



**T4G LEADING THINKERS**  
**BIG DATA CONGRESS II**  
IN PARTNERSHIP WITH THE NBITC

**FEBRUARY 26, 2014 | SAINT JOHN, NEW BRUNSWICK**

# WHY?

**Technology makes stuff happen.**

Music

Publishing

Law

Travel

Sports

Medicine

Construction

The Arts

Fashion

Games

Social activism

Business

Politics

Education

Environment

Movies

Design

Food

# WHY HERE, WHY NOW?

**Because teens aren't choosing tech.**

We need creative people to drive the development of new ideas that will help make our world a better place – and to do that we need more young people to see the role technology will play in shaping their career



# THE STUDENT SUPERPOWER CHALLENGE

**Technology gives us super powers!**

**Three elements to the Challenge**

**Imagine | Create | Pitch**



The background features a vertical gradient from purple at the bottom to orange at the top. A grid of white lines is overlaid on the scene. A path of white arrows starts from the bottom right and moves towards the top right. Binary code (0s and 1s) is scattered across the image, particularly in the upper half. A black rectangular box with white text is positioned in the center-left area.

**#1. IMAGINE!**

## **Wednesday Feb. 26<sup>th</sup> in Saint John, N.B.**

Our hosts Hilary Mason & David Alston will challenge students to create and share ideas about how they'd use technology to change their world.

10:30 a.m. – 1:30 p.m including lunch

Home in time for 3:30 p.m. dismissal

A photograph of a large, white, geometric dome structure, possibly a geodesic dome, with a complex network of white beams and joints. The dome is set against a background of a clear blue sky. A bright rainbow light flare is visible in the upper right quadrant of the image. The text "#2. CREATE!" is overlaid in a black box with white text in the center of the image.

**#2. CREATE!**

## March & April 2014

Students return home to work on their ideas, either alone or in teams.

Continue the conversation on [wickedideas.ca](http://wickedideas.ca)

Challenge deadline: April 30<sup>th</sup>, 2014





# #3. PITCH!

History shopping? Ghosts?





**Friday May 16<sup>th</sup>**

Location - TBA

Three challenge winners selected

Each receive \$5,000 to further explore their winning idea



# TARGETED STUDENTS



# **Southern NB within 90 minutes**

**(Saint John, St. Stephen, Fredericton, Moncton)**

Grades 10-12

Remote feeds being explored for students outside driving distance

**Goal: 500 students**

A person in a white shirt is shown from the back, with their arms outstretched in a bright, colorful environment. The background is a gradient of colors, including yellow, green, orange, red, and purple. The person is standing in front of a large, glowing circular light fixture. The overall scene is bright and energetic.

# FOR STUDENTS – DISCOVER YOUR POWER

- Spend time with other students and to get inspired
- Participate in a Student Challenge
- Meet mentors who can tell you their stories & coach you
- If you are one of the lucky winners, you will get opportunity to work on your idea with \$5000 funding prize





# FOR EDUCATORS – DISCOVER YOUR POWER

- Attend event that merges high school students' personal passions with the power of technology
- Inspire your students through the Student Challenge
- Obtain the support within the region to integrate technology teaching into the classroom



**HOW YOU CAN HELP**

- 
- Support to send students within 90 minute area to the event – Grades 10/11/12
  - Attend with the students
  - Provide busing support
  - Encourage students once back to classrooms to participate in the Student Challenge
- 



# READY FOR TAKE OFF?

Give students the inspiration and practical information they need to get their technology-enabled careers off the ground.

**Tech gives us super powers.**

**Time to show our teens how to fly.**



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