

# #DIGI INVENTORS CHALLENGE

## Creating the future talent pipeline

Inspiring young people aged 8-18 to develop digital, entrepreneurial, and design innovation skills by solving real-world health and social care challenges.

Delivered by Digital Health & Care Innovation Centre

Scotland | UAE | International growth markets



# EXECUTIVE OVERVIEW

Why #DigilInventors Exists

## Why This Matters Now

### Scotland like many countries faces a growing challenge:

a rapidly expanding digital health and social care sector, but a limited and uneven pipeline of future talent.

The #DigilInventors Challenge addresses this gap by intervening early, at Primary and Secondary school level, equipping young people with the confidence, skills, and awareness needed to thrive in future careers at the intersection of health, technology, and innovation.

### Delivered nationally across Scotland and internationally in the UAE, the Challenge blends:

- Curriculum-aligned learning
- Entrepreneurial thinking
- Digital and design skills
- Industry and academic engagement

For sponsors, #DigilInventors offers a high-impact, measurable partnership that aligns CSR, ESG, workforce development, and brand purpose while reaching young people, educators, and families at scale.

Digital health & care is projected to be a £700bn+ global industry by 2030

- Employers face shortages in digital, data, design, and innovation skills
- Career awareness often starts too late, especially for underrepresented groups
- Education systems are seeking real-world, interdisciplinary learning

#DigilInventors aligns directly with:

- UN Sustainable Development Goals
- Scotland's Digital & AI Strategies
- Net Zero & preventative health ambitions
- Education reform and skills pipeline priorities

This is not a one-off competition, it is a strategic intervention designed to create long-term, systemic change.



# Supported by



# Endorsed by



**David Grant**

Organised Educator  
Primary School Teacher,  
Influencer, Podcaster TikTok 256k,  
Instagram 160k, Facebook 70k



**Toni Scullion**

Computing Science teacher, Founder  
of dressCode, Computing Science  
Scotland and co-founder of Ada  
Scotland Festival

## Previous Partners Include



# What is #DigiInventors?

The #DigiInventors Challenge is a structured, curriculum-supportive innovation programme where young people work in teams to develop digital solutions to real-world health, social care, and wellbeing challenges, building skills in entrepreneurship, design innovation, digital capability, and pitching.

## Two Editions Each Year

### Primary Challenge

(Scotland | P5-P7 | January-April)

A Scotland-wide Primary programme designed to be classroom-ready and accessible for schools across urban, rural and remote communities.

- A relevant Challenge question is set with partners
- Pupils develop ideas in teams
- Schools submit a video + presentation of their solution
- Winners are selected by a judging panel
- Programme culminates in a celebration / awards moment

### Secondary Challenge

(Scotland + UAE | S1-S6 | August-December)

A flagship international edition combining classroom learning with intensive development and a high-profile final.

- 8-week teaching programme supported by national education partners (resources and delivery support)
- Schools submit a structured application (challenge responses + short pitch)
- Finalists are shortlisted and provided with pre-bootcamp digital resources (e.g., marketing, business modelling, design thinking)
- 2-day in-person bootcamp (Scotland delivered via DHI; UAE delivered with in-country university partners)
- Hybrid final with expert judges: 10-minute pitch + Q&A
- Winners announced and recognition culminates through award ceremonies

### Primary Participants

- Young people aged 8-18
- Pupils from urban, rural, and remote communities

### Secondary Audiences

- Teachers and schools across all 32 Scottish local authorities
- Parents and families
- Colleges, universities, and employers
- International education partners across the UAE

### The Challenge actively supports:

- Gender balance in STEM
- Rural and remote participation
- Learners from less advantaged backgrounds



# Audience & Reach

DIGI  
VENTORS  
CHALLENGE



Since launch, #DigilInventors has:

- Engaged **3,000+** young people
- Received **790+** school applications
- Delivered across **Scotland and the UAE**
- Engaged **hundreds of teachers** with curriculum-aligned resources

## Our Impact

## Young STEM Leader Programme

### What Participants Gain

The #DigilInventors learning model is designed to create outcomes that are visible, measurable, and transferable:

**1) Digital innovation capability in a real-world domain** Participants develop digital solutions grounded in lived challenges in health, care and wellbeing, linking technology to societal impact.

