



## Fall 2021 World Series of Innovation Competitor Toolkit

Welcome! [Network for Teaching Entrepreneurship \(NFTE\)](#) is pleased to present a whole new set of [World Series of Innovation \(WSI\)](#) challenges for the 2021-22 school year and we're excited you're participating! This toolkit provides information about the challenges – plus tips for building a winning entry.

WSI competitors tackle some of the biggest global issues of our time, from climate change to hunger, poverty, inequality, and injustice. We want you to think BIG and come up with an innovative idea to help protect the planet and improve the lives of people around the world.

So, are you up for a challenge? See if you can think like an entrepreneur. Win cash prizes by coming up with innovative ideas to help solve seemingly intractable problems.

### FAQs

#### What is the World Series of Innovation?

WSI is an annual online competition that invites young people to help solve some of the most critical issues humanity faces today. Every fall, NFTE launches a new set of WSI challenges aligned with the [United Nations Sustainable Development Goals \(SDGs\)](#). Young innovators can enter one or more challenges and win cash prizes for ideas that advance the SDGs.

#### Why organize innovation challenges around the SDGs?

The [UN SDGs](#) represent some of the most serious challenges humanity faces today. Things like hunger, poverty, justice, equity, jobs, environmental sustainability, and climate change. [NFTE](#) believes the creativity and ingenuity of young innovators and entrepreneurs is vital to solving these big challenges. We encourage you to think BIG because our future depends on you.

#### Who can compete?

**WSI is open to all young people ages 13–24 and it's completely free.** There are no entry fees and no requirements other than meeting the age criteria. You do not need to be a U.S. citizen and you don't need to have taken a NFTE class.

**Am I eligible?** Were you born after December 14, 1997 but before December 16, 2008? If the answer is yes, you're good. You need to be at least 13 years of age and no older than 24 years of age as of December 15, 2021 (the date when the submission period for this season's challenges closes) to enter.

**Team up or ride solo?** That's up to you. Teams of 1, 2, 3, or 4 members are allowed. So, you can go it alone, as a mighty team of one, or invite a few friends to join your team and compete together. You don't even have to decide up front. Just sign up to compete then figure out later whether you want to invite anyone to join your team or not.

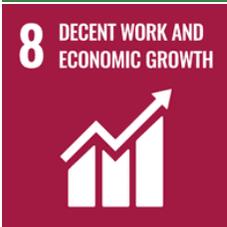
## What are this season's challenges?

There are seven innovation challenges being offered in the Fall 2021 challenge cycle:



### [Bank of the West Move on Climate Challenge, SDG 13](#)

Design a solution to help entrepreneurs and small businesses move the needle on climate while supporting economic growth and promoting a green economy.



### [Citi Foundation Inclusive Growth Challenge, SDG 8](#)

Design a solution to build a more just society by closing the racial wealth gap and promoting equity through inclusive economic opportunity.



### [EY Collaborate for Impact Challenge, SDG 17](#)

Design a solution to help secure a livable future by promoting collaborative action on sustainability by business, government and civil society.



### [Mary Kay Gender Equality Challenge, SDG 5](#)

Design a solution to promote workplace equality and equal access to economic opportunity for women and girls.



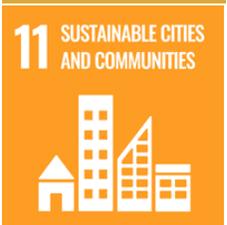
### [Maxar Community Resilience from Space Challenge, SDG 11](#)

Design a solution using satellite imagery and other geospatial data to help communities become more inclusive, safe, resilient, and sustainable.



### [PIMCO Food Equity Challenge, SDG 2](#)

Design a solution to address disparities in access (racial or other), to help ensure that all people have enough nutritious food and other resources to live healthy, active lives.



### [Saint-Gobain Sustainable Cities Challenge, SDG 11](#)

Design a solution to promote use of sustainable building materials or create a circular economy in building construction.

## How does WSI work?

The challenges are online. All you need is basic internet access and some big ideas. Explore the challenges on the [WSI website](#) then sign up to compete by clicking on the **Get Started** button that appears in the top right corner (or click the **Accept Challenge** buttons that appear above and below the challenge descriptions). You'll receive a confirmation email when you sign up. Click on the link in that email to validate. Then you can log in to your **WSI Dashboard** on our competition platform. That's where you can start your entry, manage your team, etc.

