# 1. Our Understanding of the Scope of Work

## 1.1 Project Overview

### 1.1.1 Innovation Diwan Program Description

The Innovation Diwan Program is a unique initiative that follows a crowdsourcing model to generate innovative solutions for local challenges faced by communities in the Kingdom of Saudi Arabia. Now in its fourth cohort, the program encompasses four key phases:

1. Idea submissions
2. Bootcamps
3. Pitching
4. Solution adoption

This comprehensive approach encourages young people to apply their thinking and potentially implement their ideas with adopters and partners.

### 1.1.2 Program Purpose and Vision

Purpose: To address community challenges by involving youth in a Solution Design bootcamp and connecting them with sponsors to potentially adopt and implement their solutions.

Vision: Enable the local community and Saudi youth to actively contribute solutions to community challenges in Saudi Arabia.

### 1.1.3 Program Mission and Objectives

Mission: To collect solutions (ideas) from Saudi Youth and organizations to address community challenges and problems. These solutions may provide volunteering opportunities, social enterprises, and/or initiatives.

Objectives: 1. Increase awareness of and involvement in community challenges within Saudi Youth. 2. Crowdsource community ideas to solve prioritized community challenges through an engaging process. 3. Evolve ideas into solutions through a well-structured innovative bootcamp. 4. Showcase best ideas and solution plans to potential sponsors. 5. Develop MVPs for the top 15 solutions to be sponsored.

## 1.2 Key Project Components

### 1.2.1 Challenge Identification

The program will focus on five main challenges, with sub-challenges identified for each. This process ensures a comprehensive approach to addressing diverse community needs.

### 1.2.2 Idea Submission

Participants will submit their ideas aimed at solving social challenges or issues. The goal is to receive at least 2,500 idea submissions.

### 1.2.3 Bootcamp (Virtual and Physical)

The bootcamp consists of two stages:

1. Virtual Bootcamp:
2. Duration: 10-14 days
3. Participants: 70 teams
4. Platform: Creative platforms like Miro or Gather Town
5. Physical Bootcamp:
6. Duration: 4 days
7. Participants: 35 teams

Both stages will utilize design thinking and service design methodologies to develop solutions thoroughly. The bootcamp aims to prepare teams and develop business model canvases and business plans for implementation and adoption.

### 1.2.4 Winner Selection

After the bootcamp, solutions will be presented to a panel of judges. The top 15 teams will win the opportunity to present their ideas to potential adopters.

### 1.2.5 MVP Development

The top 15 solutions will be further developed into mature, high-quality Minimum Viable Products (MVPs) ready for implementation and sponsorship.

### 1.2.6 Pitching and Adoption

A pitching event will be organized for winners to present their solutions to potential sponsors. This stage aims to secure implementation support for the community's benefit.

## 1.3 Project Metrics and Timeline

### 1.3.1 Key Performance Indicators

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| Metric | Target |
| Participants enrolled | 6,000 |
| Ideas submitted | 2,500 |
| Quality solutions submitted | 70 |
| Solutions ready for support/implementation | 7 |
| NPS (Net Promoter Score) for the bootcamp | 90 |
| Solutions qualified for MVP stage | 15 |

1.3.2 Project Duration and Milestones

The project timeline is fixed at 5 months and 7 days, as specified in the RFP:

* Start Date: March 24th, 2024
* End Date: August 31st, 2024

Key milestones within this timeframe include:

1. Challenge identification and platform setup
2. Idea submission period
3. Virtual bootcamp (10-14 days)
4. Physical bootcamp (4 days)
5. Winner selection
6. MVP development for top 15 solutions
7. Pitching event and adoption

## 1.4 Technical Infrastructure and Support

### 1.4.1 Platform Development

A dedicated platform for Innovation Diwan has been developed. This platform will be utilized for idea submissions, participant engagement, and program management.

### 1.4.2 Marketing and Communication Strategy

Misk's appointed marketing/communication agency will support all relevant activities. While costs will be borne by Misk, our team will collaborate closely with the Misk Hub team to ensure effective delivery of the project's marketing and communication needs.

