



DESTINATION
IMAGINATION®

LICENSEE PROSPECTUS

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Introduction

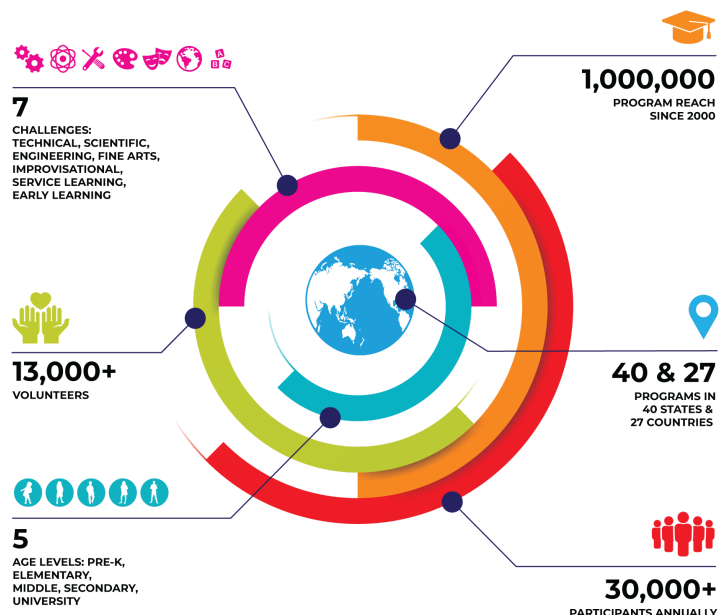
About Destination Imagination

Destination Imagination's (DI), founded in 1999, is a 501(c)3 nonprofit organization headquartered in New Jersey, USA, which operates educational programs and activities in 45 US states and in 25+ countries. On average each season, more than 10,000 student teams (70,000+ youths) participate in our programs, which are supported by an estimated 13,000 amazing volunteers.

Through DI's educational experiences, participants develop the skills necessary to become successful leaders in whatever future career path they choose. In DI, students ages 5-18 from around the world organize into teams that choose and solve one of DI's six competitive Challenges.

Each DI team's Challenge solution is the manifestation of that team's hard work and dedication throughout the months-long tournament season. With a limited budget and limitless creativity, each team responds to their chosen Challenge using only their own ideas and skills. They transform simple materials, household items and technical components into an 8-minute mini production that aims to integrate artistic expression, STEM skills and storytelling. They may contain well-designed set pieces, team-created works of art, or expertly engineered inventions.

After teams imagine and create their unique solutions, they showcase them at local events, with the hopes of being recognized for their wild creativity, their innovative problem-solving style, and their collaborative spirit. Participants embark on a journey of self-discovery that empowers them to become tomorrow's leaders.



Alignments

Competence-based Curriculum and United Nations (UN) Sustainable Development Goals

We believe that quality education goes hand-in-hand with gender equality. All learners regardless of gender must be exposed to and develop technical and soft skills. Through our STEAM-based challenges, we offer a platform where girls and boys can apply technical skills based on their interests in an environment that encourages soft skill acquisition.

Technical Fields

- Research
- Project management
- Chemistry
- Computer science
- Electricity
- Hydraulics
- Mathematics
- Mechanical engineering
- Physics
- Structural engineering

Soft Skills

- Active citizenship
- Creativity/Innovation mindset
- Critical thinking
- Collaboration
- Communication
- Perseverance
- Resilience
- Risk-taking

Education provides the opportunity for learners to think laterally and vertically, to build and expand knowledge and develop strong social-emotional skills allowing them to align their social responsibility with the need for innovation.

The curriculum encourages development of research and application skills with a concerted focus on the development of what have been listed as high employability skills.

A key focus of the innovation mindset is understanding and utilizing in creative ways local materials. We believe that technical skills can be learned with readily available, inexpensive materials to reduce inequalities. By encouraging the recycling of local materials as learners explore material properties, new waste can be kept at a minimum and old waste can be reused and learned from.

Structure

Destination Imagination headquarters understands that there is no one size fits all approach to our program. We work with country licensees who represent the country's people, language, and culture to ensure that the DI philosophy can reach learners without a one-size-fits-all expectation.

Our vetting process for a licensee organization is based on the following criteria:

- Promotes a similar vision and mission to DI
- Holds knowledge of the educational landscape
- Is a legally registered educational organization, foundation, non-profit or similar



Goal 5: Gender Equality



Goal 4: Quality Education



Goal 10: Reduced Inequalities



Goal 12: Responsible Consumption and Production

- Has existing funding streams (commercial or philanthropic)
- Has project management knowledge
- Run by a Board of Trustees or Directors
- Holds liability insurance to protect the students and adults (if applicable)
- Is willing to dedicate time and resources to develop a clear understanding of the DI Challenge Experience and Affiliate structure locally
- Is capable of offering the full Team Challenge Experience within the first three years as a licensee

Once vetted, an organization will be asked to review our license agreement and any amendments will be discussed. The license agreement is renewed annually as long as requirements are met. The main requirements are listed below:

