INFO5992 Understanding IT Innovations

Group Presentation

Semester 1, 2025

THE UNIVERSITY OF
SYDNEY

Acknowledgement of Country

I would like to acknowledge the Traditional Owners of Australia and recognise their continuing connection to land, water and culture. I pay my respects to the first nations people and their Elders, past, present and emerging.

Copyright warning

Assessments

- **2 Innovation Reports (Group Work) - Total 30% (Weeks 6 & 11)**

  - Two stages :
  - Report 1 (10% (Week 6) + address reviews (Week 8) 2%)

    Report 2 (15% (Week 11) + address reviews (due on 6th June) 3%)

    Research reports on a topic with IT innovation, with multiple case studies

- **Presentation (Group) – IT Innovation Company – 10% (Weeks 12 & 13)**

  - Presentation of Innovation concepts applied to pitching a new startup idea!. **Slides are due before your group's presentation time.**

  - Presentations will be at the tutorial.

  - Attendance and participation in group presentations is mandatory

Three stages of your Assessment

Technology Selection (Innovation Report I) + Review

- Group work
- Pick a technology and identify an industry using it
- Address feedback in review stage

Technology Innovation (Innovation Report II) + Review

- Group Work
- Select two real-world companies and report on how they use selected within your chosen industry
- Address feedback in review stage
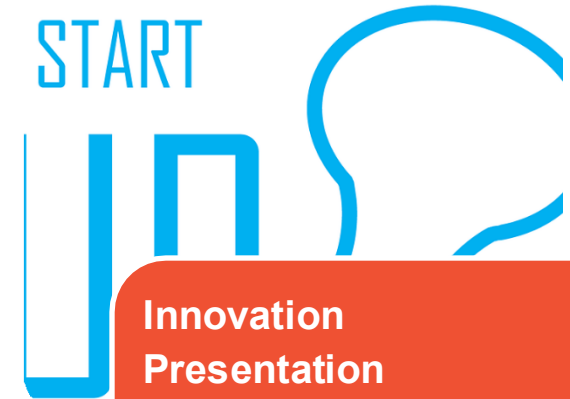
Innovation Presentation

- Group Work
- Based on your group's technology, pitch a startup idea!

Group Presentation

Group Presentation – Learning Objectives

- To further develop the research done with your Innovation Report
    - In the innovation report, the discussion was about how the technology your group selected was used by selected industry (current and emerging)

- Having researched the possibilities and potential applications of the technology, your group will now form a startup company and pitch for a new idea/innovation

- Identify a problem/demand in a **new industry or your group's chosen industry** and develop a product or solution based on your **group's chosen technology.**

Presentation Outline – Setting the Scene

– Having identified a problem or demand, as well as an innovative solution, your group forms a startup company.

– In order to secure an initial investment capital, you need to convince your potential investors why they should invest in your company and product.

Full Presentation Structure – Pitching your Innovation

1. **Introduction/Background**
   – Present the industry, the problem or demand, and existing companies/solutions
2. **Company – Introduce your company and your targeted industry**
3. **Technology – discuss your group's selected Technology**
   – Describe what the tech is, and how your company innovates with it
4. **Your Product/Solution**
   – Your product/solution to the problem/demand
   – Present the novelty of your solution/product
5. **Innovation Concepts**
   – **Distributed Innovation concepts (same one from Ass 2)** that your business could make use of (including crowdsourcing, open source, open data, platform, Web API etc)
      -- Does the chosen Tech have the properties to be an emerging **Dominant design?**
      -- Discuss whether your product will be **Disruptive** or has the potential to disrupt the market, the type of disruption (low-end or ?)
      -- Discuss the **Value Chain** and where your product fits
      -- Present your **Business Model Canvas**

Full Presentation Guide – Marking Criteria

1. Background (Problem/demand) **10%**
2. Introduction of your company and your targeted industry **10%**
3. Your technology product/solution **25%**
4. Innovation Concepts **40%**
   - **Distributed Innovation concepts – 10%**
   - **Dominant category / Dominant designs – 5%**
   - **Disruptive Innovation – 5%**
   - **Value Chain – 5%**
   - **Business Model Canvas – 15%**
5. Demonstrate clarity in the presentation, timing, and coherence of presentation (e.g., it doesn't look like different people did separate parts and then stuck them together) **10%**
6. Inclusion of References in the slides to back up the data, **5%**

Presentation Delivery

– Order of the presentation will be decided randomly by the tutors. You will be notified about this in Week 11, via a Canvas announcement.

– **You are to submit the slides before your group's presentation at your tutorial.**

Presentation Delivery

- **You will need to present at your tutorials (live in-person presentation!)**
- **15 Minutes in-tutorial presentation (12 minutes presentation + 3 minutes QA)**

- All group members must participate in the **development** of, and in the **delivery** of the presentation

- There is no template – use a template of your own choice.

