

FUTURE ANYTHING



FUTURE ANYTHING  
Activate 2023  
Showcase Resource Pack

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## ACTIVATE 2023 – SHOWCASE RESOURCE PACK

### CONTENTS

1.	The What & Why of Showcases.....	3
2.	The Showcase Complexity Scale .....	4
3.	Inspiration & Case Studies.....	5
3.1	Macgregor SHS - 2021 Showcase .....	5
3.2	Redlands College – 2021 Showcase.....	6
3.3	Yarrabilba SSC – 2021 Showcase .....	6
3.4	Canterbury College - 2021 Showcase .....	7
4.	Showcase FAQs .....	8
5.	Showcase Checklist Templates .....	12
5.1	Pre-Event Checklist Template .....	12
5.2	Post Event Checklist Template .....	13
6.	Resources .....	14
6.1	Resource 1 – Invite to Potential Judges (email template) .....	14
6.2	Resource 3 – Requesting/Securing Prizes (email template) .....	15
6.3	Resource 3 – Media Release Example .....	16
6.4	Resource 4 – Example Showcase Run Sheet.....	17
6.5	Resource 5 – Example Judging Rubric .....	18
6.6	Resource 6 – Briefing your Judging Panel .....	19
6.7	Resource 7 – Audience Feedback Card Template .....	20

# 1. The What & Why of Showcases

A school showcase is every school's own **celebratory event** that they run at the conclusion of their Activate program.

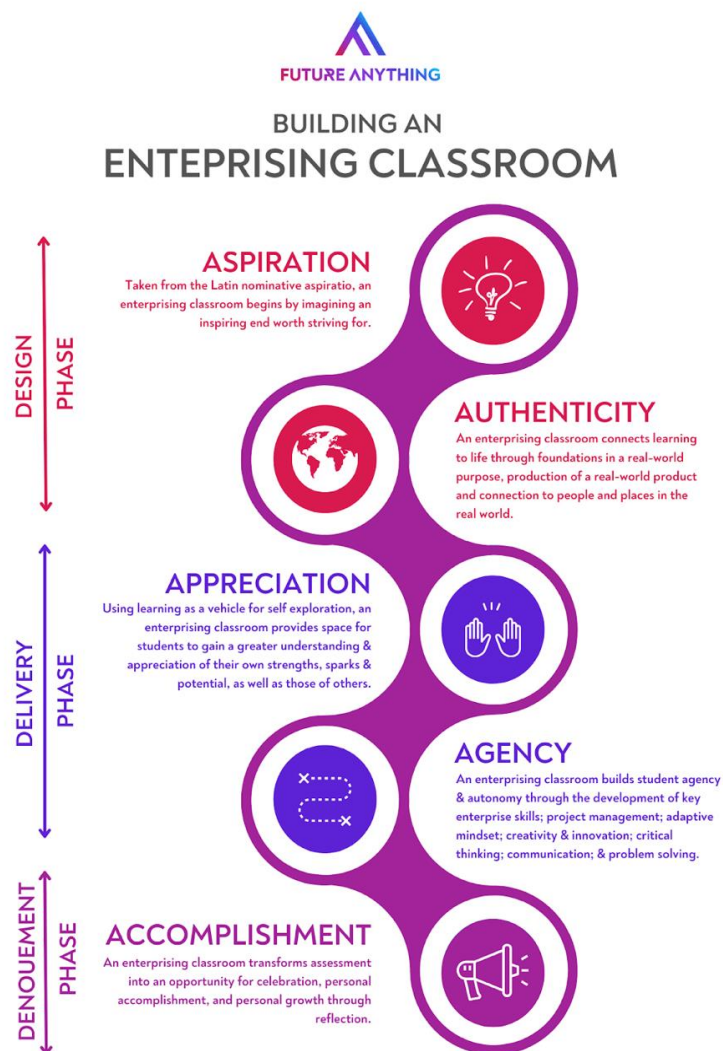
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*"If I could pick any part of the Activate program for schools to nail, it would be the school showcase component"*

**Nicole Dyson, Founder and CEO of Future Anything**

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These events are fantastic for engaging your local community in your incredible classroom work, and it also breaks down the transactional nature of assessment - allowing students to celebrate their final product, share their learning with a broader audience and ultimately, develop a **sense of accomplishment**. This is a core component of Future Anything's Enterprising Classrooms Framework.