- Complete the Affiliate Orientation and Training with an assigned DIHQ representative
- Attend Global Finals (USA in May)
- Run a DIHQ-approved DI Affiliate tournament for teams in your jurisdiction
- Maintain a minimum of 25 teams annually
- Create a strategic plan for growth and development and report impact
- Increase program reach each year
- Be inclusive of all students who wish to participate
- Offer the full DI Team Challenge experience (all 7 Challenges open to all DI levels) by year 3
- Certify teams to Global Finals each season unless impeded by political, economic, or cultural circumstances

Destination Imagination will provide the following support:

<ul style="list-style-type: none"> ● Monthly orientation calls during the first year: <ul style="list-style-type: none"> ○ Welcome and ongoing support ○ Strategic planning ○ Tournament preparation 	<ul style="list-style-type: none"> ● Online assistance: <ul style="list-style-type: none"> ○ Forums to connect with peers ○ Knowledgebase
<ul style="list-style-type: none"> ● LMS modules to support understanding: <ul style="list-style-type: none"> ○ A Look at the License Agreement ○ DI Philosophy and Experience ○ Affiliate Director Toolkit ○ Forming Your Affiliate Leadership Team ○ Marketing DI ○ Team Manager Certification* ○ Appraiser Training ○ Score Room Training 	<ul style="list-style-type: none"> ● Written materials: <ul style="list-style-type: none"> ○ Licensee Manual ○ Tournament Guide ○ Roadmap* ○ Rules of the Road* ○ Tournament Signage ○ Challenge Master Guides ○ Appraiser Guides

*Offered in Arabic, English, French Canadian, Korean, Mandarin, Polish, Spanish, Turkish, and Ukrainian.

Cost Structure for a Licensee

The licensee pays an annual fee for the licensing rights as per the table below:

- Affiliates with up to 50 teams will pay an annual fee of \$100*
- Affiliates with 51-250 teams will pay an annual fee of \$250
- Affiliates with 251-750 teams will pay an annual fee of \$500
- Affiliates with 751-1250 teams will pay an annual fee of \$1000
- Affiliates with more than 1251 teams will pay an annual fee of \$2000

*Annual license fee is based on team count from the previous season. New Affiliates pay \$100 in their first year.

Each participating team pays DIHQ \$165 (US teams) or an equivalent cost which is calculated using Purchasing Power Parity for teams in other regions of the world. This cost provides access to the digital materials including our suite of challenges, the rapid ideation and implementation practice pack, the curriculum guide, and access to our Learning Management System. This payment can be made directly through our online portal using a credit card, or the licensee can collect payments and make a bulk purchase for the teams.

The licensee is free to set up a cost per team to cover administration, training, event, and tournament costs on top of the \$165 digital material cost.

Licensees can continue using the DI materials and charging for events that sit outside of the tournament season when employing the proper IP protocol.

The licensee would be able to utilize their business structure to determine how cost will be covered whether through local funding or passing the cost on to the teams.

Below is an example of the cost breakdown for running the DI Challenge Experience through schools:

Payable to	Item	Cost p/team	Cost p/learner
DIHQ	Digital Materials access (Challenges, Instant Challenge, Roadmap, Rules, Online Learning)	\$165*	\$23.57**
Licensee	Licensee Admin and Training for teachers	\$150	\$21.43
Licensee	Tournament Registration Costs	\$70	\$10
	Total Season Costs	\$385	\$55.00

*This cost does not include materials as students would choose materials based on their ideas and what is available. Costs can run from \$50 USD to \$200 USD.

**This example assumes that there are 7 students on a team.

In this example, \$315 USD per team comes to the licensee. The Licensee Admin and Training amount is always determined by the licensee based on realistic local costs to run and manage the license requirements.

Human Resource

Like all businesses, we have found that having people dedicated to marketing/brand awareness, educational support, and logistics/administration are helpful during the launch of the program. Under each branch, we have found that having people in full-time positions supported by part-time positions and volunteers has been the most effective.

Each licensee appoints a lead manager who we refer to as the Affiliate Director. This person is responsible for managing the scope of the project and will be the main contact with DIHQ. We provide training modules, a tournament guide, an affiliate manual, and other key documents to support the Affiliate Director.

In order to increase brand awareness, we recommend that a licensee appoint a training director and a marketing manager. We provide a Brand Style Guide and extensive training for the training director to feel confident with their role.

Event logistics can be a large job in our experience and warrants a person dedicated to understanding and making modifications to the DI tournament requirements. We provide a Tournament Guide and supporting materials as well as our rules and regulations guide. As our tournaments are appraised by local volunteers, recruiting, organizing and training is a crucial part of this role.

There are other roles specific to DI that help create consistency in the brand and in the appraisal process.