### 1. Sign Up to Compete ► *TIP: [You can click here to sign up right now](#)*

Provide your name and email address, choose a password and a tentative team name (don't worry, it's easy to change later if you get a better idea). As soon as you sign up, you'll get access to your online Dashboard where you can select the challenge you want to enter, invite friends to join your team, and start your entry.

### 2. Pick a Challenge & Start Brainstorming

Explore the challenges on the WSI website. Select one to focus on, do some rapid ideation (aka brainstorming), assess your rough ideas, and pick the best one to develop.

### 3. Build Your Entry

The online entry form will walk you through the process of identifying a "customer" and defining the problem you want to solve, then help you think through how your idea might be implemented – in just 9 questions. You don't need to write a full-blown business plan. We just ask you to describe an innovative idea that could be feasible. You don't even need to fill out the whole entry form at once, either. You can **Save/Preview** your work and come back later to keep working on it. Whenever you're ready, click **Submit**.

That's all you need to do. First round judging determines the top ten entries in each challenge category. If you're selected to advance to the final round, you'll be asked just one more question: can you persuade the judges your idea is the best entry in its category? Finalists are given an opportunity to submit a 1-minute video pitch in support of their entries and final round judging determines the 1st, 2nd, and 3rd place prizewinners in each challenge category.

**IMPORTANT:** When you sign up, you'll receive a confirmation email. You **must** click on the link in that message to validate. If you don't see it in your Inbox, check your Spam or Junk folders. Add [ws@nfte.com](mailto:ws@nfte.com) to your Address Book as a trusted sender right now to help ensure delivery.

## When are entries due?

**All entries must be submitted by 11pm (US Eastern Time) on December 15, 2021.** You're welcome to submit your entry early if you're ready but you don't have to.

## What are the prizes?

There are three cash prizes in each challenge category. **The 1st place prize is \$1,500 USD. The 2nd place prize is \$600 USD. The 3rd place prize is \$300 USD.** Teams are expected to divide prize money equally among members. There is no limit on the number of prize awards you can win, either. Some competitors enter more than one challenge and win multiple prizes.

## Who judges entries?

The organizations that sponsor challenges select experts to serve on both first round and final round judging panels. NFTE may also source additional volunteer judges, drawing from our own community of entrepreneurs, business leaders, educators, and subject matter experts.

## How are entries scored?

Each entry is evaluated by multiple judges who've been trained on the scoring rubric. The judges' scores are averaged to determine the ranked order of finish in each challenge category. At the end of first round judging the top ten entries in each category are determined. The teams that submitted the top entries are named as finalists and those teams advance to the final round of competition. Finalists are asked to record a 1-minute video "commercial" or "elevator pitch" in support of their entries, and a whole new set of judges then evaluates both the videos and the original entries of the finalists. Again, the judges' scores are averaged to determine the ranked order of finish. The top-scoring entry in a category is the 1st place winner. The next highest-scoring entry is the 2nd place winner and the next-highest is the 3rd place winner.

## Can I enter more than one challenge? Can I be on more than one team?

Super ambitious, eh? That's cool. Just remember it's one entry/one challenge per team. If you want to work on more than one challenge, you can accept invites to join other teams or lead additional teams yourself. You're not limited in any way. But you will need to sign up again, using a different email address for each team you want to join or lead because your email address is linked to your entry and must be unique to that entry. Bottom line: you'll need multiple email addresses if you want to be associated with multiple teams/entries.

## Helpful Resources

### Quick Tips – all included in this document

- Intro to Design Thinking
- Brainstorming Exercise
- Tips on Finding Opportunity
- Tips on Identifying Your Customer
- How to Build a Winning Entry ► *TIP: Even if you skip the rest of the Quick Tips, don't skip this one!*

### Longer Reads

- NFTE Entrepreneurship Essentials: [The DNA of an Entrepreneur](#)
- NFTE Entrepreneurship Essentials: [Design Thinking](#)
- NFTE Entrepreneurship Essentials: [Problem Solve Like an Entrepreneur](#)

### Short Videos

- [Solve a Problem with Entrepreneurial Thinking](#): a light-hearted take on problem-solving with entrepreneurial thinking. You'll see why it's a skill worth developing. (50 sec)
- [Introduction to Design Thinking](#): a brief overview of the [Intuit Design4Delight](#) method of design thinking. (1 min, 44 sec)

### Interactives

- [Learn More about the Entrepreneurial Mindset](#)
- [Learn More about the Entrepreneurial Archetypes](#)

### Just for Finalists!

- [Make the Best One-Minute Video Pitch of All Time](#) (great advice from MassChallenge)
- Read [a round-up of all the ideas submitted by WSI winners and finalists last season](#)
- Watch [all the one-minute videos submitted by WSI winners and finalists last season](#)

## Intro to Design Thinking

Design thinking is an approach to problem-solving that can be particularly helpful when the objective is innovative sustainable development solutions. The method, which is celebrated for being human-centered and driven by customer empathy, emphasizes understanding your customers (sometimes called end-users) and encourages two very important behaviors: challenging assumptions and reframing problems. The design thinking approach is perfect for tackling complex problems and can also speed time-to-market through rapid iteration.