## 2. The Showcase Complexity Scale

We encourage every school to run a Showcase event. **It can be as grand or as modest as you like.** Most schools will opt for either (or a mix) of the following styles:

- ^ A *live pitch session* that resembles the well-known TV show, Shark Tank, where students pitch their enterprising ideas to a judging panel and audience.
- ^ An *exhibition/marketplace* to where students set up a stall to showcase their enterprising business (or idea).

### Where/When Complexity Scale:

- ^ Level 1: The Showcase takes place within the scheduled Activate lesson.
- ^ Level 2: The Showcase takes place during recess or lunch.
- ^ Level 3: The Showcase takes place straight after school.
- ^ Level 4: The Showcase takes place in the evening at school.
- ^ Level 5: The Showcase takes place at an external location (e.g. local start-up hub).

### Stakeholder Complexity Scale:

- ^ Level 1: Students act as judges for their peers.
- ^ Level 2: An internal judging panel is organised (e.g. seniors, school execs).
- ^ Level 3: An external judging panel is organised (e.g. local entrepreneurs).
- ^ Level 4: An external judging panel is organised + open to internal audience.
- ^ Level 5: An external judging panel is organised + open to external audience.

If you have a large number of students participating in the Activate program, you may wish to combine some of these ideas (for example, everyone pitching in class, with the winners going through as 'finalists' pitching at a bigger event with a marketplace featuring all other students attached). It's up to you – and your students!

**HOT TIP** - When planning your School Showcase, it is important to consider WHO your audience is. Is it **Year 6 students** to give them a taste of your school? Is it **younger students at your school** to create interest for your elective? Is it **other teachers** to showcase the success of enterprising classrooms? Is it **school executives** to secure more funding for enterprising school initiatives? Is it **parents/caregivers** to celebrate the success of their students? Is it **industry experts** to cultivate powerful partnerships between your school and your local community?

## 3. Inspiration & Case Studies

### 3.1 Macgregor SHS - 2021 Showcase

MacGregor SHS ran the *Social Enterprise* stream (formerly known as Business Global) in their Year 9 Business Elective.

There were four classes in their Business Elective; two classes ran during Semester 1 and the other two classes ran during Semester 2.

MacGregor SHS held in-class pitches, as well as a **Shark Tank** style and **Marketplace**-style showcase. The top 2 “finalist” groups from each class pitched at the **Shark Tank** event, which was held at the end of Term 3. The remaining groups from each class set up a stall at the **Marketplace** event.

The **Shark Tank** event was held during school time. The location of the **Shark Tank** event was in the school’s Learning Hub, which had a large annexe to accommodate approximately 120 students. The pitching groups presented to a panel of 3-4 judges. Along with the Year 9 Business students, parents/guardians of the presenting teams formed the audience.

The **Marketplace** event was also held during school time. The location of the **Marketplace** event was in an Outdoor Learning Area. Teams were provided with display boards and posters (at the school’s expense). They were also encouraged to bring prototypes to enhance their displays further. The audience of this event was Year 7 and Year 8 students who judged through a “People’s Choice” voting system.



### 3.2 Redlands College – 2021 Showcase

Redlands College ran the *English* stream in their Year 9 cohort. They ran a **Shark Tank**-style showcase and they even had Steve Baxter (*tech entrepreneur from Shark Tank Australia*) attend the event as a judge.

Redlands College were extremely proactive in publicising their Showcase via the local media. Check out a pre-event media article [here](#) and a post-event article [here](#).



### 3.3 Yarrabilba SSC – 2021 Showcase

Yarrabilba SSC ran four streams of Activate: English, Science, STEM and Social Enterprise (formerly known as Business Global).

They ran both a Marketplace-style and Shark Tank-style in the evening and they promoted it on their school social media to include the external public.