**2) Entrepreneurial skills, not “enterprise theory”**

Young people progress through core entrepreneurial steps: problem definition, solution design, prototyping thinking, business modelling, storytelling and pitching, supported by structured resources and expert feedback.

**3) Confidence, communication, and teamwork under pressure** Teams build resilience and presentation skills through iterative feedback, pitch development, and panel Q&A

**4) Career visibility and pathways into a growth sector** Young people engage with mentors and judges from academia and industry and experience university/college-style learning through bootcamp structures and partner delivery.

**5) Formal recognition**

Participation contributes toward Young STEM Leader Awards, giving pupils tangible recognition of leadership and employability skills.



### Aligning for Additional Benefit

The Young STEM Leader Programme (YSLP) enables young people in Scotland to inspire, lead and mentor their peers through the delivery of STEM activities, events or interactions within their learning communities.

As well as developing important leadership, communication and employability skills, completing a Young STEM Leader award will motivate young people to progress their STEM studies leading towards positive destinations in STEM.

Above all, the Programme aims to promote curiosity in STEM, allowing Young STEM Leaders to learn about the world around them in a fun, engaging and accessible way.

Any pupil included in a #DigilInventors team submission is eligible to receive a Young STEM Leader Programme (YSLP) award.

**Primary Pupils**

- They will receive the Auto Award at Level 2, which includes both a certificate and a badge.

**Secondary Pupils**

- All pupils who submit an entry will receive the non- formal Level 4 YSLP Award.
- Pupils who progress to the bootcamp and final can achieve the formal Level 4 Young STEM Leader Award, which provides SCQF credit (SQA credit-rated) along with pin badges and certificates.



**I wish opportunities like this had existed  
when I was at school!**



“The #DigilInventors Challenge has been part of our S2 curriculum for six years, providing students a fun and engaging way to develop invaluable transferrable skills. It sets student learning in real-world context, inspiring them to make a difference to physical and mental health challenges facing young people today – all while developing confidence, creativity, problem solving, teamwork and digital skills. Working with industry experts gives the opportunity to turn their creative ideas into potentially life-changing innovations. “

*Sarah Wyllie – Marr College (Teacher)*

“I wanted to extend my heartfelt thanks for the incredible design of the challenge for our children. The awards ceremony was also excellent and left a lasting impression on everyone who attended.

Your communication throughout the entire process was very good, ensuring that all participants were well-informed and all of the information was received and checked before the deadlines. The competition made a significant impact on my class, and we are grateful for the dedication and creativity the team of organisers brought to this event.“

*Joanne Dunse - Class Teacher - Kirkhill Primary School (Teacher)*

“The Young STEM Leader Programme is an inspiring award that uses STEM as a platform to develop leadership, communication and employability skills in young people. We’re pleased to partner with #DigilInventors Challenge which embodies these attributes. All young people involved will automatically qualify for a Young STEM Leader Award to further recognise the innovative approaches they’ve taken to complete the Challenge. “

*Dr Sharon Macnab, Young STEM Leader Programme Manager*

“The #DigilInventors competition has been an incredible experience for our school, as we have participated for many years now. It’s been amazing to see how the challenge refines each year, consistently raising the bar in innovation and engagement. Our students benefit greatly from interacting with insightful professors and leaders from the UAE and Scotland, receiving invaluable feedback on their ideas and pitching techniques. They also have the unique opportunity of interacting with students who reside in Scotland! “

*Zaineb Mahdi Zaineb Mahdi – GEMS Wellington International School  
Dubai (Teacher)*

“Initiatives like the #DigilInventors Challenge are crucial. This year, our second-year students participated in an inspiring bootcamp where they pitched innovative ideas to industry leaders, explored VR technology for a real-world job simulation and developed critical thinking and collaboration skills through feedback sessions. These experiences pushed them beyond their comfort zones, fostering lifelong skills in business, creativity, and resilience. “