## 1.5 Program Specifics

### 1.5.1 National Representation

The project aims for representation from each region of Saudi Arabia, ensuring a truly national impact.

### 1.5.2 Language and Content Delivery

All program content and delivery will be in Arabic, catering to the local audience and ensuring maximum engagement.

### 1.5.3 Participant Experience Design

The program is designed to provide a transformative experience for participants and the community. This includes:

* Interactive bootcamp sessions
* Mentorship opportunities
* Networking events
* Hands-on MVP development

## 1.6 Alignment with Client Objectives

### 1.6.1 Addressing Community Challenges

The program directly contributes to Saudi Vision 2030's goal of addressing societal issues through innovative solutions. By focusing on five main challenge areas, the program ensures a comprehensive approach to community development.

### 1.6.2 Youth Engagement and Empowerment

Innovation Diwan aligns with Vision 2030's emphasis on youth development. The program provides a platform for young Saudis to contribute meaningfully to their society, fostering a sense of ownership and responsibility.

### 1.6.3 Fostering Innovation and Entrepreneurship

The program's structure, from idea submission to MVP development, supports Vision 2030's goal of promoting innovation and entrepreneurship in the Kingdom.

## 1.7 Project Card

### 1.7.1 General Objective

To crowdsource innovative solutions for local community challenges in Saudi Arabia, fostering youth engagement and entrepreneurship.

### 1.7.2 Target Group

Saudi youth aged 18-35, with a focus on university students and young professionals.

### 1.7.3 Geographical Region

All regions of Saudi Arabia, ensuring national representation.

### 1.7.4 Duration

5 months and 7 days (March 24th, 2024 - August 31st, 2024)

### 1.7.5 Specific Objectives

1. Engage 6,000 participants in the program
2. Generate 2,500 idea submissions
3. Develop 70 quality solutions through bootcamps
4. Create 15 MVPs ready for implementation
5. Achieve a 90 NPS score for the bootcamp experience

### 1.7.6 Expected Outputs

1. A database of innovative community solutions
2. 15 fully developed MVPs addressing local challenges
3. A network of young innovators and entrepreneurs
4. Partnerships between youth innovators and potential sponsors
5. Increased awareness of community challenges among Saudi youth

## 1.8 Understanding of Project Context

### 1.8.1 Relevance to Saudi Vision 2030

The Innovation Diwan Program aligns closely with several key objectives of Saudi Vision 2030:

1. Developing human capital: By engaging youth in problem-solving and innovation, the program contributes to building a skilled workforce.
2. Diversifying the economy: Encouraging entrepreneurship and innovation supports the goal of reducing dependence on oil revenues.
3. Enhancing quality of life: The focus on community challenges directly contributes to improving living standards across the Kingdom.

### 1.8.2 Impact on Community Development

The program's emphasis on local challenges ensures that solutions are tailored to the specific needs of Saudi communities. This approach fosters sustainable development and strengthens social cohesion.

### 1.8.3 Role in Nurturing Youth Talent

Innovation Diwan serves as a platform for identifying and nurturing young talent in Saudi Arabia. By providing mentorship, training, and real-world problem-solving opportunities, the program helps develop the next generation of Saudi leaders and innovators.

## 1.9 Key Challenges and Solutions

### 1.9.1 Identified Pain Points

1. Engaging a diverse range of participants across all regions
2. Ensuring high-quality idea submissions
3. Maintaining participant engagement throughout the program duration
4. Bridging the gap between innovative ideas and practical implementation
5. Securing long-term support for developed solutions

### 1.9.2 Proposed Innovative Approaches

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| Challenge | Innovative Solution |
| Regional diversity | Implement a targeted outreach strategy using local influencers and partnerships with regional universities |
| Quality of submissions | Provide pre-submission workshops and resources to guide participants in idea development |
| Sustained engagement | Gamify the program experience with milestones, rewards, and regular progress showcases |
| Idea to implementation | Incorporate industry mentors throughout the bootcamp and MVP development phases |
| Long-term support | Develop a post-program incubator network to provide ongoing resources and connections |

1.10 Value Proposition

### 1.10.1 Unique Offerings of Our Approach

1. Comprehensive ecosystem: Our approach creates a full-cycle innovation ecosystem, from idea generation to implementation.
2. Tailored mentorship: We match participants with mentors based on their specific challenge areas and solution types.
3. Data-driven decision making: Utilization of advanced analytics to track participant progress and optimize program elements in real-time.
4. Cross-sector collaboration: Facilitating partnerships between youth innovators, government entities, and private sector sponsors.
5. Sustainable impact measurement: Implementation of a long-term impact tracking system to measure the real-world effects of adopted solutions.

