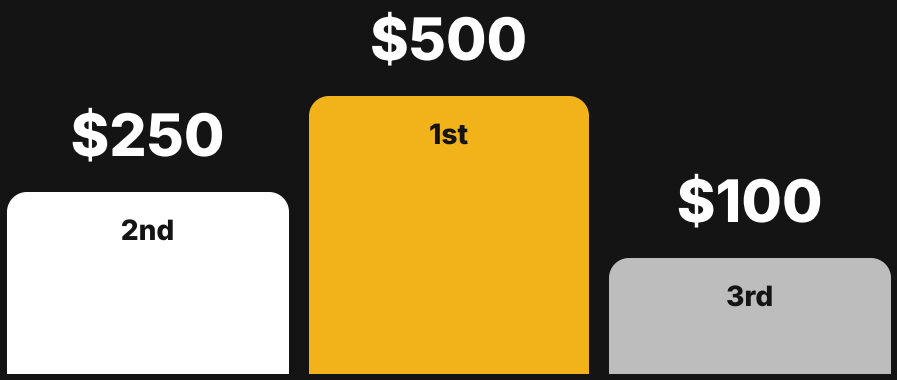
SEASON 1 · 2026-27 · RUN BY STUDENTS

The Social Innovation Challenge

A free, nationwide competition for high school chapter members: build an AI-driven project that helps your community.
$850+ in prizes and counting.



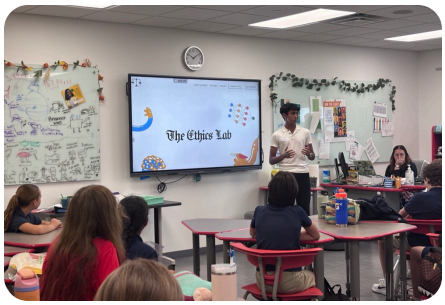


Participant Package

ABOUT US

We started this as students.

The Ethics Lab is a student-run 501(c)(3) nonprofit. Nobody at our school was teaching us how AI works, so we built a free 10-lesson course ourselves, with help from teachers and professors. Chapters are how we hand all of it to students everywhere.







THE COMPETITION

The Social Innovation Challenge

Anyone in an Ethics Lab chapter can compete, on their own or in a team of up to 4. Build an AI-driven project that helps your community: a study helper for your school, a tool that spots fake news, a chatbot that answers questions for new students. Teams send us a short video and a one-pager, and the best three projects win cash.

Who can enter

- High school students in the U.S., all grades
- Anyone in an Ethics Lab chapter at their school (start one in 2 minutes, or join the one there)
- Enter on your own or in a team of up to 4 from your chapter
- The project must use AI to help your community

What it costs

Nothing. No entry fee and no dues.

How to start

Register your chapter at **ethicslabs.ai/chapters**. It takes two minutes. If your school already has a chapter, join that one instead.

HOW IT WORKS

What every chapter does

1. **Register your chapter**
   Two minutes at ethicslabs.ai/chapters, and you're a chapter. If your school already has one, join it instead. You need to be in a chapter to compete.

2. **Teach the lessons (optional)**
   We have 10 optional lessons. One per meeting, at school, if you want. Press play, then talk it through. Members who finish earn a digital certificate.

3. **Make one video for our Instagram**
   A short video introducing your chapter for our main account, @the_ethics_lab. We post it and tag you.

4. **Build an AI project and submit it**
   Members enter solo or in teams of up to 4: an AI-driven community project, then a video and a one-pager for the Social Innovation Challenge.

WHAT YOU GET

Access to everything we built

- **Chapter accounts (coming soon)**
  Logins for leaders and members, with a join code.
- **10 optional lessons**
  Videos, discussion questions, worksheets, and guides.
- **Kickoff slides**
  A first-meeting deck with speaker notes.
- **Recruiting posters**
  A flyer and an Instagram post with your school's name.
- **Member certificates**
  One for everyone who finishes the lessons.
- **Check-ins with our team**
  Someone on our side all season.
- **Chapter leaders' Discord**
  Ask our team and leaders at other schools anything.
- **A feature on our Instagram**
  Your chapter video goes up on @the_ethics_lab.

