

we  
think  
code\_

# SOCIAL TECH BOOTCAMP

Wednesday 2<sup>nd</sup> August & Thursday 3<sup>rd</sup> August

# THE OPEN PROJECT\_

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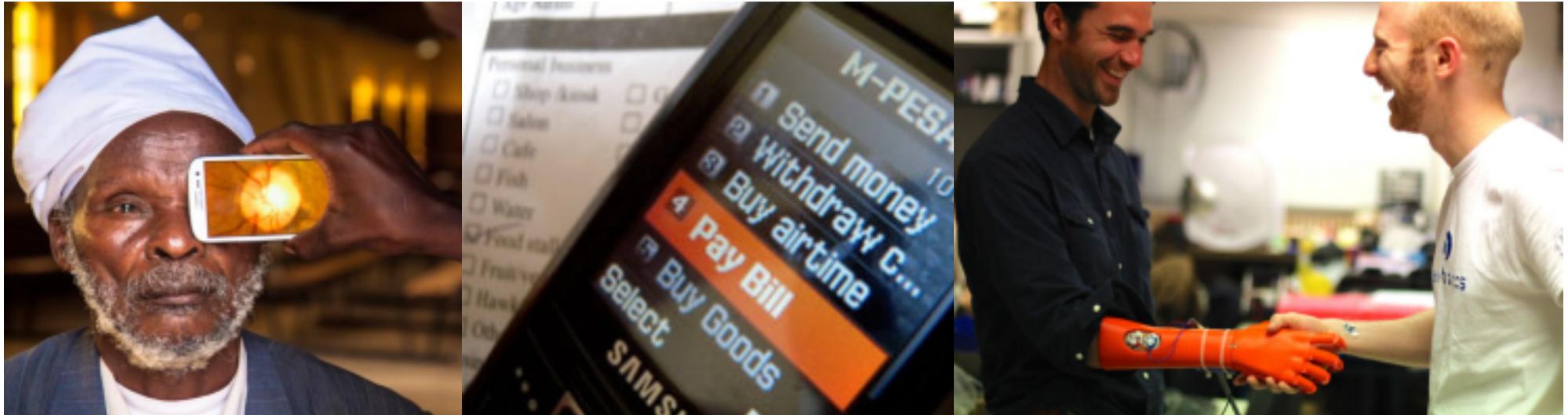
- *In groups of 4 to 5, you will design tech solutions to South Africa's and Africa's most pressing social and environment issues.*
- *The Open Project will last between 2<sup>nd</sup> August and 2<sup>nd</sup> January.*
- *Objective for the WTC teams is to create a MVP.*
- *A Jury will evaluate and coach WTC teams as they go through the different phases of product development.*
- *The Jury will elect the winner of the Social Tech Open Project in January 2018.*

# WHAT IS A SOCIAL TECH PROJECT\_?

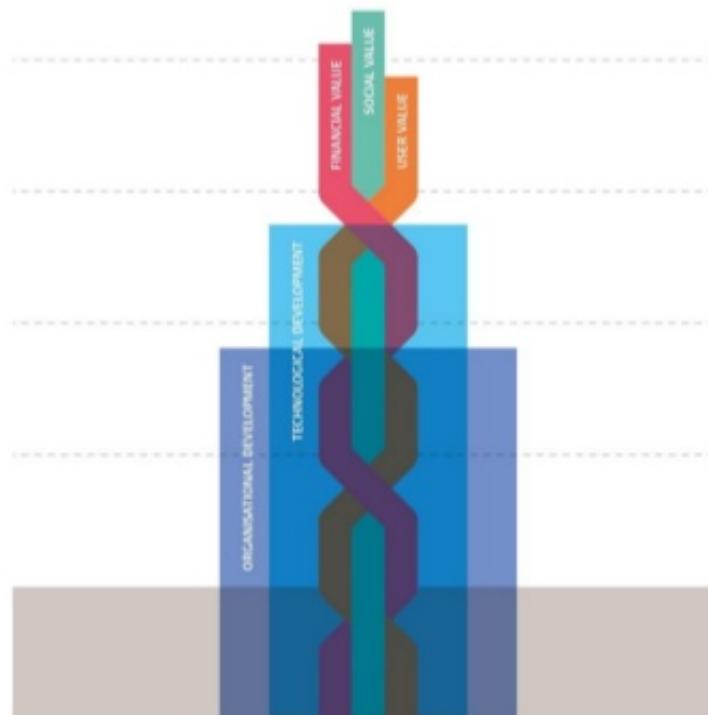
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*“Innovative project harnessing the power of technology to deliver significant social change.”*

