



**CONGRATULATIONS**

What was challenging about AT1A?

What was good about AT1A? What skills did you develop?

(Pairs: 5 minutes)



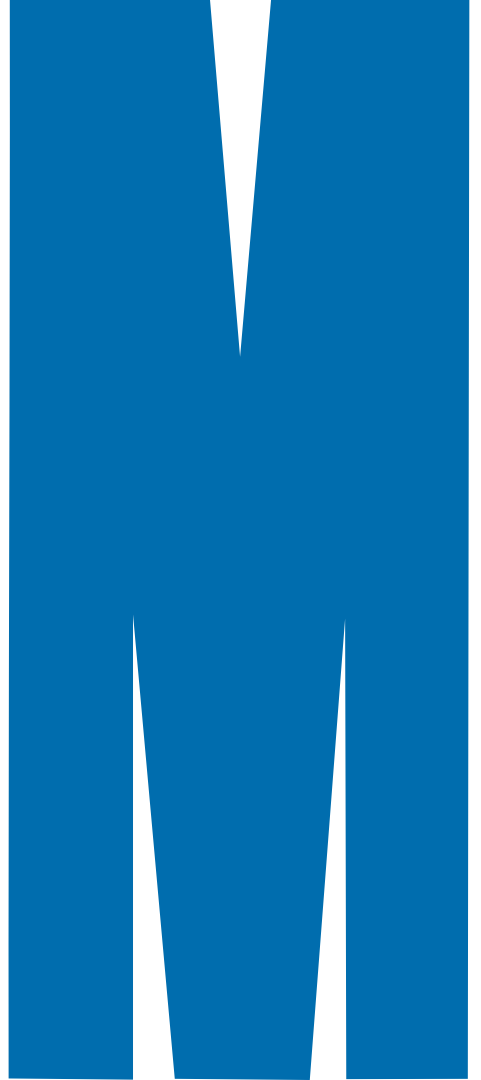
# General Feedback

## Areas for Improvement

- Authenticity
- Depth of reflection
- Speakership/engagement and storytelling

## Areas for Improvement

- Focus (one key concept as a golden thread)
- Analysis/evaluation of *feelings as well as thoughts* (feeling words)
- Concise yet precise language



# Official feedback

## IN THIS UNIT

- Double marking (you may see marking completed)
- Staggered personal release over this week
- You will gain a personal email when your personal feedback is ready for you to view
- No need to check Moodle!
- **All feedback returned by Sunday 22 (on time submissions)**
- **You can contact Susie with any queries**
- **We hope the feedback is valuable for future assessments, particularly AT1B, and your career**



# Sharing & learning

- Videos will be shared among our community this evening
- Please explore
- Gain insights from peers with diverse perspectives
- Appreciate the diversity in the cohort
- Get to know the MIG community even better!
- **Videos are only for this cohort – do not share**
- **Email Susie today if you wish for your video to be private**