- **We encourage you to create your own figures and tables** (or even photos and videos). If you do, show that you created them (e.g. "created by Group 2 for INFO5992")

Presentation Delivery

- **Good references to support your points – follow the Reference Guide**
- **Need to have references to validate your points!**
- It is not good enough to talk about your own knowledge / experience only

Examples
Putting it all together

THE UNIVERSITY OF
SYDNEY

https://youtu.be/hCWp0TC_qrM


https://www.youtube.com/watch?v=o0Ub6fattRc

AR & 360° Camera in Formula 1

- Introduction: AR & 360° Camera in Formula 1
- Technology: IoT/AR, Sensors and 360° Camera
- Industry: Formula one racing
  - Improved broadcasting
  - Improved viewers' user experience
  - New to the industry – available in multimedia but not for sports
- Innovation:
  - Distributed Innovation - WebAPI and Crowdsourcing
  - Dominant category / design – category – yes in regards to hardware and main features; design – in terms of software and applications, yes
  - Disruptive/sustaining? – No, its improving upon existing broadcasting service.
  - Value Chain – New value chain; The tech developed will potentially lead to many other adoption in other sports / industries
- BMC
- Summary
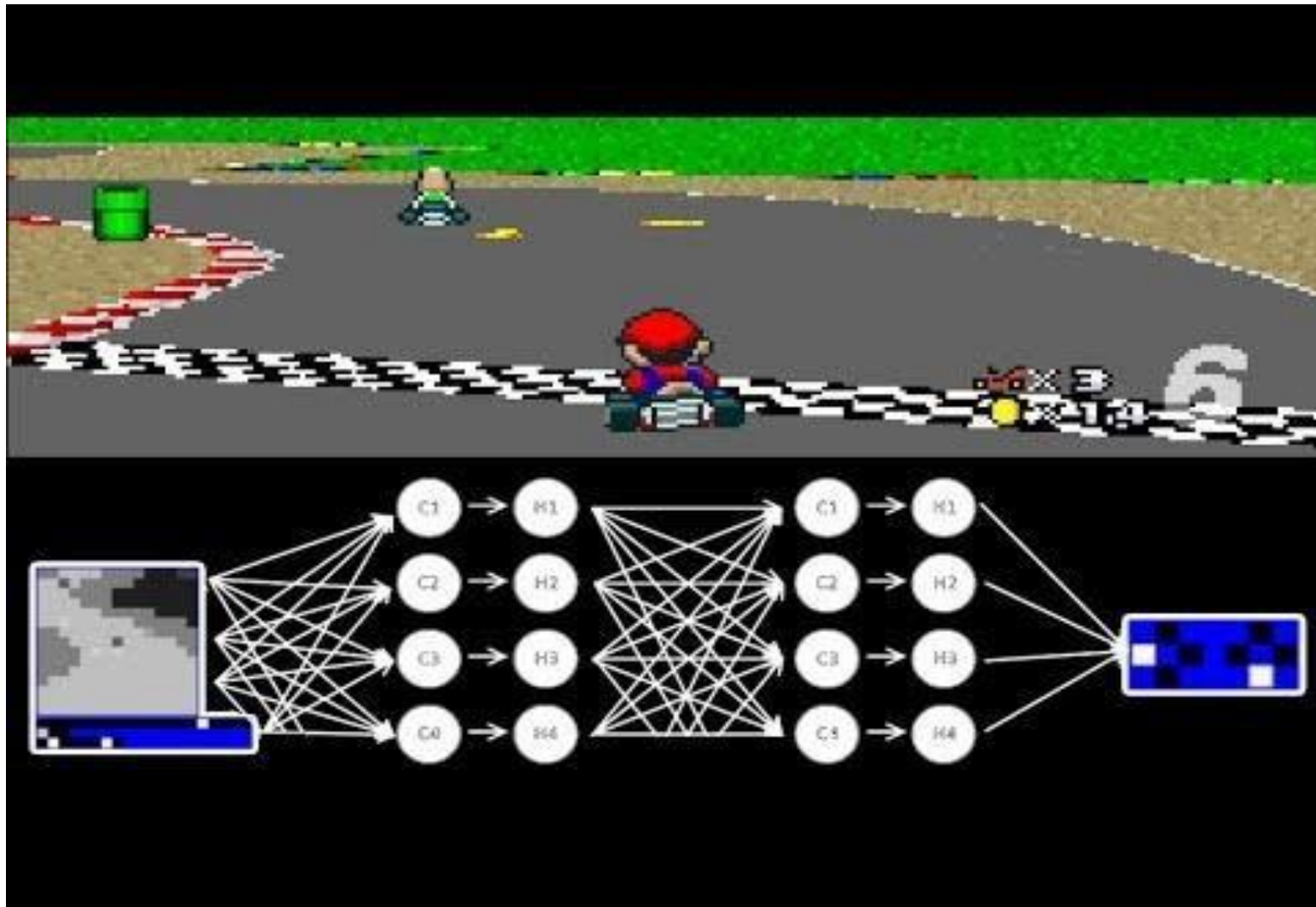
Machine learning in Gaming