## Nominet Trust



# THE TRIPLE HELIX\_



- **SOCIAL VALUE:** *A positive impact on the health, strength and sustainability of communities and societies.*
- **USER VALUE:** *In order for a social tech venture to realise its potential social value, it needs to create user value: in that potential users will choose to use the products.*
- **FINANCIAL VALUE:** *Robust business model*

# WORKSHOP 1\_

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## Road Deaths in South Africa

- *The RTMC's figures for January to December 2016 shows that 14071 people died on South African roads last year, a nine percent increase on the 2015 figure of 12944.*
- *Human factors are indicated as the biggest contributor to road crashes and fatalities, accounting for 77.5% of contributing factors. Vehicle factors (6%) and road and environmental factors (16.5%), make up the balance of contributing factors.*
- *Among the human factors that lead to crashes, and deaths, are jaywalking pedestrians (38.8%), hit and run crashes (18.5%), high speed (14.1%), overtaking in the face of oncoming traffic (6.9%), drunk driving or driving while on drugs (3.6%), and driver fatigue (2.2%).*
- *The statistics show Gauteng and KwaZulu-Natal have the highest percentage of road deaths in the country, each contributing just under 20% to the national total.*

# ASSESSMENT CRITERIA\_

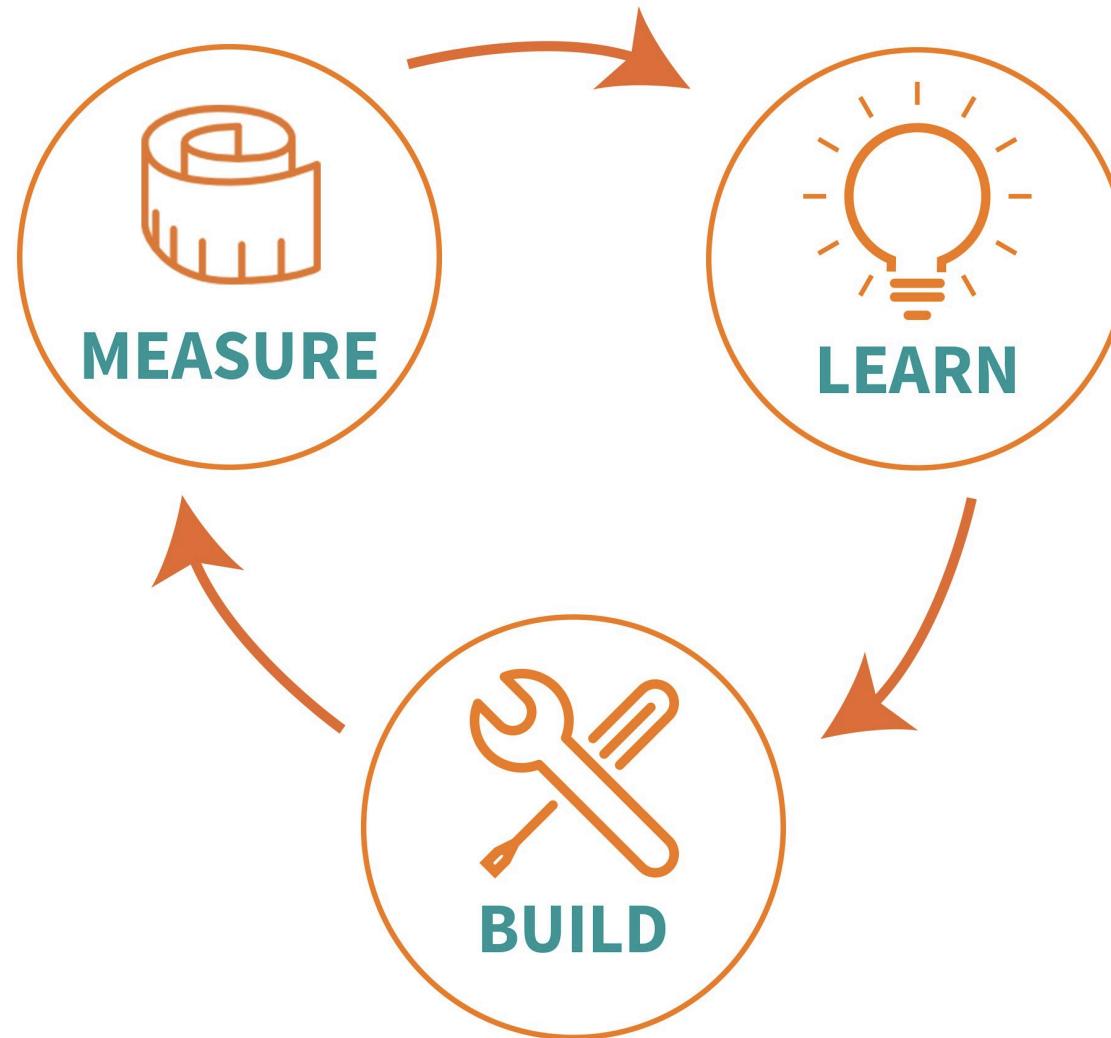
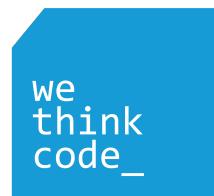


