

TEEN DRIVER SAFETY CHALLENGE

PRESENTED BY



INVITATION TO PARTICIPATE

On behalf of the Virginia Chamber Foundation and State Farm, it is our pleasure to invite your school to participate in the **2020 Teen Driver Safety Innovation Challenge** where student teams will collaborate with industry partners on innovative solutions to prevent distracted driving and keep teen drivers safe behind the wheel. The Challenge will run from January-March 2020, with students and industry partners convening for two Challenge events in Richmond.

Virginia's Teen Driver Safety Challenge brings together students, industry leaders, law enforcement and safety professionals. The goal of this group will be to develop innovative new ways to prevent teens from talking, texting or looking at social media apps while driving. Motor vehicle crashes are the leading cause of unintentional death and injury for youth between the ages of 15 and 20. One of the top causes is distracted driving.

The Challenge is part of the Virginia Chamber Foundation's "K-12 Innovation Challenge" program that offers high school students an opportunity to collaborate with industry partners to investigate and solve real-world problems relevant to the business community.

For more information on participating in the Teen Driver Safety Challenge, please view the attached flyer or contact Cyndi Miracle at the Virginia Chamber Foundation at 804-237-1466 or c.miracle@vachamber.com

To register for the Challenge, please go to [Teen Driver Safety Challenge](#)

The deadline to register is November 8th. We hope you will join us!

A QUICK LOOK AT THE CHALLENGE PROCESS

PARTICIPATING STUDENTS - 11th and 12th graders enrolled in psychology, marketing, engineering and or computer/IT coursework are welcome to participate. The Challenge encourages integrated learning and each school is allowed up to two 8-10 people student teams.

KICK-OFF - Industry partners will present the challenge to student teams at a kick-off event in mid-January in Richmond. The challenge will focus on the real-world problem of distracted driving as a leading cause of unintentional death of youth.

DESIGN - Student teams will research and develop solutions to the challenge by exploring possibilities for new products, services or campaigns or finding ways to significantly improve existing products or services.

MENTORS - Each school will work with an industry partner that will mentor student teams working on the challenge, supervised by an academic coach.

COMPETITION - Student teams will present their solutions at a Shark Tank Competition in March in Richmond.

JUDGES PANEL - Winning teams will be selected by a panel of industry judges scoring on communication skills, research, critical thinking and teamwork. The judging rubric will be distributed to participating schools in advance of the Challenge.

TOP PRIZE – The top student team will be awarded a \$1000 cash prize for their school.