**There are five steps in the standard design-thinking process:**

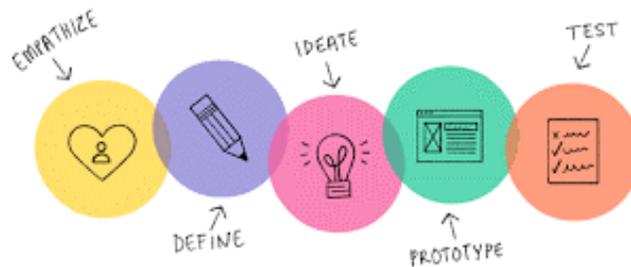
**Step 1: Empathize:** learn about your customer you're designing for

**Step 2: Define:** determine the specific problem you're trying to solve

**Step 3: Ideate:** brainstorm and come up with as many ideas as possible

**Step 4: Prototype:** plan out your idea and build a working version (a "prototype")

**Step 5: Test:** share your prototyped idea to get feedback you can use to refine your idea



The World Series of Innovation is primarily an ideation competition, so we're not expecting you to develop a working prototype – however, we would like you to think carefully about how your idea might be implemented, including what your competitive advantage might be and how your solution could be financed and marketed.

**Here are two very useful design thinking resources from our friends at [Intuit](#), including fun warm-ups to jumpstart your brainstorming sessions and skill-building exercises to help you develop deeper customer empathy.**

- [Intuit Education: Design4Delight Toolkit](#)
- [Intuit Education: Design4Delight Method Cards](#)

**Want to learn more about design thinking for the SDGs? Here are some links to explore:**

- [What is Design Thinking?](#)
- [The Design Thinking Process](#)
- [Applying Design Thinking to the UN SDGs](#)
- [UN Learning Brief: Design Thinking and the SDGs](#)
- [The Power of Innovation and Design Thinking for Sustainable Development](#)

## Tips on Finding Opportunity

Opportunity recognition is an important aspect of entrepreneurial thinking. Understanding the sources of opportunity can not only jumpstart your brainstorming, but also help you evaluate the ideas you come up with and figure out when you've come up with an innovative solution.

As you look for the opportunities in this challenge, you might want to consider some of the classic sources of opportunity:

- **Problems!** What problems exist in your personal life, in your community or in the world at large? What product, service or initiative would improve your life or the lives of others? Thinking about what will solve a problem or fill a need has launched a lot of innovative ideas.
- **Questioning the Status Quo.** Sometimes the very best innovations come from improving on something that already exists or figuring out a new use for something that already exists. Can you improve an existing product or service to provide better function or better quality? Or can you adapt an existing product or service for a new purpose? Both are ways to innovate.
- **Changes.** Social norms, laws and regulations, local and national trends, the weather. There are so many things in the world that are continuously changing. But change often results in new needs or wants that are not yet being met. That's a tremendous source of opportunity.
- **New Discoveries.** While totally new discoveries and inventions may not be encountered as frequently as changes or problems, they often result in totally new products and services being created. Thus, discoveries are another big source of opportunity.
- **Your Own Lived Experience.** Sometimes innovative ideas can arise from things you do in your daily life, your own personal hobbies, interests, talents, or skills. Could a hobby be turned into a product or service others might value? That's a source of opportunity.
- **Your Own Unique Knowledge.** Is there anything you know really well that could be turned into a product or service others would benefit from? That's another source of opportunity.

