Young Innovators to Watch is a competition that celebrates the best, young tech innovators across a number of disciplines. At a time in their lives when the decisions they’ve made can easily get derailed, we believe awarding young students with a scholarship, a trip to CES and a chance to speak with the sponsoring companies provides a chance of a lifetime.

Our industry has a chance to keep the students passion and commitment alive, and has a chance to discover a pipeline of talent for the future.

A student will receive a $2,000 cash scholarship and an all expense paid trip for them and one family member to CES.
AN EARLY SUCCESS FUELS THE FUTURE:

- Students successes documented on web, TV and print in an omnichannel program that involves sponsors every step of the way.
- Students continue to mentor students in subsequent years
- Truly diverse group of students
- Early winners now attend Harvard, MIT, Stanford and others
- Five have started and funded their own business
- One went on to win the MIT entrepreneurial competition
- 41 Students Awarded to Date
- Feel a terrific allegiance to their sponsors
WHY AN AWARD FOR YOUNG STUDENTS?

Research indicates that students in junior high and high school often lose interest in science and technology, many times because of peer pressure. By rewarding the efforts of budding entrepreneurs during large technology conferences like CES we allow them to see their own place in the technology ecosystem.

- 43% of STEM’s (science, technology, engineering and math) vacancies are proving difficult to fill.
- There’s a misguided conception that students who begin with an interest in science will keep that interest.
- Role models, mentors and seeing “live innovation” reinforces the love of technology.
- The winners return home to their schools and are seen as leaders.
- They remain loyal to their sponsors.
Elements of the Scholarship Program

- Students fill out an application that includes teacher recommendation
- Applications populate the web and social media campaign begins
- Judges -- experts in education, development, entrepreneurship, investing and more weigh in on final vote
- Winners are flown to Las Vegas with a parent or teacher for CES
WHAT HAPPENS AT CES AWARDS?

• Awards Ceremony held at the Las Vegas Convention Center moderated by David Pogue in a 500 person ballroom
• Post award PR and media and photo opps
• Tours of sponsor areas, Q&A with sponsors,
• Tours of CES VC, incubator, accelerator programs to show students future path
• TV Taping of the contest and the day
• David Pogue emcees of ceremonies
• Girl Starter creates TV and web programming based on the assets of Young Innovators to Watch
• Girl Starter Kicks off a Special Award for Young Female Entrepreneurs
Girl Starter Participation

A trans-media entertainment company that activates, amplifies, mentors, and funds the next generation of female business leaders.

- Creating new
- media/entertainment
- destinations with
- inspirational, actionable
- content for young women.

Mission to help young girls excel in STEM careers and entrepreneurship

- Video content from CES will utilized across all of the Girl Starter platforms - television, digital, social media and OTO networks.
Year One Partners:

- VISA
- STAPLES
- Microsoft
- AT&T Business
- U.S. Air Force
- ScreenVision
- Vera Bradley
- PILOT
- klarbrunn sparkling water
Media Coverage

March 2017 Campaign

- Initial press release launched in concert with International Women’s Day on March 8, 2017
- Havas PR hired as the Girl Starter public relations firm
- Total delivery of 360 million impressions via major media outlets:
SPONSOR PARTNER RECEIVES:

• fully realized integration into the content itself -- on and off stage
• creation of customized vignette content incorporating the use of the Girl Starter/YITW brand and talent
• additional digital content created for girlstarter.com based on sponsors startup philosophy
• ability to distribute custom content on the girlstarter.com site, social channels, and sponsor channels
• Chance to be on stage at the event handing out the awards and prizes to the students
• Integrated PR program to explain why company feels so strongly about young entrepreneurs
• Social media campaign with sponsors mentioned throughout (7 million views)
• Rights to use winners in their own corporate videos
Girl Starter and Living in Digital Times
Sponsorship Pricing

- CES Event Elements (needs to include travel for both companies)
- Contestant Costs and Prizing
- Girl Starter
- Video production
- Digital Content Distribution
- Television Integrations

Cost: $185K
A Unique Combination of

• Online Event -- starting months before CES
• TV Production -- filmed by a studio with great success in distribution to major cable networks
• Web Distribution : to wide content partners
Teaming Up in 2018

- Girls Starters will be filming the Young Innovators
- Young Innovators will include a panel of Girl Starter winners on stage
- Breakfast for young entrepreneurs with sponsors
- Girlstart will announce new competition for 2019 -- major kickoff
- Tours of Extreme Tech, Tech.co, CES Advisory Board for Jobs of the Future, Press Room and Sponsor Meetings at the show
Girl Starters and Young Innovators
A compelling story about the power of empowering innovation