### 3.4 Canterbury College - 2021 Showcase

Canterbury College held a Mother's Day market for their Activate students to show and sell their Activate products to their local community.



## 4. Showcase FAQs

### **Q. Will Future Anything run our School Showcase?**

A. No, each school runs their own event at a time and with a format that works for them. But, we're here to help! Use the tips and templates in this Showcase Resource Pack and, of course, reach out if you'd like to chat your ideas through, we'd love to help out and hear what you're planning!

You can email us at [hello@futureanything.com](mailto:hello@futureanything.com) or contact your school's Future Anything Program Manager.

### **Q. When should we run our Showcase?**

A. You can arrange your own Showcase at a time that works for your students and your school community. Most schools run it either in the last week of the Term they've delivered the program in, or the first week of the following Term while it's fresh in students' minds.

### **Q. How long should our Showcase be?**

A. It's totally up to you! You could run in it your normal class time or extend it. A marketplace showcase might work well over a whole afternoon, giving different students and the school community time to drop in. If you're running a pitch style event, we'd recommend keeping it to a couple of hours. You can find an example run sheet examples in the Resources section of this Pack.

### **Q. How do judges choose the winners?**

A. Here at Future Anything, we use a judging rubric that focuses on four factors: Innovation, Implementation, Impact & Presentation. You can find this judging rubric as a template in the Resources section of this Pack.

But, of course, you are also more than welcome to create your own rubric that works for your own Driving Question and context.

### **Q. Who should be on our Showcase judging panel?**

A. It's usually your Principal and members of the broader school community - we encourage schools to engage external networks they already have for this. You can find a template to

support with reaching out to external contacts for your judging panel in the Resources section of this Pack.

You may also choose to include student leaders, senior Business students, and/or Activate student alumni if you have delivered the program before.

**Q. What do Showcase winners receive? Does Future Anything provide prizes?**

A. Schools are responsible for providing prizes (if appropriate). Again, this is a good opportunity to connect with your local business community and start-up ecosystem to source prizes and external support. You can find a template to support with reaching out to external contacts for prizes/sponsorships in the Resources section of this Pack.

Prizes could include cash (to help students start their business or just for themselves!), vouchers, or in-kind support such as internships or mentoring from your local start-up hub or passionate local entrepreneurs.

All students/teams (regardless of their performance in your school Showcase) can also apply for the Future Anything National Final. Your Showcase (and the feedback they receive from it) will stand them in great stead for their final's application!

