

——Workshop 3——

Leveraging Collaborative Generative AI for Design and Entrepreneurship Education

Thursday, 8 May 2024, 1.5 hours



Professor Paul KIM

- Former Associate Dean & Chief Technology Officer, Stanford University Graduate School of Education
- Started the "Entrepreneur in Residence" program at Stanford Graduate School
- Chairman of International Expert Committee on Education Technology, The World Bank
- Director for Center of Future Ed



Dr. Fridolin TING

- Senior Lecturer I, Office of the VP(RD), EdUHK
- Research Interests: Generative AI in STEM related Education, Innovation and Entrepreneurship Education; AI in Educational Technology

Leveraging Collaborative Generative AI for Design and Entrepreneurship Education

Description

This workshop explores the transformative potential of Multimodal Large Language Models (MLLMs) for design and prototyping in innovation and entrepreneurship education and practice. Participants will delve into hands-on applications and scaffolded activities using various collaborative MLLM platforms to collectively brainstorm solutions to problems, give feedback for navigating products, give feedback on design thinking steps and prototypes, and sift through customer-market fit and go-to-market strategies.

Key Takeaways

We'll explore genAI applications in case studies involving AI tech, green/sustainable tech, biotechnology, drones and robotics, metaverse and AR/VR/XR, or interests of participants.

Workshop format (1.5 hours)

- **40 minutes for 2 speakers**

20 minutes each; 15-minute talk, 5-minute Q&A

- **50 minute for hands-on activity using GenAI on**

- Problem identification, ideation.
- 4 design thinking activities, prototyping of solutions.
- "Design thinking and prototyping with genAI" on platforms such as
 - Ask.Smile (<https://ask.smile.seedsofempowerment.org/>)
 - YoChatGPT! (<https://www.yochatgpt.io/>)
 - Figjam (Figma+Jamboard) <https://www.figma.com/figjam/>
 - Ulzard <https://uizard.io/>
- Using GenAI for marketing materials; customer feedback; suggesting product market-fit and go-to market strategy; giving feedback on MVPs, and business models

- **Participants will be placed into groups for collaborative work.**

Activity	Time
Speaker 1	14:00–14:20
Speaker 2	14:20–14:40
Hands–on Interactive workshop with 3 speakers (Design thinking, prototyping with generative AI)	14:40–15:30

Workshop Facilitator #1



Prof. Paul KIM

- Former Associate Dean & Chief Technology Officer, Stanford University Graduate School of Education
- Started the "Entrepreneur in Residence" program at Stanford Graduate School
- Chairman of International Expert Committee on Education Technology, The World Bank
- Director for Center of Future Education, BIBS
- Adviser to Lumos Capital & Chegg
- Founder of NGO: Seeds of Empowerment

<https://www.seedsofempowerment.org/our-team/>

- Links: [Wikipedia](#), [LinkedIn](#)
- Papers: <https://stanford.academia.edu/PaulKim>





Workshop Facilitator #2

Dr. Fridolin TING

- Former Associate Dean & Chief Technology Officer, Stanford University Graduate School of Education
- Senior Lecturer I, Office of the VP(RD), EdUHK
- Research Interests: Generative AI in STEM related Education, Innovation and Entrepreneurship Education; AI in Educational Technology
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