## Stuck? Try This Brainstorming Exercise!

There's no right way to brainstorm, but here's one method we like:

- Grab a pen and a stack of paper, index cards or Post-it notes. If you're using paper, fold it into eight sections and tear along the creases to create smaller pieces. You're going to want to write each idea you come up with on a separate piece of paper so it's easier to sort them later.
- Next, set a timer for 15 minutes. That's how long you're going to give yourself to think about your target customer's biggest need and write down as many ideas as you can that might address that need. We call this rapid ideation.
- Ask yourself, "What if?" and see what you can come up with. When it comes to brainstorming, the more the merrier. Don't edit yourself or throw away any "bad" ideas. You never know where a great idea may come from.
- If you're working as part of a team, once that first 15 minutes is up, set the timer for another 10 minutes to exchange ideas.
- Rather than shutting down anyone's ideas during this exchange, try the "yes, and..." approach. In other words, have fun riffing off of someone else's idea and drawing unforeseen connections—even ones that seem crazy at first—before moving on.
- Once you've got a solid batch of ideas, shift gears from ideation to evaluation.
- Move the pieces of paper representing your different ideas into Yes, Maybe, and No columns. Then, if you're working as a group, discuss why some ideas are stronger than others.
- You can do the same assessment on your own if you're working solo.
- At the end of the 10 minutes, you'll have whittled down your choices to one idea you want to refine. The WSI Entry Form will walk you through the process of developing your idea.

## Tips on Identifying Your Customer

Are you having difficulty identifying your customer or understanding what your customer needs? It's a cinch to come up with ideas for ourselves since we know our own wants and needs. It's a little harder to imagine what other people may want or need. **The design thinking method starts with customer empathy.** This is because the solutions you come up with will be better if you take time to understand your customer's goals, motivation, behaviors, needs, and concerns.

Here are some tips for building a customer profile:

- Dig into the resource links provided for the challenge you've selected. Explore the issues and identify the actors. Who is most directly impacted by the challenge? Are there other groups of people who may have a stake in finding a solution?
- Use the information you get from research but also use your own imagination. Paint a picture of your ideal customer in your mind. How old are they? Where do they live? What do they do for work? What do they spend their money on? What are their basic needs? What are their dreams and aspirations? Are there a few key geographic, demographic, psychographic, or behavioral characteristics that distinguish this customer?
- Your customer profile should be detailed enough to help you with the next step: zeroing in on a specific problem, concern, need, or want relevant to this challenge.

One of the pitfalls to avoid is viewing everyone in the world as a potential customer. After all, if you have a really good idea, why wouldn't everyone want in? You could be right, but chances are, you're not. The more specific you can be when you visualize your ideal customer, the more likely you are to come up with a successful solution – i.e., something they really need or want.

If you've studied business and entrepreneurship you'll know that it can take a lot more research to define a target market, understand who the influencers are, build buyer personas for key market segments, and develop targeted marketing messages. But for the purposes of ideation, you simply need to use empathy and imagination to identify your ideal customer.

### A Note on the SDGs and Social Entrepreneurship

Impact entrepreneurs purposefully drive progress toward the SDGs or achieve other social good objectives. They prioritize doing work that will help solve a local or global community need. This doesn't mean they all create charities or nonprofit organizations. They may do so – or they may choose to use for-profit practices to support a mission or achieve social good. In fact, many companies with social impact goals seek to "do well by doing good" and thus create both private value and social value at the same time.

How you envision implementing your idea is totally up to you. There are many different for-profit and not-for-profit business models. Just remember that when you're designing a solution for an SDG, your target market may not always be a group that's directly impacted by the social, economic or environmental issue the SDG focuses on. It could be another group of people entirely – a group that can help those who are most impacted.

Sometimes it's not as obvious what that other group needs or wants since they're not directly impacted by the problem you want to solve. But when your target market is not a direct beneficiary, using empathy may be even more important. It can help you discover what might motivate, persuade or inspire one group to take action that benefits another group.

# How to Build a Winning Entry

## Start With the Customer

We ask you to start building your entry by identifying the target market for your idea, creating a profile of the kind of customer your solution is intended to serve, and describing the specific need or want your solution would meet for that ideal customer. Even the most innovative ideas may lose points if the judges aren't persuaded your solution meets a customer need or want.

## Make Sure Your Entry is Complete!

There are two parts to the entry form you see during the first round of competition. In Part 1, you're asked to describe your idea. In Part 2, you're asked to describe your team. Both parts of the entry are important!

- **All questions in Part 1 are required and must be answered.** Judges will be awarding points for each question so your answers matter as much as your big picture idea.
- Your team name and the image you provide to represent your entry will be visible to judges but all your other team information is hidden so judging is blind.
- **All questions in Part 2 addressed to Team Member 1 / Team Leader are required.**
- All questions in Part 2 addressed to Team Member 2, Team Member 3, and Team Member 4 are optional only because team sizes vary. If you don't have a Team Member 2, 3, or 4 it's okay to skip those questions – but if you do have a Team Member 2, Team Member 3, or Team Member 4 then all questions must be answered.

