FOR TEACHERS & EDUCATORS

You can help light the spark.

Your guide to the IGNITE Entrepreneurship Scholarship

Dear Educator,

Thank you for bringing IGNITE to your students. The IGNITE Entrepreneurship Scholarship is open to K–12 students with an idea for a business that could benefit from a technology partner. Presented by Hitcents and built on Handrail, it helps selected students turn ideas into working products and learn from real customers. Coding skills, investors, and a perfect business plan are not required.

What the award provides: up to $96,000 in professional technology services over two years. Year one includes up to $72,000 for strategy, UX/UI design, software development, launch, and platform access. Year two includes up to $24,000 for hosting, platform access, continued technical support, and development. The award is in-kind, with no cash payment or tuition funding; value reflects standard commercial pricing, up to the stated maximum. No equity or repayment is required. Applying does not guarantee an award.

How students apply: start at https://handrail-daas.com/ignite and open My IGNITE profile. Students create a profile with a parent or guardian's knowledge and permission, including school or homeschool and guardian contact details. Profiles show published application windows and deadlines and can be created even when submissions are closed.

In an open window, students name and describe their idea, identify who would buy or use it, explain the problem it solves, and describe what they would do after the technology is built. They can save a draft, return to it, and submit before the deadline. A sketch or design upload is optional. Students may submit one application per window and apply again in future published rounds. Previous submissions and updates remain in their profile.

If selected, students work with a professional team to build, launch, learn, and improve. Their role includes talking to potential customers, trying to make sales, and learning to run the business. The technology team helps turn the idea into a useful product, such as a website, mobile app, workflow, or AI solution.

Using this kit: post or share the scholarship flyer; print the sketch page for an idea session; personalize the parent letter before sending it to families; and use the administrator letter to ask school leaders or board members to help share the opportunity. Each letter includes a print-ready PDF and an editable Word version. Replace bracketed fields before sending the parent or administrator letter.

A simple classroom prompt: What problem do you notice, who has it, and what could you build to help? Encourage students to use their own words. Check profiles for current deadlines rather than adding a fixed date to these materials. For scholarship questions, visit https://handrail-daas.com/ignite#questions. Thank you for helping students take their first step.

With appreciation,

The IGNITE Team
Presented by Hitcents · Built on Handrail