A new paradigm for companies to be organically involved in the production.
PAST SPONSORS & JUDGES

- Kay Family Foundation
- NYC Economic Development Corp
- B&H Photo
- Asurion
- Lenovo
- Monster Products
- WowWee

- Craftsman
- Association for Computing Machinery (ACM)
- IEEE
- Computer Science Teachers Association
- The Princeton Review Foundation
- 1517 Fund
- Scholarship.com
Brandon Boynton
In 2017 Brandon has continued his work with the BullyBox, an anonymous reporting app for kids to report instances of bullying. His consulting firm MostBeastlyStudios has grown substantially, and he’s currently launching a new startup that helps with apartment amenities. The company is in its market analysis phase, busy presenting the concept to apartment properties in the area to gauge market demand.

Tanay Tandon - Tanay is his second year at Stanford University studying computer science. He has begun productizing Athelas, a machine learning based blood diagnostics device that he created at Stanford. The start-up is currently in the FDA clearance process and has raised more than $3 million in venture funding. The device has begun shipping in January to clinics and patients, and they hope to begin mass production and deployments of the blood testing

Michah Green was 17 when he won Young Innovators for creating an industrial sized vacuuming robot with AI smarts built in. Today, at 18, MaidBot is a 17 person company.

Emma Yang was 12 when she wrote an app to help her Grandmother, who suffered from dementia, rekindle memories. At 13 she just gave her first TED talk about coding and power.
Meet Some of our Young Innovators
AND THEIR CREATIONS

Rebecca West, 17, Townsend Harris, Queens, “Pedestrian Penguin.” A card game to save lives related to transportation accidents, which includes action and scenario cards. The scenario cards show illustrations of potentially dangerous transportation issues and the action cards include a variety of solutions from which to choose. The goal is to get the game into every elementary school in New York City.

Sara Sakowitz, 19, Columbia University, Manhattan, “Blue Moon Box: The Monthly Science Kit Subscription Service for Kids.” Each month, the kids receive a box filled with science experiments and create projects that engage them creatively and excite them with the magic of science.

Raquel Hosein, 18, Brooklyn College, Brooklyn, “Application of a Wireless Electrical Device for the Detection of Epilepsy.” A wireless device that when integrated with mobile devices can help detect when an epileptic seizure may occur. The wireless device has a Bluetooth chip and analog to digital converter, a biosignal receptor and a power source; it can send real-time pre-seizure wave data to smart technology.

Alyssa Kapasi, 14, The Brearley School, Manhattan, “The Brearley-Chapin DoubleX 2015 Robot.” A robot that can lift any object of almost any shape that is smaller than 22 inches and weighs less than 60 pounds four and a half feet above the ground as well as stacking or moving everyday objects.
2017 LIDT@ CES at a Glance
Number of Exhibitors: 322
Number of Conference Speakers: 400+
Press Articles & TV Coverage: 400+
Social Media Impressions: 177,038

ABOUT LIVING IN DIGITAL TIMES

Living in Digital Times (LIDT) is an affiliate partner of CES, the largest consumer technology event of its kind with over 175,000 annual attendees every January in Las Vegas.

LIDT is a leading a partner program for CES, developing conferences, exhibits, and contests that focus on the intersection of life and technology. In 2018 LIDT brings its Young Innovators to Watch Awards to Las Vegas. This program awards young inventors, ages 13-20 for their contributions to technology in a number of subject categories.

The 2018 Young Innovators to Watch program at CES will take place during CES on Jan. 11th at the Las Vegas Convention Center. It will follow the CES Last Gadget Standing Competition.

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Girl Starter is a revolutionary trans-media entertainment and technology company that activates, amplifies, mentors, and funds the next generation of female business leaders.

The concept for Girl Starter came from the then 16 year old daughter of two of the co-founders of Girl Starter, Jeannine and Chris Collins, Julia Collins. She saw the need for a greater focus on showing younger girls that careers in business creation are achievable stating "we need to reach girls while they are moldable." Based on this tenet, Girl Starter was born with the objective of creating new media and entertainment destinations with inspirational, actionable content for young women. Dani Davis, Chief Creative Officer is the third co-founder of the Company.

At Girl Starter, we give girls the tools, knowledge and confidence they need to start their own businesses and become leaders. We love to mix business with entertainment, and believe that becoming a boss should be as fun as being one.

Girl Starter has three tent posts: a television show, digital media, and a live tour. The television show will launch in April 2017 on the TLC and Discovery Family channels. On-going original digital and social content will launch prior to the show and continue throughout the year. A ten-market tour of the east coast will join these elements in mid-May 2017.