



## 2012 National STEM Video GAME Challenge PBS KIDS READY TO LEARN

### The Challenge

Create a math-based learning video game for children ages 4 – 8, using PBS Ready To Learn's math framework.

### The Process

Each applicant must submit the following:

- A fully-completed application form, which must specify the name of the entrant or, if the entry is submitted by a team, the name of the team leader, all members of the team and all accurate and up-to-date contact information, including an e-mail address and phone number.
- A written game proposal describing the entrant's project. Each proposal must contain the following components:
  - **Entry Title**
  - **Executive Summary**
  - **Concept Overview:** What is your project? At what stage of development is the project? Your overview should also address the following questions:
    - **Educational value proposition and impact:** What educational need(s) does your project aim to address? How have you been/will you measure educational impact?
    - **Research:** What research theories or evidence is driving the development of your project? What, if any, research has been done, and what are the outcomes?
    - **Contribution to the field of math learning:** How does your project address the challenge of math curriculum through digital gaming?
    - **Playability:** How does the project work?
    - **Potential for Scale:** Does your project have potential for broad-scale impact? What is the feasibility of mass

production, marketing and distribution? Please outline your thoughts around an implementation plan.

- **Underserved communities:** Can your project be made available on a platform that is accessible to underserved communities, such as being played via a dial-up internet connection with a standard web browser or mobile phone that has limited connectivity and functionality?
- **Next steps:** Sketch out your plan for what you will do next if you win the Grand Prize. What is your next stage of development?
- **Link to playable prototype:** The project must be at a stage where a field/market test can occur. Idea/concept stage projects will not be accepted. Each submission must consist of an embedded link to an online video of the prototype being demonstrated or a link to the prototype itself if it is available to be played online.
- **Biography:** A brief biography of the entrant or, if you are applying as a team, brief biographies of each of the team members. Each biography must not exceed 500 words and must contain information about the applicant's or team member's relevant work experience and educational background. It should be submitted in the form of a portable document format (PDF) file. For teams, all team member biographies must be included in one PDF document.

Each part of our submission should be uploaded to the [www.STEMchallenge.org](http://www.STEMchallenge.org) site; each submission should comply with all of the entry guidelines listed in the rules.

## Judging

Judging will take place utilizing the following criteria:

- Potential to reach underserved communities
- Originality
- Feasibility for large-scale impact
- Educational quality and math impact (targeting ages 4- 8)
- Team strength (i.e., strategy of overall plan)
- Engagement