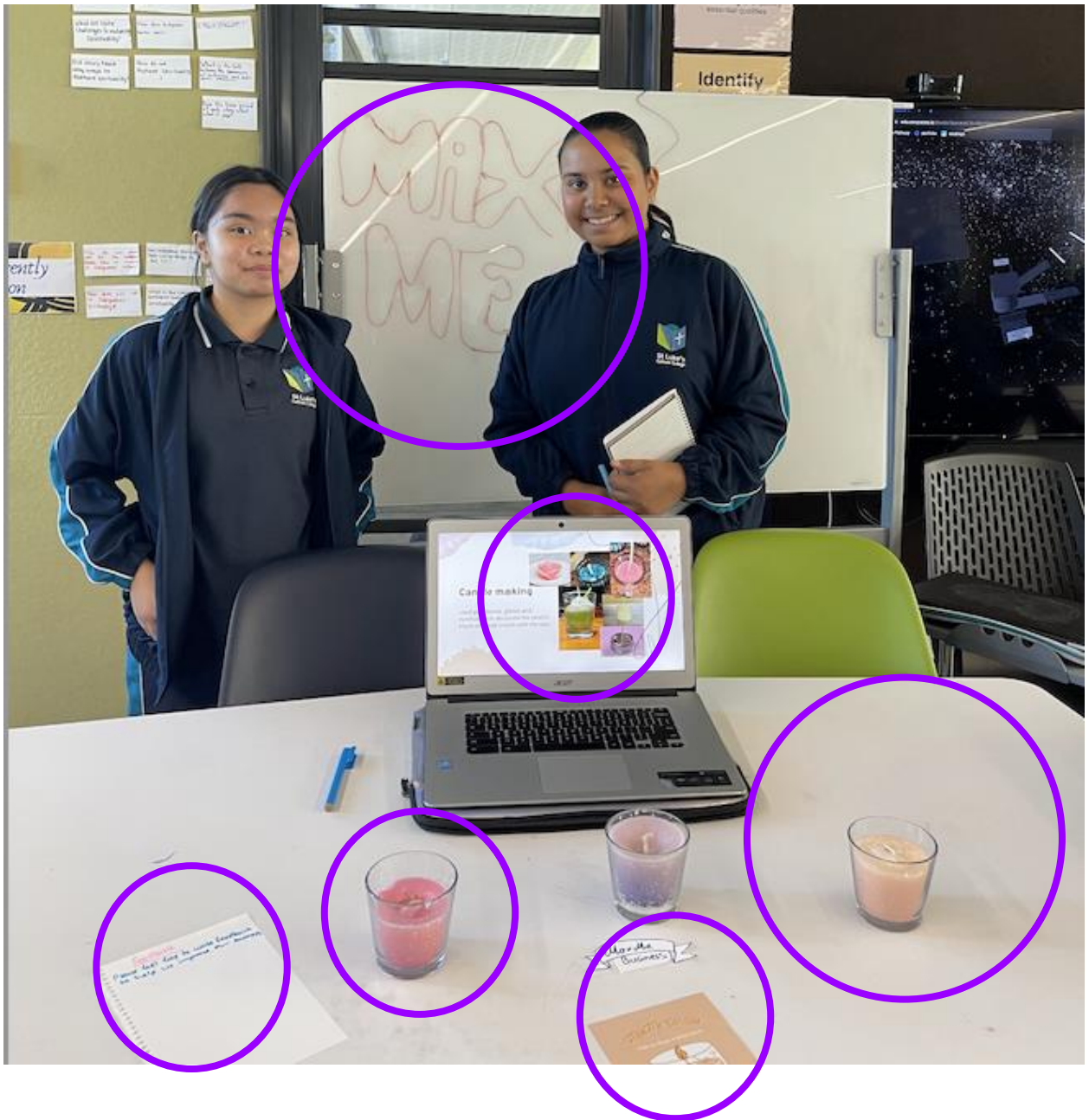
**Q. Have you got any other Shark Tank-specific tips?**

- ^ Have no more than 8 pitches in one session (though you could do more if you're running multiple judging panels at once) - any more than 8 pitches can make it difficult for the judges to remember all the great ideas.
- ^ Keep the pitches short (2-3 minutes) to allow time for the judging panel to follow up with Q&A after each pitch.
- ^ Allocate a timekeeper to ensure all students/teams get a fair crack! The timekeeper should be empowered to cut pitchers off if they go over time.
- ^ Have an odd number of judges so that you don't have a deadlocked decision and allocate a 'head judge' to lead the discussion and ensure a clear decision is made (relatively) quickly.
- ^ Enlist the support of your marketing and/or partnerships team with sourcing external guests and organising the event; many hands make light work.

**Q. Have you got any other Marketplace-specific tips?**

Have your students think carefully about what makes a good marketplace or expo stall. Some key aspects that students can use to set up their marketplace stall includes

- ^ Signage/Branding;
- ^ Business Cards/Pamphlets;
- ^ Video and/or slide deck that showcases their Activate journey;
- ^ Physical Prototypes;
- ^ Notepad for students to collect details of “interested” clients/customers.



**Q. Have you got any other general Showcase event tips?**

- ^ Get your students involved in designing and running the showcase. Consider ways to get other non-Activate classes involved in managing the event on the day (building a set, providing tech support/entertainment/catering, etc).
- ^ While it's great to win the Showcase, the best outcome for many students is the feedback they receive from pitching/exhibiting. Think about giving your audience/judges a way to provide feedback to students after the event (you can find a feedback card template in the Resources section of this Pack).
- ^ If incorporating the "People's Choice" element, give everyone 3 tokens and tell them they must vote for at least 3 different teams because this will mean that they engage with multiple teams, rather than just voting for one.
- ^ Promote the Showcase event around the school, in your school newsletter, on your school's socials and/or reach out to your local media outlets (you can find a Media Release template in the Resources section of this Pack).