SEASON 1

Key dates

Date (Eastern time)	Milestone
Open now	Chapter registration opens at ethicslabs.ai/chapters
December to February	Chapters form teams, teach the optional lessons if they want, and post their Instagram video
February to April	Chapters plan and do their community project
Saturday, April 10, 2027, 11:59 pm	**Submission deadline:** video and one-pager
Saturday, April 24, 2027	Finalists announced
Saturday, May 8, 2027	**Winners announced** at our virtual showcase

$850+ AND COUNTING

Prizes

Place	Cash prize	Also
1st place	**$500**	Featured on our Instagram, newsletter, and website
2nd place	**$250**	Featured on our Instagram and newsletter
3rd place	**$100**	Featured on our Instagram and newsletter
Every finalist	A finalist certificate for every team member	

The prize pool grows as sponsors join. We'll announce new prizes to every registered chapter.

Every submission gets feedback

We're students too, and we know what it's like to build something and hear nothing back. Every team that submits gets short written feedback from our team on what worked and what to try next.

SUBMISSION GUIDE

What to submit

1. One video

Up to 3 minutes. Show what your team built and who it helped. A phone is fine. Upload it to YouTube as **Unlisted** and paste the link in the submit form.

2. One page

A one-page PDF, shared as a Google Drive link anyone can view. The problem, what you did, and what changed. Add a photo or two and any numbers you have.

Your video and one-pager should cover

1. The problem	What problem did you see in your school or community? Who does it affect, and how?
2. What you built	Your project, step by step. How does it use AI, and who on your team did what?
3. What changed	Proof it worked: how many people you reached, what they said, photos, before and after.
4. What you learned	What surprised you, and what you would do differently next time.

How judging works

- **Submit by April 10, 2027, 11:59 pm ET** at **ethicslabs.ai/challenge** (button 3).
- **Review, April 10 to 24.** A panel of educators, AI researchers, and our team scores every project.
- **Finalists, April 24.** The top projects are announced, and winners are revealed at our virtual showcase on May 8.

OUT OF 100 POINTS

Judging rubric

Category	Points	What judges look for
Real impact	**30**	Did the project help real people in your school or community? Can you show it with numbers, quotes, or photos?
Innovation and use of AI	**25**	Is it a fresh, practical idea, and does AI do real work in it? Could another school copy it?
Ethics and care	**20**	Did you think about who could be left out or harmed, and plan for it?
Teamwork and process	**10**	Did everyone on the team contribute? Solo entries are scored on their own planning and follow-through.
Story and clarity	**15**	Are the video and one-pager clear and engaging? Do we understand why this mattered to you?

RULES

Code of conduct

- The project must be your own or your team's own work. Say which AI tools you used and how.
- Get permission before you film or photograph anyone, and a parent's permission for anyone under 18.
- Be respectful in every message, meeting, and post.
- Meet the deadlines. Late submissions can't be judged.

The Ethics Lab may disqualify a team that breaks these rules. Prize money is paid to the winning team through its school or a parent or guardian.

QUESTIONS

FAQ

Does it cost anything?	No. No entry fee and no dues. We're a 501(c)(3) nonprofit.
How many members do we need?	There's no minimum. Start with a few friends.
Do we need to know how to code?	No. Many AI tools need no code.
Do we need a teacher sponsor?	Not to register. Most schools need one to make a club official, and we'll help you ask.
Where do we meet?	In person at your school, whenever works: lunch, after school, or a club period.
Can I enter alone?	Yes. Every chapter member can enter on their own or in a team of up to 4.
Will our video be shared?	Finalist and winning projects may be shared on our website and social media.

OUR PARTNERS

FAU

A.D. Henderson University School

MPCR
MACHINE PERCEPTION AND COGNITIVE ROBOTICS

NON-TRIVIAL

GoDaddy

BOBA Street Cafe

Want to sponsor a prize? Email anik@ethicslabs.ai

Questions? anik@ethicslabs.ai · ethicslabs.ai/chapters