MONASH  
University

# GOALS FOR THE DAY

## Creating focus for your sprint

Monday Innovation Design Sprint

**WEEK 2 INNOVATION DESIGN SPRINT  
IS ABOUT**

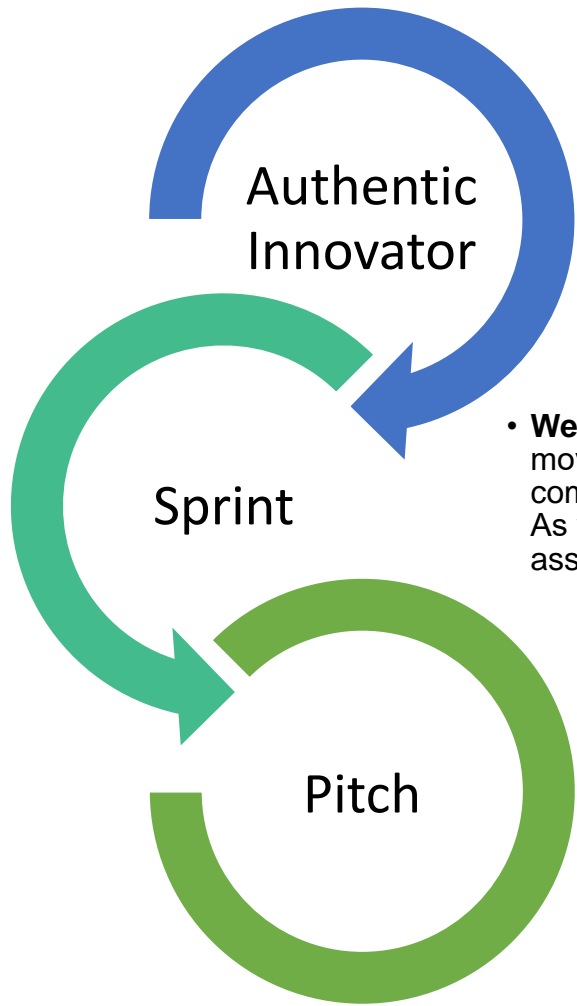
**SPRINTING**

**TOWARDS AN INITIAL PROTOTYPE FOR  
TESTING**

**Every day, we'll build one part of your  
prototype and one part of your Thursday  
talk (15%)**



**The template is designed to help you hit the marking rubric criterion**

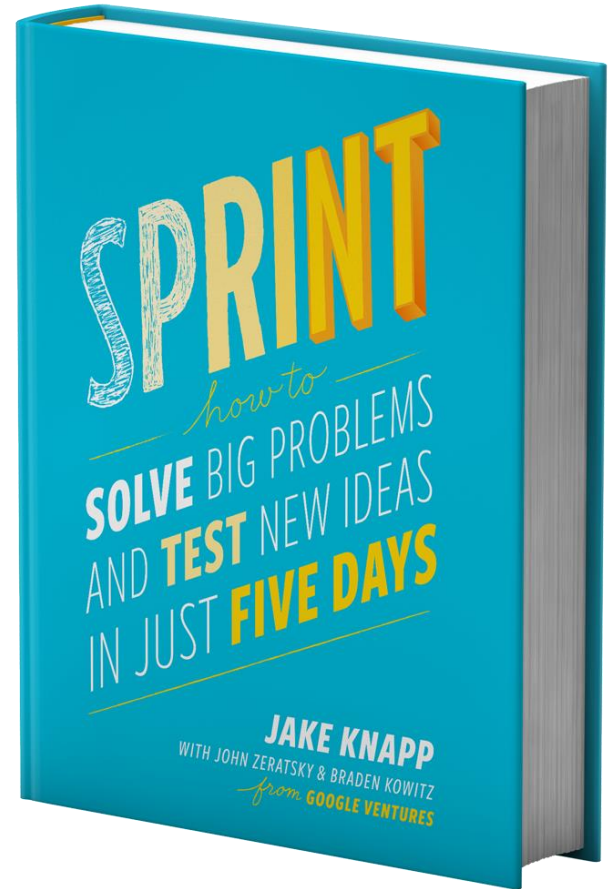
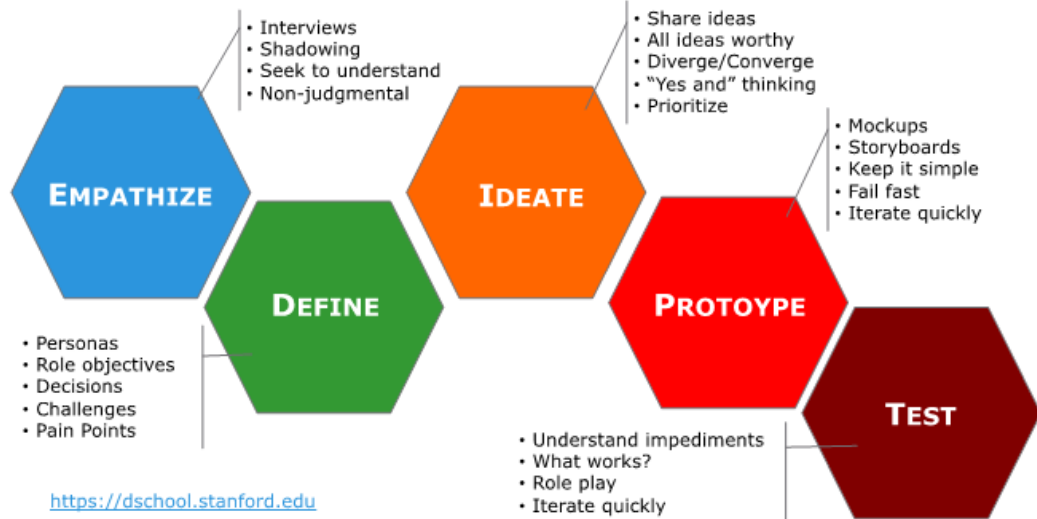


- **Week 1 is The Authentic Innovator: Setting the Stage for the Sprint.** This introduces you to the innovation process and sets you up for the sprint in Week 2, by allowing you to explore your personal strengths and values and the value of interdisciplinary collaboration, empathy and sustainability.