- **Challenge Master per Challenge:** These people should be interested in the topic of their Challenge and be willing to remain as Challenge Master over a few years in the same Challenge. (Ex. A scientist from the University may be interested in being the Challenge Master for the Scientific Challenge.) These people will need to read and fully understand the Challenge and are in charge of helping to train Team Managers on the Challenge, help recruit appraisers and train the appraisers for the tournament. They should be bilingual and computer literate.
 - Time commitment: 2-3 hours a month for the 5 months before the tournament and 20 hours in the month of the tournament.
- **Score Room Master:** This person should have an IT background and be able to run clear, effective protocols. They will need to take online training, download and test the score program before the tournament, establish the tournament schedule, and manage the tournament scoring through the dashboard on the day of the event.
 - Time commitment: 10-15 hours per month in the two months before the tournament.
- **5-7 Appraisers per Challenge:** These people will be involved in the DI process of appraising the teams solutions for their assigned Challenge on tournament day. They will be responsible for reading the Appraiser Guides and taking online and live training.
 - Time commitment: 15 hours the month of the tournament
- **One Team Manager per team of 2-7 students:** Team Managers can be parents, teachers or any other adult who has been vetted by the Affiliate and deemed safe to be around students. These adults would take online training as well as in-person training and work with the team over the season at least 1 day a week to help them develop skills on their journey. They have access to the Roadmap (lesson plan book) and the Rules of the Road (rules and regulations).
 - Time commitment: 1-2 hours a week for the first 8 weeks which will increase as the tournament approaches.

Project Information Table

INPUTS	STRATEGIES/ ACTIVITIES	OUTPUTS	IMPACTS
Online, interactive training for licensee staff/teachers through the Destination Imagination Learning Management System	<ul style="list-style-type: none"> • Independent learning • Team development strategies • Rapid problem solving learning strategies • Understanding Team Challenge • Approaching Team Choice Elements 	<ul style="list-style-type: none"> • Teachers earn e-badges and completion certificates • Teachers able to promote collaborative problem-solving • Teachers who feel comfortable with the content 	<ul style="list-style-type: none"> • Learners become better collaborators • Learners feel secure that their facilitators will support them • Increase in well-being
Destination Imagination Challenge Experience digital materials including our set of STEAM-based challenges, rapid ideation kit, teacher curriculum guide and rules and regulations guide	<ul style="list-style-type: none"> • Technical, Scientific, Engineering, Fine Arts and Service Learning Challenges (STEAM) • Improv Challenge • Activities to develop the 4 Cs of 21st century learning • Formats and instructions for introducing project management to learners 	<ul style="list-style-type: none"> • Opportunity to research and apply STEM knowledge • Introduction and practice to project management • Increased creative problem-solving skills • Increased ability to communicate and make decisions • Ability to identify interests and strengths • Increased self-awareness 	<ul style="list-style-type: none"> • More confident learners • Higher self-esteem • Higher self-worth • Faster reaction times • Healthier reactions to failure and stress
Capstone event for student competition	<ul style="list-style-type: none"> • Tournaments will be held in person if possible through a local licensee • Learners will make present their solution for scoring and feedback • Highest ranking team in each challenge level earns opportunity for international competition 	<ul style="list-style-type: none"> • Learn that a project is finished once the data is reviewed • Bringing learners together for a common interest • Opportunity to see other teams' presentations and practice positive feedback 	<ul style="list-style-type: none"> • Increased capacity to see skills application • More unified teams • Community partnership
International cooperation events	<ul style="list-style-type: none"> • Winners earn the opportunity to participate in the DI annual event, Global Finals (cost is covered by team), or to attend a tournament in another part of the world to showcase their solutions 	<ul style="list-style-type: none"> • International travel and cooperation (dependent on local visa laws and travel permission) 	<ul style="list-style-type: none"> • Global mindset and exposure of the local culture to other parts of the world

Case Studies

DI Turkey was founded more than 12 years ago and the newest management successfully changed their business model from a volunteer-led organization to a business-minded one. In 2017, a series of events motivated the Board of Directors to assign higher value to the product to ensure that the flow of income enhanced the ability to have paid administrative positions and to ensure that the business made a profit that could be used to increase reach and quality. A cost was added to all events and in-person training which allowed for their reach moved from 6 to 9 regions, to hire a part-time director, and to provide development opportunities to high-level volunteers in the organization.

DI Colorado has been involved with DI since its inception in 1999. With a full-time paid staff person backed by a strategic board. Their success in the face of adversity is due to strong strategic planning and support leading to relationships with other organizations which expanded the events offered to learners each year. Funding has matured and since 2010, they raise approximately \$50,000 annually through individual giving campaigns by ensuring the community view Destination Imagination as an investment that is comparable to the cost of a family to go to the movies.

DI Qatar was founded in 2014 and quickly grew from 31 teams in its pilot year to 315 teams in 2016 with the backing of a strong non-profit organization and a partnership with the Ministry of Education. This licensee paved the way for the Arabic translations of the digital materials which are now used in Qatar, Jordan and in some parts of Africa. Bringing Destination Imagination to Qatar provided the opportunity to make modifications to the program to ensure an inclusive environment in line with Islamic values.

Contact and More Information

We are happy to provide further information by email or through a meeting.

Please contact info@dihq.org with the subject, Licensee Interest for <your region>.

<https://www.destinationimagination.org/>

[DI Challenge Experience Team Journey](#)