b>4. If you need help.....</b>	<b>4</b>
<b>5. Closing notes.....</b>	<b>4</b>

# 1. Story Board Entry Competition Overview

## 1.1 Competition Background

BelTech Edu is an annual competition aimed at KS3+ students aged 13-18 interested in a career in the technology & IT sectors. The entry level competition involves you submitting an innovative idea for an app in storyboard format.

**The top prize is £500 to the winning entry**, with £250, £150 and £100 for 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> place respectively.

You can enter as a solo entry or as part of a team.

We recommend working in a smaller team as it will allow you to distribute the work into smaller pieces and often the best app ideas come from chatting to one another about a problem!

For the storyboard you can use any storyboarding or design software of your choosing, however we do provide recommended tools and tutorials on how to use them!

**Note** – For entry level, you don't actually have to make the app itself, instead you just have to make a storyboard demonstrating your idea and how it would work.

The competition is free to enter and open to students of all levels of technical background, from none to experienced.

If you have more of a technical background and you'd like to have a go at developing a prototype app of your idea, why not check out the *primed* level competition on our site!

## 1.2 Key Dates

*21st February – Submission deadline*

*22nd February – Internal Shortlisting*

*23rd February – Shortlisting Announced*

*1st March - Finalists present to judges (virtually)*

# 2. Challenge Brief

## 2.1 The Task

Your task is to:

**Build an app for young people that:**

- **Promotes sustainability and environmental consciousness**
- **Encourages healthy habits and balanced lifestyles**

- **Improves education and personal development**
- **Provides knowledge on budgeting, saving and responsible financial management**

This is an **Inclusive-Or list**, you could potentially build an app that addresses one, two or all three of these areas!

Don't let these prompts limit your creativity, use them just as a rough guide of what you should aim to produce.

## 2.2 Submission format

You must submit a video no longer than **3 minutes** discussing your app idea and presenting your storyboards.

If possible, also attach your storyboards in your submission so we can have a closer look at your design ideas!

You must send your submission by **21<sup>st</sup> February 2024** via the upload page you will see after signing in at [BelTechEDU \(amplifyapp.com\)](https://amplifyapp.com)

If you make it to the shortlist, you'll have a small amount of time to further refine your idea before presenting it to a panel of judges!

## 2.3 Assessment criteria

Your Submission will be assessed against the following criteria:

- Idea
  - What was the inspiration for the idea?
  - What problems does your idea set out to solve?
  - How novel is the idea?
- Design
  - Is the design layout clear?
  - How accessible is the app design?
    - I.e. to those who are deaf, hard of sight or not familiar with technology
- Forethought
  - Can you demonstrate your thought process for your full design from start to finish?
  - What problems could your app idea potentially encounter and how did you account for them?
- Practicality
  - How practical is the app idea?
  - Would it likely stand up to a real-world test if the app was developed?
  - Would there be any restrictions to where and when the app could be used and who could use the app?
    - i.e. geographic location, internet access restrictions, device type restrictions, accessible userbase restrictions
- Solution
  - Does the app idea effectively solve the problem it set out to address?
  - Is the app design the easiest, most efficient way of solving the problem?

- What are the key outcomes as a result of the app being used, do they effectively address one or more of the key themes?
- Promotes sustainability and environmental consciousness
- Encourages healthy habits and balanced lifestyles
- Improves education and personal development
- Provides knowledge on budgeting, saving and responsible financial management
  - How innovative is the idea & design?
  - Does it build upon new and/or existing technologies?
  - How could future technologies like wearables, the internet of things and other tech advances benefit your idea further?
- Relevance
  - How relevant is your idea to the three themes mentioned above?
  - Would your app likely help a large number of people in the real world?
  - Could you explain your idea to someone who has never used a smartphone before and would they understand the core concept of your idea?

### 3. Tips for a great submission

- Teamwork
  - If your entry is a team entry, to include everyone in the video submission, have everyone cover at least one aspect of your idea
  - Divide the work between team members to make it much more manageable
  - Discuss ideas and problems with each other, and with other people outside of your group, you'll never know who could give you that inspirational spark!
- Presentation
  - Make sure to speak clearly on your video presentation so we can fully receive your idea
  - Having a screen recording of your storyboard while you narrate it will give a very clear picture of your idea
  - Practice showing demo videos of your presentations to your friends and family to see if they fully understand your idea!
  - If possible, include your storyboard and other resources in your submission so we can take a closer look at them
- Idea
  - All the best submissions start with a great idea, make sure to spend time considering your different options and go with the best one that you can come up with
  - Sometimes trailing a storyboard for multiple ideas can reveal which is the best one to follow through with
  - Check your idea and your presentation with storyboard against the assessment criteria above to make sure it's a good fit for the competition, as the criteria is how your idea and presentation will be judged.



- Ask for help
  - We will be running regular Live Q&A sessions as well as an anytime Q&A forum, details will be on our website, so if you need help, don't hesitate to get in touch! Check out the 'If you need help' section below too.
  - We are also running regular showcase sessions showing the different career opportunities in the IT sector, if you are in need of some inspiration, perhaps this can spark an idea!
  - Reach out to your peers, teachers and relatives if you have an issue that you think they might be able to help with while coming up with your idea.

## 4. If you need help

- We will have regularly running live Q&A events that you will be able to join via Microsoft Teams, so keep an eye on our website to see when these are running, you can drop in at any time while these are running to ask questions about anything project related you might be stuck on.
- We have resources on our website [BelTechEDU \(amplifyapp.com\)](https://amplifyapp.com)
- That walk through
  - How to storyboard effectively
  - What best practises to follow for your submission
  - Different tools that you can use to produce your submissions
- If you have an issue that isn't solved by the above resources or the live sessions, then please email us at [beltech.edu24@kainos.com](mailto:beltech.edu24@kainos.com) and we will get back to you as soon as possible

## 5. Closing notes

This competition is about having fun and coming up with a great idea!

So make sure to take some time away from the screen if you find yourself pondering over the best idea to take forward! And not to be afraid of asking for help should you need it.



kainos.com

Follow our story:



@KainosSoftware



Search 'Kainos'



Search 'Kainos'