- Topic: Machine learning in Gaming
- Industry: Gaming
  - Fun! & player analysis
  - Education and Training
  - Not directly applied in gaming for e.g., training and feedback (for pros)
- Technology: Machine learning, deep learning, CUDA and neural networks
- Innovation:
  - Distributed Innovation
  - Open source, platform
  - Dominant design for machine learning – no
  - Disruptive – yes and no – new gaming sub industry?
  - Value Chain – new elements? New parties involved in value networks?
- BMC
- Summary

Internal Talent Marketplace in Academia

[Internal Talent Marketplaces | Deloitte US](#)
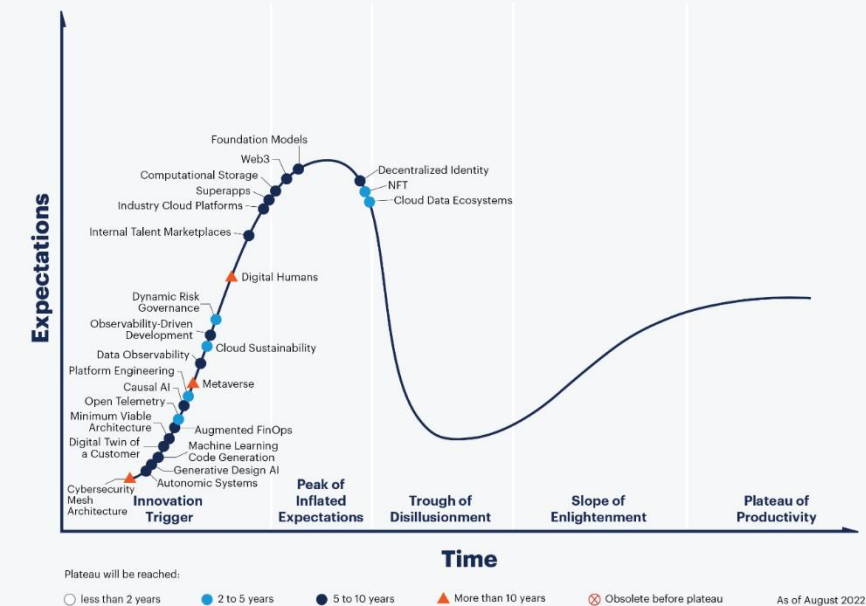
Internal Talent Marketplace in Academia

- **Introduction**: An AI-enabled platform that matches employees with short term projects, stretch assignments, side gigs, full-time roles, and mentors.
- **Industry:** Academia – University, High School, Students and Staff
  - Improved matching of students and staff – reduce the current bottleneck of capstone project selection
  - Access to hidden talent and diverse skills
  - Culture of Continuous Learning
  - Not much out there for academia
- Innovation:
  - Platform and
  - Dominant category / design – category – ITM is yet to see a dominant player – it will likely be industry specific
  - Disruptive/sustaining? – Sustaining (incremental) innovation to improve the performance of academic functions.
  - Value Chain – yes – better access to talent / skills will have many downstream benefits
- BMC
- Summary

Finding the right References

References

– Find journal articles or high-quality online sources on the topic

– News / Magazine / Editorial articles can be used to support your topic, e.g., used as an example

– Consultancy reports e.g., HBR, McKinsey are OK, especially as they introduce newer topics / examples

– If in doubt about quality of reading, please check with your teaching team

– Note: Be careful in how you treat information from companies (such as press releases, product websites, whitepapers) as they may be biased!)

References

– University Library

    – https://library.sydney.edu.au/

– Google Scholar

    – https://scholar.google.com.au/

– Google

    – Be careful of identifying reliable sources

– ! Wikipedia – perhaps only for you to read and understand

Reference Management Software

- Make maintaining references and creating bibliographies easy
  - EndNote:
    - Free for Uni of Sydney staff and students
    - For Windows, Mac
    - Plug-in for MS Word
    - http://libguides.library.usyd.edu.au/endnote
  - Zotero:
    - Free, open source
    - For Windows, Mac, Linux, …
    - Plug-in for Firefox, MS Word, Open Office
    - http://www.zotero.org
  - Many others:
    - http://en.wikipedia.org/wiki/Comparison_of_reference_management_software

Other resources

- **https://library.sydney.edu.au/help/online-training/elearning/**

iResearch: information skills for life

iResearch Learning Objects Printable versions

- How to reference English | Chinese (PDF)
- Search smarter, search faster (PDF)
- Find that book! (PDF)
- Plagiariam and academic honesty English (html – All your own work – University site on plagiarism) | Chinese (PDF)
- Finding items on your reading list (PDF)
- Finding journal articles using databases (PDF)
- Scholarly versus non-scholarly resources (PDF)
- What is Endnote? English | Chinese (PDF)
- What is a literature review? (PDF)
- Finding music using the library catalogue (PDF)
- Finding Australian Government Reports (PDF)
- Analysing visual resources (PDF)
- Citation chaining (PDF)