**List all active team members and answer all questions for each active team member.**

Note that if your team is selected to advance to the final round of competition you'll be asked to do one more thing: record a one-minute pitch video in support of your entry. Only the teams that are selected as finalists (the top ten entries in each challenge category) will need to submit a video but you might want to start thinking about it just so you're ready!

## Step-by-Step Guide to Filling Out the WSI Entry Form

Follow the steps below to open the Entry Form then see the tips for answering each question, including what judges look for and how much each question counts toward your overall score.

1. If you haven't already done so, click the link in the confirmation email we sent when you signed up to compete. This will validate your registration.
2. Access your WSI Dashboard using the email address you used to sign up and the password you created when you signed up.
3. Use the dropdown list at the top of your WSI Dashboard to select the challenge you want to enter. NOTE: You must select a challenge to open the WSI Entry Form!

*Select the challenge you want to enter from the dropdown list at the top of your WSI Dashboard.*

#### 4. Answer one preliminary question: **What interests you most about this challenge?**

*This text field will accept up to 750 characters (approximately 125 words). Note that this question does not count towards your total score however it will be read by the judges!*

5. Let the questions in Part 1 guide you through the process of building your entry. Use the Save/Preview button as you go. If you don't finish in one session you can come back later and pick up where you left off. Questions marked with an asterisk \* are required.
6. Complete Part 2 by providing information about your team. Again, you can Save/Preview.
7. Check over your entry one last time and click the Submit button when you're ready.

## WSI ENTRY FORM PART 1: YOUR IDEA

### First, identify your customer

Consider the issues addressed by this challenge and the group or groups that are most impacted. Is there a particular problem you want to solve or an unmet need or want you see a way to fulfill? Think about who is best positioned to help and try to put yourself in their shoes, too. Your solution might be for those who are directly impacted by the problem – or it might be for those who can be activated to help. Build a profile of your target customer using geographic (where your customer lives), demographic (social and economic data such as age, occupation, income, etc.), or psychographic (attitudes, beliefs, or interests) attributes.

#### 1. Who are you designing a solution for? Use geographic, demographic or psychographic characteristics to describe your target customer.\*

*This text field will accept up to 750 characters (approximately 110 words) and your score on this question will account for 10% of your total score. TIP: be specific.*

### Next, define the problem you want to solve

This challenge is broad. It may help if you can zero in on a specific problem you want to solve for your target customer. What does your target customer need or want the most relevant to this challenge?

#### 2. What customer need or want are you trying to meet?\*

*This text field will accept up to 750 characters (approximately 110 words) and your score on this question will account for 10% of your total score. TIP: use empathy to choose a meaningful and actionable need or want. It should be realistic for your target customer.*

### Now, brainstorm! Then pick your best idea and describe it here

Try the rapid ideation exercise. Set a timer and write down as many ideas as you can to meet that customer need or want. Even crazy ideas. Don't limit yourself. When the time is up, go through your list and pick your best idea. Which grabs you most? Think through how you might make that idea work.

#### 3. What is your innovative idea?\*

*This text field will accept up to 1500 characters (approximately 220 words) and your score on this question will account for 15% of your total score. TIP: be clear and concise. Advice from previous winners: design a logo for your idea. In Part 2 of this form, you'll be able to upload an image to represent your entry or your team. It's the perfect place for a logo!*

**4. How would your idea work? Provide enough detail for us to understand your thinking.\***

*This text field will accept up to 3000 characters (approximately 440 words) and your score on this question will account for 15% of your total score. TIP: be clear and concise but try to connect the dots for the judges so they can really understand your thinking. This is an ideation competition, so you don't need to be able to perfect all the moving parts yourself right now. The judges will be considering whether your idea could actually work the way you describe it and achieve what you intend, assuming any underlying innovation (technology, material science, manufacturing process, logistics, etc.) could be perfected.*

**5. How does your idea meet the challenge?\***

*This text field will accept up to 750 characters (approximately 110 words) and your score on this question will account for 10% of your total score. TIP: read the challenge again! Make sure that what your idea could accomplish aligns with the goal of the challenge.*

**6. How does your idea meet the customer need/want?\***

*This text field will accept up to 750 characters (approximately 110 words) and your score on this question will account for 10% of your total score. TIP: be realistic. Judges will consider whether your idea truly fills the need/want that you described in Question 2.*

**7. How would your idea be financed? If a for-profit business, could it generate revenue? If a nonprofit, could it raise funds? If a community group or cooperative, could it attract members? Select the type of entity that would best be able to implement your idea.\***