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- **SOCIAL IMPACT**
- **DEMONSTRABLE USER VALUE**
- **FUNCTIONNAL TECHNOLOGY**
- **EFFECTIVE TEAMWORK**
- **ROBUST BUSINESS MODEL**



# DEVELOPMENT METHODOLOGY\_



# TIMELINE\_



## BOOTCAMP

2<sup>nd</sup> & 3<sup>rd</sup> August

## PHASE 2

September

## PHASE 4

November



## IDEA PITCH

18 to 25<sup>th</sup> August

## PHASE 3

October

## FINAL JURY

January 2018

# EXAMPLE SCORECARD\_

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Criteria – Social Impact	Score /10
Clear definition of social issue	
Clear articulation of the product's social benefit	
Can show that product offers a more sustainable and/or impactful social solution than the alternatives	
Has identified riskiest social impact assumptions	
Has tested riskiest assumptions and solution idea with a small sample of beneficiaries	
Criteria – User Value	Score /10
Clear articulation of the value to both the user of the product and, if different, to the purchaser.	
Can show that product or service is better or unique for the user and purchaser compared to other solutions.	
Has identified riskiest usage assumptions.	
Has tested riskiest assumptions and solution idea with a small sample of users/if different than beneficiaries.	

# EXAMPLE SCORECARD\_

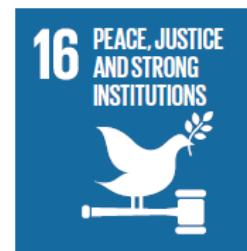
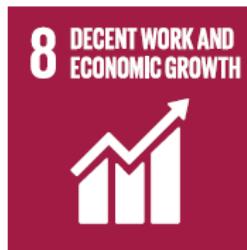
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Criteria – Technology	Score /10
Clear articulation of the tech product and / or service that will solve the addressed social issues.	
Can demonstrate innovative use and implementation of the technology	

Criteria – Teamwork	Score /10
Clear definitions of team roles	
Self-assessments / peers assessments and/or group assessments	

Criteria – Business model	Score /10
Can describe what will ensure that the product will have financial value to the organisation and the markets it is aimed at	

# SUSTAINABLE DEVELOPMENT GOALS





[www.wethinkcode.co.za](http://www.wethinkcode.co.za)