## 5. Showcase Checklist Templates

### 5.1 Pre-Event Checklist Template

ACTION ITEM:	COMPLETE
<ul style="list-style-type: none"> <li>Identify your intended audience (e.g. younger students, school staff/executives, parents/caregivers, external stakeholders).</li> </ul>	
<ul style="list-style-type: none"> <li>Secure a time, date and location (<i>be sure to put this in your school calendar and send the necessary invites to leaders</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Let your Future Anything Program Manager know when you've locked in your time/date (<i>we'd love to help promote the event and if possible, attend the event virtually or in-person</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Identify/invite guests for your Shark Tank judging panel and/or your marketplace audience (<i>see the Appendix for support</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Secure prizes (<i>see the Appendix for support</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Create a run sheet for the event (<i>see the Appendix for support</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Create flyers/posters to promote the event around the school/community</li> </ul>	
<ul style="list-style-type: none"> <li>Promote the event in the schools' newsletter/socials (<i>don't forget to tag @futureanything and #BendingtheFuture</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Reach out to your local media outlets and see if they would be interested in covering the event (<i>see the Appendix for support</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Prepare judging criteria (<i>see the Appendix for support</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>Send confirmation/reminder email to the judging panel and/or marketplace guests. Be sure to include general logistics, such as arrival time, where to park and any necessary processes for on-site protocols. It will also be beneficial to provide them with an overview of the event so they can feel prepared to attend.</li> </ul>	
<ul style="list-style-type: none"> <li>Organise coffee/tea facilities and/or lunch/snacks for your external guests (<i>check with your Head of Department if there's a budget allocation for these types of hosting expenses</i>).</li> </ul>	

<ul style="list-style-type: none"> <li>^ Consider incorporating a “People’s Vote” element where the audience can select their favourite idea. This can be done through giving everyone tokens to vote with (think <a href="#">Grill’d</a>) or it can be done virtually through an online poll (e.g. <a href="#">Slido</a>).</li> </ul>	
<ul style="list-style-type: none"> <li>^ Have students write a “thank you” card to present to the judges for giving up their time to be part of the Showcase event.</li> </ul>	

## 5.2 Post Event Checklist Template

ACTION ITEM:	COMPLETE:
<ul style="list-style-type: none"> <li>^ Email any showcase photos to <a href="mailto:hello@futureanything.com">hello@futureanything.com</a> so that we can feature your school on our socials.</li> </ul>	
<ul style="list-style-type: none"> <li>^ Send a follow-up email to thank the guests for attending the showcase event, as well as the prize donors (<i>use this as an opportunity to also follow up on any connections or opportunities that they put forward to your students as well</i>).</li> </ul>	
<ul style="list-style-type: none"> <li>^ Issue a post-event media release that captures the event and/or feature the event in your schools’ newsletter/socials.</li> </ul>	
<ul style="list-style-type: none"> <li>^ Have all your students (not just your Showcase winners) apply for the <a href="#">Future Anything 2023 National Finals</a></li> </ul>	

## 6. Resources

In this section, we've provided a series of templates and examples of resources you can use to help plan and promote your Showcase. These are just examples, we encourage you to tailor them to work for your school and your showcase!

### 6.1 Resource 1 – Invite to Potential Judges (email template)

([Editable version in Google Drive here](#))

Dear **Name**,

Throughout this term, our **<insert grade>** students at **<insert school name>** have been engaging in Future Anything's [Activate](#) program within **<insert subject/course/department>**.

Activate is a curriculum-aligned program that provides students with the opportunity to **design innovative, sustainable and scalable solutions to problems that they care about**. And, excitingly, students will have the opportunity to pitch their ideas in a large-scale national event, which could see them win \$10K to launch and scale their passion project.