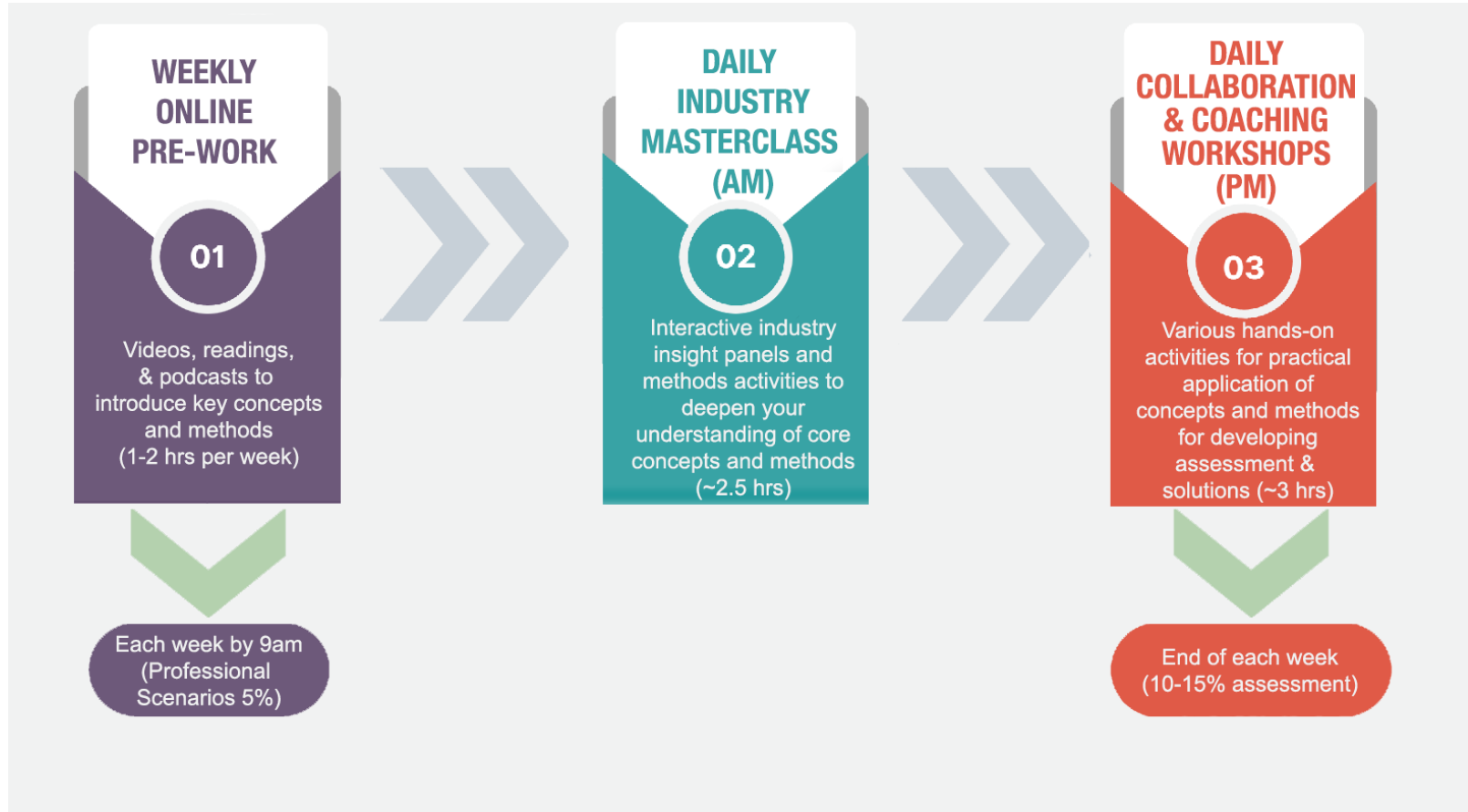
- **Week 2 is The Innovation Design Sprint.** This is where you move through the design sprint. Every day, you'll build one component of your innovation solution with your coach and peers. As you build your solution in workshops, you're also building your assessment at the same time. Efficient!

- **Week 3 is Innovation Liftoff and Pitch.** This is where you polish your final pitch to industry by honing the work you did in Week 2. You'll learn about speakership, pitching and customer testing.

## Stanford d.school Design Thinking Process



# Build towards an 'end of week' assessment



WHAT'S ON  
TODAY?