### 1.10.2 Alignment with Misk Foundation's Goals

Our approach directly supports Misk Foundation's mission by:

1. Empowering Saudi youth to become active participants in the economy
2. Fostering leadership skills through hands-on problem-solving experiences
3. Promoting innovation and entrepreneurship in line with Vision 2030
4. Creating a platform for youth-led social impact initiatives
5. Developing a community of young change-makers across the Kingdom

## 1.11 Implementation Strategy

### 1.11.1 Phased Approach Overview

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| Phase | Duration | Key Activities |
| 1. Preparation | 2 weeks | - Finalize challenge areas - Set up technical infrastructure - Launch marketing campaign |
| 2. Idea Submission | 4 weeks | - Open submission platform - Conduct outreach events - Provide submission support |
| 3. Selection | 2 weeks | - Evaluate submissions - Select top 70 ideas |
| 4. Virtual Bootcamp | 2 weeks | - Conduct online training sessions - Facilitate mentorship meetings - Refine ideas |
| 5. Physical Bootcamp | 1 week | - Intensive in-person workshops - Pitch practice sessions - Select top 35 teams |
| 6. MVP Development | 6 weeks | - Provide technical support - Conduct progress check-ins - Prepare for final pitches |
| 7. Pitching & Adoption | 2 weeks | - Organize pitching event - Facilitate adopter meetings - Announce winners |
| 8. Wrap-up & Evaluation | 2 weeks | - Collect feedback - Analyze program impact - Prepare final report |

1.11.2 Quality Assurance Measures

1. Regular progress reviews with Misk Foundation
2. Participant feedback surveys after each major program phase
3. External expert panel to evaluate solution quality and viability
4. Continuous improvement process based on real-time data analytics
5. Adherence to international best practices in innovation program management

### 1.11.3 Risk Management Plan

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| Risk | Mitigation Strategy |
| Low participation rates | Enhance marketing efforts and offer early-bird incentives |
| Technical platform issues | Conduct thorough testing and have a backup system in place |
| Mentor unavailability | Maintain a pool of backup mentors and offer flexible scheduling |
| Dropout during bootcamp | Implement a buddy system and provide additional support to struggling teams |
| Lack of adopter interest | Pre-engage potential adopters and align challenges with their interests |

1.12 Sustainability and Future Growth

### 1.12.1 Long-term Vision for the Program

1. Establish Innovation Diwan as the premier youth innovation platform in Saudi Arabia
2. Create a self-sustaining ecosystem of young innovators, mentors, and adopters
3. Develop a track record of implemented solutions with measurable community impact
4. Position the program as a model for youth engagement in national development

### 1.12.2 Scalability and Replication Potential

1. Develop a standardized program toolkit for easy replication in other regions or countries
2. Create a digital knowledge base of best practices and lessons learned
3. Train a cadre of local facilitators to expand program reach
4. Explore partnerships with international innovation programs for knowledge exchange
5. Investigate the potential for a year-round innovation hub based on the program model

## 1.13 Conclusion

### 1.13.1 Summary of Our Understanding

The Innovation Diwan Program represents a critical initiative in line with Saudi Vision 2030, aiming to harness the creative potential of Saudi youth to address pressing community challenges. Our comprehensive approach ensures a high-quality, engaging experience for participants while delivering tangible results in the form of implementable solutions.

### 1.13.2 Commitment to Project Success

We are fully committed to the success of the Innovation Diwan Program. By leveraging our expertise in youth engagement, innovation facilitation, and community development, we will work tirelessly to exceed the project objectives and create lasting impact for Saudi communities and youth.