This is the **X<sup>th</sup>** year that **<insert school name>** has engaged in the Activate program. **<If a returning school, insert some information about previous participation in the program and how the program is being "levelled up" this year>**. We're thrilled to be offering this opportunity to our students so that they can connect their learning to the real world.

The in-school portion of the program this year will culminate in a showcase event that will be held on **<insert date and time>** at **<insert location>**. This showcase will involve **<describe the type of school showcase - e.g. shark-tank style pitch, marketplace>**.

As such, **we are seeking 3 industry guests** to attend the showcase as **<describe the role of the guests - e.g. shark-tank judges, marketplace judges>**.

If you are interested in being one of our industry guests, or have a suggestion of someone from your network who would be a good fit, we would be so grateful if you could please let us know by responding to this email.

Additionally, if you have any industry contacts that would be open to donating 1-2 hours to attend the showcase event and be an authentic voice for our young people, please also let us know this in your response.

If you have any questions, do reach out.  
etc



## 6.2 Resource 3 – Requesting/Securing Prizes (email template)

([Editable version in Google Drive here](#))

Hi X,

My name is <insert name> and I'm a <insert role> at <insert school name>.

<Acknowledge how you've engaged with this organisation in the past - personally or professionally>.

Throughout this term, our <insert grade> students at <insert school name> have been engaging in Future Anything's [Activate](#) program within <insert subject/course/department>.

Activate is a curriculum-aligned program that provides students with the opportunity to **design innovative, sustainable and scalable solutions to problems that they care about**. We're thrilled to be offering this opportunity to our students so that they can take their learning beyond the classroom.

The students commenced the program in <insert date> and they have been putting their enterprise skills (problem-solving, innovation, project management, communication, critical thinking and adaptive mindset) to work - [see attached some pictures from the journey \(so far\)](#).

The program will culminate in a showcase event on <insert date and time> at <insert location>. This showcase will involve <describe the type of school showcase - e.g. shark-tank style pitch, marketplace>.

To support our students and help them launch their ideas into the real world, we would love to offer prizes from local business/community leaders to our winning students. Prizes can include mentoring, experiential or in-kind support, or cash/vouchers to support the development of students' businesses and ideas.

We think this is a wonderful opportunity for your organisation to connect with young people in our community, show support for our school and to support the next generation of Aussie innovators and changemakers.

If you'd be interested in providing a prize to help our students bend the future with their innovative ideas, we would be so grateful if you could please let us know by responding to this email. We would also obviously love to welcome you along to the event on the night.

If you have other contacts within your network who you think would be interested in getting involved too, please to let me know.

If you have any questions, do reach out.

etc



## 6.3 Resource 3 – Media Release Example

([Editable version in Google Drive here](#))

<INSERT SCHOOL NAME/DETAILS>

### MEDIA RELEASE:

<SCHOOL NAME> STUDENTS READY TO BEND THE FUTURE

Next generation changemakers from <insert your region/city> will showcase innovative, scalable and sustainable ideas designed to make the world a better place at <School Name>'s showcase event on [date] at [location].

Students will pitch a range of for-purpose businesses and innovative ideas to a live audience and a panel of expert judges. Judges include <insert judges' names/roles> and students will be pitching to secure prizes including <insert prizes> to help launch their ideas into the real world.

Students across Australia are tackling a wide range of issues from mental health to fast fashion, gender equality to reducing waste. Their ideas have been developed through *Activate*, an immersive, in-curriculum high school program that builds critical capabilities and prepares young people for the future of work.

<Principal Name>, Principal of <School Name> said <insert quote about the impact of Activate at your school>

Nicole Dyson, Founder & CEO of Future Anything, which developed the *Activate* program, said “In 2023, over 4500 students in nearly 50 schools across Australia are bending the future. They’re ideating, prototyping and pitching smart solutions to the real-world issues that matter to them through our *Activate* program. I can’t wait to see the innovative ideas that students share with the community at the <school name>'s showcase event. It promises to be an inspiring, and potentially life-changing, event.”

<School Name>'s *Activate* 2023 Showcase Event takes place on <date> and <location>. Tickets are available at <insert web address if applicable>.

