

Phases:

- 1) Ideation**
- 2) Modeling**
- 3) Storytelling**

1) IDEATION: Exploring Ideas + Innovation

First Objective: Find the "Pain"

Facilitated exploration of problems and pain points in subjects and topics that the students are interested and passionate about. Find real pain points that are either current or anticipatory.

Second Objective: Validate the "Pain"

Research and find statistics and facts on the scope of the "pain" and how many people are impacted by it. The goal is to validate any assumptions and start to understand the potential impact a solution to the "pain" could have.

Third Objective: Solution Brainstorm

Explore as many ideas and solutions for the "pain" as possible. Go for quantity to start. Resist falling in love with one solution too early. See how many angles you can approach the "pain" from.

Fourth Objective: Identify Your Solution

After brainstorming create a short list of criteria on how you want to evaluate the list of potential solutions that were brainstormed by the students. Discuss what is most important to the team for the solution you will be working on. This could include questions like:

- How innovative is the solution?
- Will it require customers to change their environment to use?
- Will we be able to build a prototype/demo of the solution?

2) MODELING: Getting the Solution to Market

First Objective: Prototyping aka Minimal Viable Product

Explore how you will demo the solution on Innovation Day. Outline what you want to achieve with the MVP. A working prototype, also known as a Minimal Viable Product (MVP), should allow you to be able to demonstrate its use to a potential user and to the judges.

Second Objective: Build the MVP

Time to make. Start sketching out the MVP. What will it look like and how will it function? What materials will be used? What technology will be used in the solution? What does version one look like?

Third Objective: Build your Business Model

Start fleshing out the business model canvas to build the business model for the solution you are building. An innovative solution is only good if it can get in the hands of the users and have a positive impact on their lives. The team will be faced with a lot of questions going through the canvas. The right hand side is external and is about finding who your customers are and how you will communicate the value. The left side is internal to the business and is how you will execute on the value. The center, the Value Proposition, is your solution and its features, benefits and the change it provides.

We will work on this at the training day with the teams at UTA.

Fourth Objective: Test the MVP

Test the MVP. Get as many potential users/customers to test the MVP. Survey them and find out what they experienced, what they liked, and what they would change. Aim to discover if you were correct on your target customers and the value you are providing.

3) STORYTELLING: Pitch and Tell

First Objective: Pitch Outline

Using your business model canvas, outline the story of your solution and your business model. This should include:

- The problem/ pain
- Your solution - MVP
- Why it is innovative - the magic sauce
- Business model
- Customer segments
- Competitors
- Team members

Second Objective: Naming: Brainstorm names for the solution and the business.

Third Objective: Booth Display

How will you display your innovative solution at Innovation Day?