*Jack Walker – Computing Science Teacher – St Georges School (Teacher)*

# A Trusted Delivery Network

As Seen In



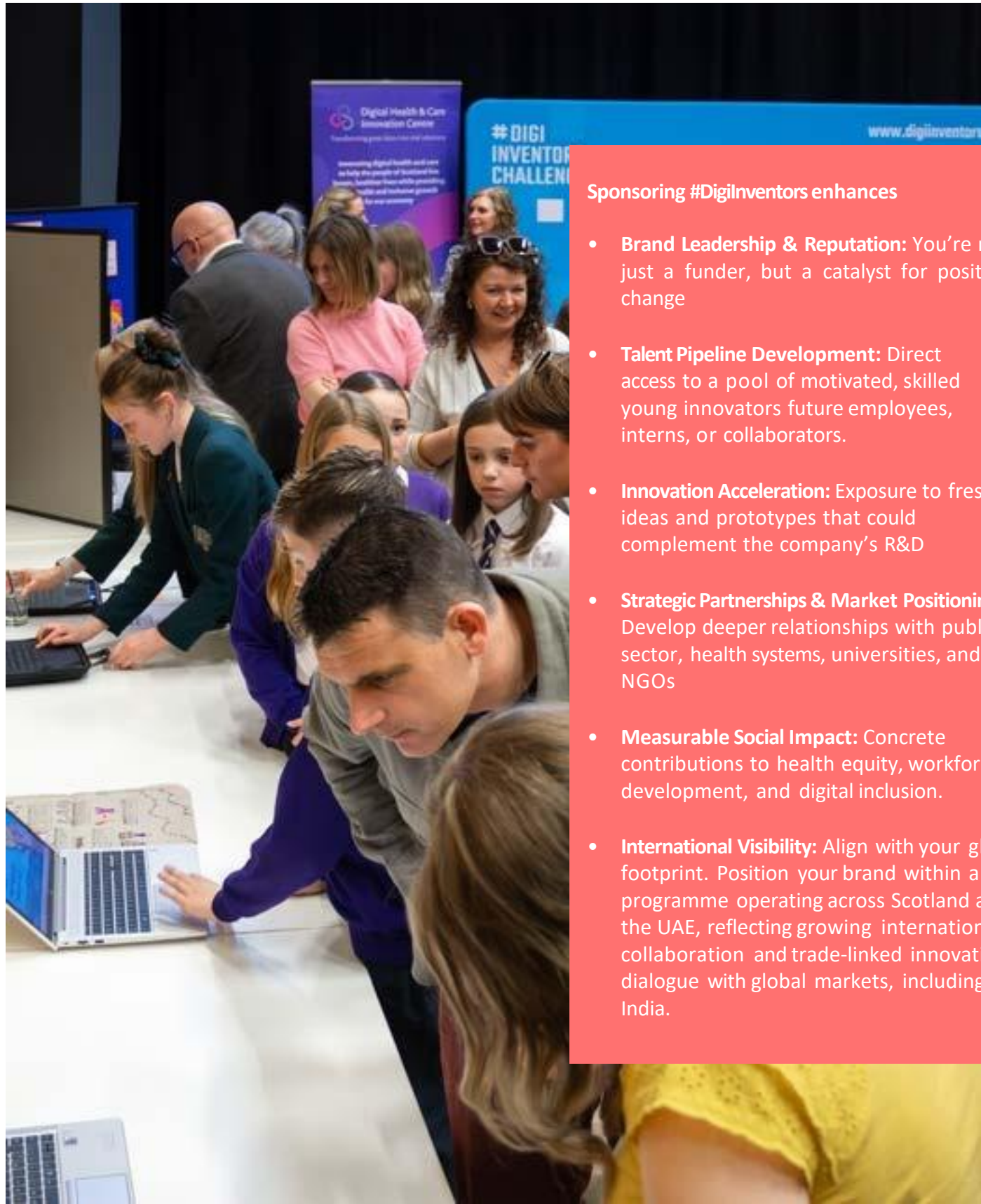
The Challenge is delivered by DHI and supported by a national and international ecosystem spanning:

- Education bodies
- Colleges and universities
- Health and care organisations
- Industry and innovation partners

Our ecosystem of education, health, academic, and industry partners enables credible delivery, robust safeguarding, curriculum alignment, and scalable impact.