ENDS

To attend the event as a media guest, or for more information/images or to interview a selection of students, please contact:

Media Contact: <insert your school's media contact>

NB Quotation provided from Nicole Dyson is pre-approved. If you wish to edit it or secure an alternative quotation, please contact the Future Anything team at [hello@futureanything.com](mailto:hello@futureanything.com)



## 6.4 Resource 4 – Example Showcase Run Sheet

([Editable version in Google Drive here](#))

Working out the timing of your Showcase can be tricky! Here's an example run sheet, including timings, from a recent Future Anything event. This event combined both marketplace and pitching elements.

NB Pitching teams were all given 3 minutes to pitch and up to 4 minutes Q&A from the judges. Timings were strictly adhered to with a bell ringing at the end of each pitch and Q&A session.

<b>4pm – 5pm</b>	Teams set up expo displays / tech & sound check for pitching teams.
<b>5pm</b>	Doors open. Audience visits Marketplace/Expo.
<b>6pm</b>	Welcome/Housekeeping/Introductions
<b>6:15pm</b>	<Pitching Team #1> <Pitching Team #2> <Pitching Team #3> <Pitching Team #4>
<b>7:00pm</b>	Intermission
<b>7:15pm</b>	<Pitching Team #5> <Pitching Team #6> <Pitching Team #7> <Pitching Team #8>
<b>8:00pm</b>	Judges Deliberate/Entertainment
<b>8:15pm</b>	Judges Announce Grand Final Winner, Runner Up & People's Choice.
<b>8:25pm</b>	Close
<b>8:30pm</b>	Official Photos with Judges/Students.

## 6.5 Resource 5 – Example Judging Rubric

([Editable version in Google Drive here](#) - [You can also download the judging rubric used at Future Anything finals events here](#))

<b>TEAM NAME:</b>					
<b>Innovation (The Idea):</b> <i>Consider whether the group's idea solves their intended problem in an original way.</i>					
1	2	3	4	5	
<b>Implementation (How The Idea Will Happen):</b> <i>Consider the sustainability or longevity of the group's solution.</i>					
1	2	3	4	5	
<b>Impact (The Idea's Potential):</b> <i>Consider whether the group's idea has the potential to make the world a better place.</i>					
1	2	3	4	5	
<b>Presentation:</b> <i>Consider the group's ability to communicate their idea with clarity and enthusiasm.</i>					
1	2	3	4	5	
<b>Additional Comments:</b>					



## 6.6 Resource 6 – Briefing your Judging Panel

([Editable version in Google Drive here](#))

The guests you secure as judges for your Showcase have the potential to become great supporters of your school and your students. They are also giving up their time freely, so it's important to ensure they feel welcomed and appreciated! These are some of the things we share with our judges to ensure they're across how the event (and their judging) is going to work.

^ Confirmation of Event Date & Time	
^ Confirmation of Venue/Location/Parking + any special arrival instructions	
^ On-Site Visitor Processes/Documentation	
^ Contact Details (e.g. who is the best person for them to contact on the day).	
^ Full List of Judging Panel	
^ Showcase Event Context	
^ Showcase Run Sheet	
^ Judging Guidelines (be sure to share the rubric with them so they know what they're looking for from each team).	
^ Judging Tips (e.g. remind them to focus on asking clear and concise questions after each pitch. We encourage judges to focus on asking questions NOT giving advice to students during the Q&A).	
^ Judging Deliberations Process (e.g. are they just picking a 1st place, prizes).	
^ Information About How They Can Share Their Involvement (e.g. processes for sharing photos on social media, be sure to let them know your school's social media handles plus any restrictions around sharing images of students etc)	



## 6.7 Resource 7 – Audience Feedback Card Template

Receiving and reflecting on feedback from judges and the audience can be one of the impactful outcomes of your showcase for your students.

At Future Anything showcase events, we provide the audience with feedback cards where they can provide constructive feedback on an idea or a business direct to students. This is the content we include in our feedback card:

<b>What I loved about your idea was...</b>
<b>What I'd wished you done/said is...</b>
<b>I'd like to help you by...</b>



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