*Select your answer from the dropdown list. This question will account for 10% of your total score. TIP: think about how you'd organize the effort to implement your idea and, more specifically, where the money would come from. Judges will consider your idea and gauge how effective the type of business/organization you select would be for implementing your idea.*

**8. How is your idea different from/better than any other solutions that currently exist? Explain your competitive advantage.\***

*This text field will accept up to 1500 characters (approximately 220 words) and your score on this question will account for 10% of your total score. TIP: highlight what makes your idea unique or explain what would distinguish it from similar solutions/competitors.*

**9. What name would you use to market your idea?\***

*This text field will accept up to 50 characters (approximately 8 words) and your score on this question will account for 10% of your total score. TIP: be creative and memorable.*

That's it for Part 1 for now. If you are selected to advance to the final round, you'll be asked just one more question: can you persuade the judges your idea is the best entry in its category? Finalists will be given an opportunity to submit a 1-minute video pitch in support of their entries!

Look over your answers to the questions above once more, just in case you see anything you want to correct, then proceed to Part 2 and answer a few questions about your team.

## WSI ENTRY FORM PART 2: YOUR TEAM

All team members must be listed here, and all questions must be answered for each member. Note that once you submit this entry form it becomes the official record of who is on your team. We will not adjudicate disputes among team members. You're free to change your team name, add/remove team members, or designate a different team member as your team leader while you're working on your entry but once you've submitted this form you can't change team info.

**Upload an image that represents your entry or your team.**

*Use the Browse button to select the file you want to upload. Allowed file formats are JPG or PNG.  
TIP: This is a great way to make your entry memorable – by using a logo you've designed for your idea, a drawing or diagram of your innovation, or a doodle from when you were brainstorming.*

**How big is your team, including the team leader?\***

*Select from dropdown list. Teams can have 1, 2, 3, or 4 members (including the team leader).*

### QUESTIONS FOR TEAM MEMBER 1 / TEAM LEADER

- a. **First Name\***
- b. **Last Name\***
- c. **Email Address\***
- d. **Backup Email\*** (Provide another email address that will reach you or a trusted friend, teacher, sibling, parent, or guardian. This is only a backup. We won't use it unless your team advances to the final round and we can't confirm the notification email has reached you.)
- e. **Age on December 15, 2021?\***
- f. **School/College\*** (Just enter "none" if you're not currently a student anywhere.)
- g. **Country\*** (Select from dropdown list.)
- h. **State/Province\*** (Select from dropdown list.)
- i. **Gender\*** (Select from dropdown list.)
- j. **Race/Ethnicity\*** (Select from dropdown list.)
- k. **NFTE experience?\*** (None required! We just like to know if you've been a NFTE student)
- l. **Associated with an organization in our global network?\*** (Select from dropdown list.)

*Skip this section if your team has only 1 member.*

### QUESTIONS FOR TEAM MEMBER 2

- a. **First Name**
- b. **Last Name**
- c. **Email Address**
- d. **Age as of December 15, 2021**
- e. **School/College**
- f. **Country**
- g. **State/Province**
- h. **Gender**

- i. Race/Ethnicity
- j. NFTE experience?
- k. Associated with an organization in our global network?

*Skip this section if your team has 1 or 2 members.*

### **QUESTIONS FOR TEAM MEMBER 3**

- a. First Name
- b. Last Name
- c. Email Address
- d. Age as of December 15, 2021
- e. School/College
- f. Country
- g. State/Province
- h. Gender
- i. Race/Ethnicity
- j. NFTE experience?
- k. Associated with an organization in our global network?

*Skip this section if your team has 1, 2, or 3 members.*

### **QUESTIONS FOR TEAM MEMBER 4**

- a. First Name
- b. Last Name
- c. Email Address
- d. Age as of December 15, 2021
- e. School/College
- f. Country
- g. State/Province
- h. Gender
- i. Race/Ethnicity
- j. NFTE experience?
- k. Associated with an organization in our global network?

You can use the **Save/Preview** button at any time. Click **Submit** when you're done. Good luck!

*First round judging will commence in late December and conclude in late January. Finalists will be notified in early February. The final round of competition is February 14-25, 2022. Final round judging will conclude in March and winners will be notified by March 31, 2022.*

*NOTE: If you have any trouble accessing/using your competition dashboard or using the entry form, click the **Help** button at top right or email [wsi@nfte.com](mailto:wsi@nfte.com) for support. We're happy to help.*