# Sponsor Value Proposition



## Sponsoring #DigInventors enhances

- **Brand Leadership & Reputation:** You're not just a funder, but a catalyst for positive change
- **Talent Pipeline Development:** Direct access to a pool of motivated, skilled young innovators future employees, interns, or collaborators.
- **Innovation Acceleration:** Exposure to fresh ideas and prototypes that could complement the company's R&D
- **Strategic Partnerships & Market Positioning** Develop deeper relationships with public sector, health systems, universities, and NGOs
- **Measurable Social Impact:** Concrete contributions to health equity, workforce development, and digital inclusion.
- **International Visibility:** Align with your global footprint. Position your brand within a programme operating across Scotland and the UAE, reflecting growing international collaboration and trade-linked innovation dialogue with global markets, including India.

# How Sponsorship Works

The #DigInventors Challenge is delivered through two distinct competitions, each with its own audience, delivery model, and sponsorship opportunity:

## 1. Primary Challenge (P5-P7 | Scotland)

A national, classroom-based programme focused on early skills development, creativity, and confidence-building.

## 2. Secondary Challenge (S1-S6 | Scotland & UAE)

A flagship, high-profile innovation competition combining classroom learning, intensive bootcamps, and international finals.

Sponsors can support:

- One challenge specifically as lead sponsor or
- Through our supporting sponsor options

Pioneer partners may choose to support both the Primary and Secondary Challenges, with scope to shape a combined partnership package through discussion.



# Primary Challenge - Lead Sponsor

## Strategic Purpose

To support early intervention, creativity, and digital confidence among children aged 8-11, across all 32 Scottish local authorities, including rural and remote schools.

This sponsorship is best suited to organisations focused on:

- Education and social mobility
- Inclusion and early skills development
- Community impact and place-based investment

## What the Primary Challenge Sponsor Enables

Your sponsorship directly supports:

- Development of Primary teaching materials
- National outreach to Primary schools
- Judging and awards coordination
- Prizes and recognition
- Inclusion support (e.g. access, travel, resources for remote or disadvantaged communities)

## For pricing details please contact us

Primary Challenge – Lead Sponsor Benefit	Primary Lead Sponsor
Exclusive title association (e.g. Primary #DigilInventors Challenge sponsored by...)	✓
Logo on all Primary Challenge materials	✓
Visibility across Primary Challenge web pages & resources	✓
Recognition at awards ceremony	✓
Inclusion in national communications & PR	✓
ESG & social value impact report (Primary-specific)	✓
Approved storytelling assets (quotes, imagery, case study)	✓

## Supporting Sponsor Options:

- Primary Prize Sponsor
- Primary Teaching Materials Sponsor
- Primary Awards Ceremony Sponsor

# Secondary Challenge - Lead Sponsor

## Strategic Purpose

To support advanced skills development, entrepreneurial thinking, and career awareness for young people aged 11-18, across Scotland and the UAE, within a high-profile, international innovation competition.

This sponsorship is best suited to organisations focused on:

- Want to support skills, confidence, and capability development in young people preparing for further education, training, or work
- Are interested in contributing to a future-ready workforce, even where the link is indirect or long-term
- Seek meaningful employee engagement through mentoring, judging, or participation in real-world learning experiences
- Operate across multiple markets or internationally and value global awareness and collaboration
- Want to align their brand with innovation, problem-solving, and positive societal impact, rather than a single sector
- Require robust governance, safeguarding, and impact measurement to support internal approval and reporting

## What the Secondary Challenge Sponsor Enables

Your sponsorship directly supports:

- Secondary teaching materials and digital resources
- UK and international 2-day bootcamps
- Industry mentors, judges, and speakers
- Prizes and finalist recognition
- Awards ceremonies and showcase events
- Inclusion and access (participant travel)
- Prizes and recognition
- Inclusion support (e.g. access, travel, resources for remote or disadvantaged communities)

Secondary Challenge – Lead Sponsor Benefit	Primary Lead Sponsor
Exclusive title association (e.g. Secondary #DigInventors Challenge sponsored by...)	✓
Logo across all Secondary Challenge materials	✓
Visibility across Scotland & UAE delivery	✓
Optional employee involvement (judging, mentoring, bootcamp)	✓
Speaking or presence at finals / awards	✓
ESG, skills & talent pipeline impact report	✓
Approved content for corporate storytelling	✓

## Supporting Sponsor Options:

(For organisations not seeking lead status)

Sponsor Type	What it Supports
Challenge Question Sponsor	A real-world innovation theme aligned to your mission
Bootcamp Sponsor	Delivery of the 2-day bootcamp experience
Secondary Prize Sponsor	Prizes and recognition for finalist teams
Awards Ceremony Sponsor	Hosting and celebration of finalists



### Sponsors receive:

- Annual impact reports
- Participation and reach metrics
- Diversity and inclusion indicators
- Case studies and stories

The Challenge is delivered within robust safeguarding, GDPR, and governance frameworks.

# Accountability & Reporting



## Looking Ahead

- Deeper reach across all Scottish local authorities
- Expansion into new international markets
- New Challenge formats
- Long-term sustainability through strategic partnerships

Sponsors who engage now help shape the future direction of the programme.

# The Vision

## A future shaped by early opportunity, skills, and confidence

We believe that meaningful innovation in health and care starts earlier by giving young people, the opportunity, tools, and confidence to engage with real-world challenges while they are still in school.

Through the #DigiInventors Challenge, young people in Scotland and increasingly through international collaboration are supported to explore how digital technology, creativity, and entrepreneurship can be applied to improve health, social care, and wellbeing. They do not need to be experts; they need permission to explore, learn, and contribute.

### Over time, this approach builds a generation of young people who are:

- Confident using digital tools and emerging technologies
- Comfortable working in teams and presenting ideas
- Motivated by real societal challenges, not abstract problems
- Aware of pathways into further education, training, and careers

### Long-Term Societal and Economic Impact

By embedding real-world problem-solving and innovation into education, the challenge contributes to broader system outcomes:

- Stronger skills pipelines, supporting future workforce needs
- More inclusive participation, reaching young people from urban, rural, and remote communities
- Better alignment between education, industry, and public services, creating shared understanding and collaboration
- Increased resilience and adaptability in how future challenges are approached, particularly in areas of health inequality and demographic change

Over time, this helps position Scotland as a place where young people are actively supported to develop the skills and mindset needed for the future economy strengthening its reputation for innovation, talent, and responsible growth.

## A Cultural Shift in How Innovation Begins

Through programmes like #DigiInventors:

- Youth participation in innovation becomes normal, not exceptional
- Co-creation with communities and end-users is embedded from the start
- Innovation is understood as a skillset that can be learned, practiced, and supported
- Young people see clear, achievable routes from education into careers that improve lives

This is how long-term change happens not through one-off initiatives, but through sustained

investment in people, skills, and opportunity.

### International Vision

Currently delivered in Scotland and the UAE, the #DigiInventors Challenge has demonstrated that its model can travel across education systems and cultural contexts while retaining quality, safeguarding, and impact.

With sponsor support, our vision is to extend this proven approach into additional international markets, working with trusted local partners to adapt delivery responsibly. Interest has already been expressed from organisations and stakeholders in Saudi Arabia, Bahrain, Singapore, India and Malaysia, creating an opportunity to grow a connected, international network of young people tackling shared health, care, and wellbeing challenges through innovation.

**Partner with us to invest in early skills development,  
capability building, and inclusive pathways into  
future education and employment.**

## **Get in touch**

**Challenge Lead: Grant Reilly**

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**Learn more: [www.digiinventors.com](http://www.digiinventors.com)**