# Industry Insight Panel

How I started at the end and chose a focus for my startup - A Monash Alumni Founders Panel



**Michael McSweeney**  
Co-Founder & COO at SoundSmith



**Eugenia Yuan**  
Co-founder, Inspiring Chats





# Methods Seminar

Ways to map and diagram the problem



David Robertson  
Lecturer at Monash University



# C&C AT2A Development Workshop (1pm)



- Debrief on Thursday with your coach
- Team introduction
- Challenge map
- Draft focus

Develop parts of your talk in line with the rubric each day  
Present at 3pm for feedback



Each challenge team will create slides to present to the other challenge teams and coaches in the MIG for feedback.

The presentation is **6 minutes +/- 30 seconds**.

**Each challenge team should include slides covering the topics below:**

- The **challenge as envisioned by the team**, including the focus chosen for your sprint
- A **diagram/map** of the problem that considers the different stakeholders and systems related to the problem, with consideration of interdisciplinary perspectives, sustainability, empathy and human-centric design
- An **sketch** of three ideas considered by the challenge team, and why they have decided that a certain solution is the best one at this stage
- A **storyboard** that takes your winning sketch and extends it into a story from the customer/user perspective. The storyboard grid should include an opening scene that conveys how the customer/user first interacts with the challenge topic, and will roll out from there - showing how the customer/user moves through your proposed solution to a positive outcome (include just enough detail)
- A 'fake it' **prototype** or a facade of your solution including the proposed format for the prototype (e.g. physical, design map, infographic, report, recommendations, etc.), and the key tools you needed to build this (e.g. keynote, iPad, paper report, acting, survey, research method, etc.).

# Handy Hint: Why get involved?

**Those who actively participate in Weeks 2 and 3 will benefit.**

*Why?*

[AT3](#), your final individual report (35%; due 11.55pm Sunday Feb 5), is simply a written version of the solution you're working on in Weeks 2 and 3, with your own explanations, flair, tweaks and any additional research.

Those who engage with their team, coach and industry partner will learn from this collaboration during the next two weeks and will produce a good report.

Those who do not may find it difficult to write their own individual report later.

**Important:** You are expected to attend and fully participate in the sprint workshops and masterclasses this week, unless you have a valid reason (see the special consideration website for examples) and have checked this with your coach and Susie.



# By the end of today you should be able to answer these questions

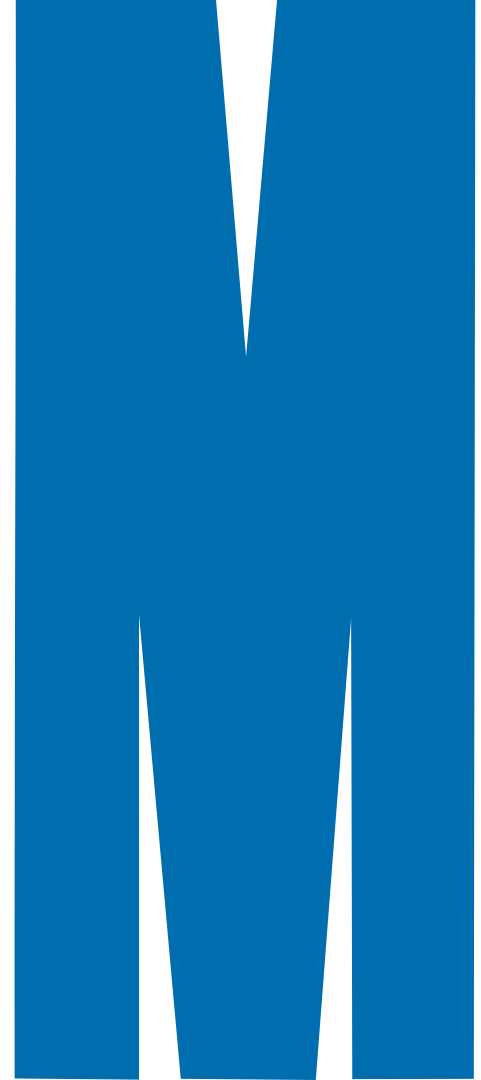
1. How do founders find their focus?
2. What are some approaches to mapping the problem?
3. Am I more comfortable with AT2A (15%)?
4. Do I know when my industry touch point is?
5. Have a I developed some draft slides for my talk?



# THIS WEEK'S

## INDUSTRY TOUCH POINT

- Every team will have a touch point (consult) this week
  - Your coach will let you know your time and day
  - Being flexible at work is important
  - Catch up the next day
- 
- You can bring questions, ideas to test, maps to discuss...
  - **SEE SUSIE WITH ANY ISSUES OR QUERIES**





What does professional conduct look like?

(Shout out)



# THANK YOU

## HOUSEKEEPING...

- SHARE AND FOLLOW AT #MIG23
- TAKE A WALK AT LUNCH
- SEE SUSIE WITH ANY ISSUES OR QUERIES

