Summer 2023

Accelerated Innovation & Entrepreneurship Bootcamp

Session 12
Ideation

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RECAP

STAGE GATE

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

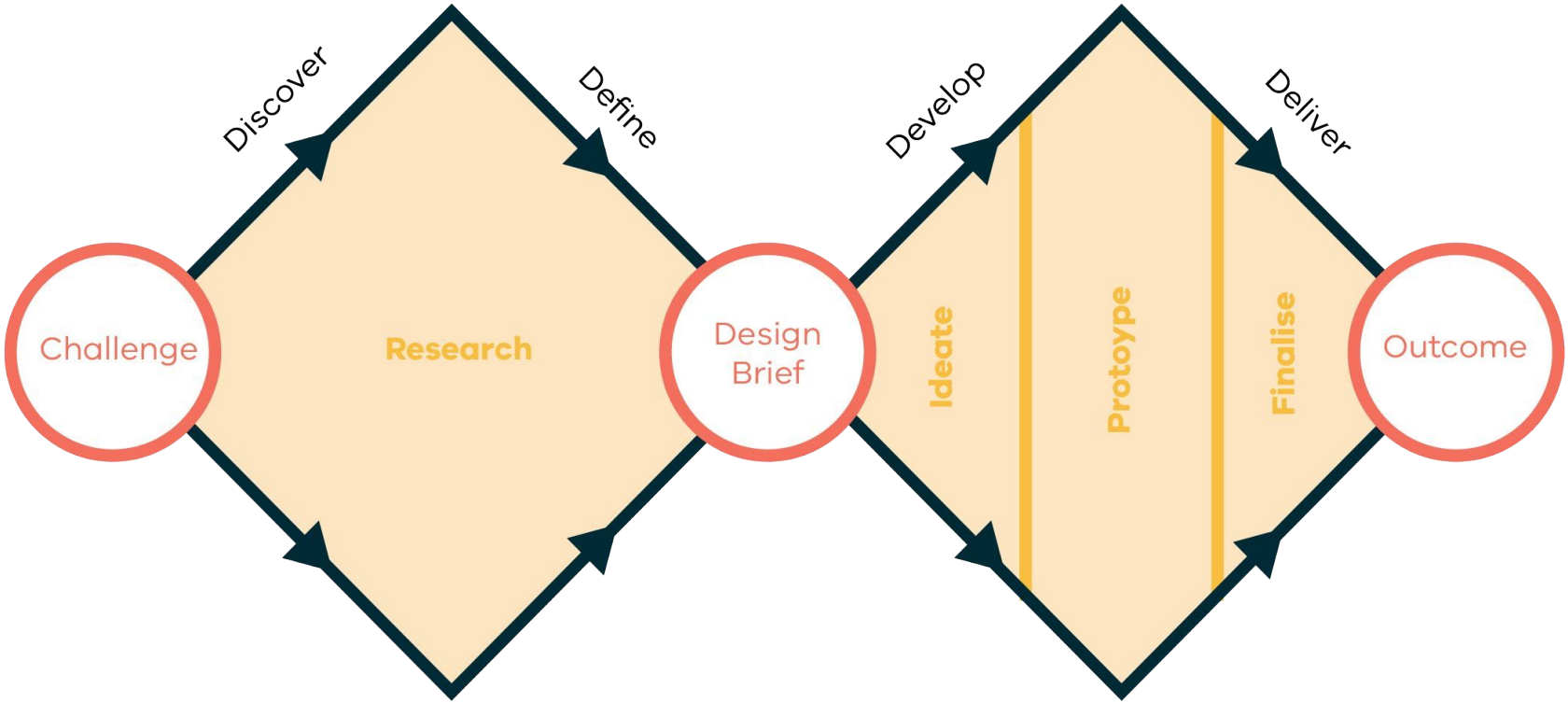
Analysis (break down complex concepts)

Synthesis (bring together analysis and research to form ideas)

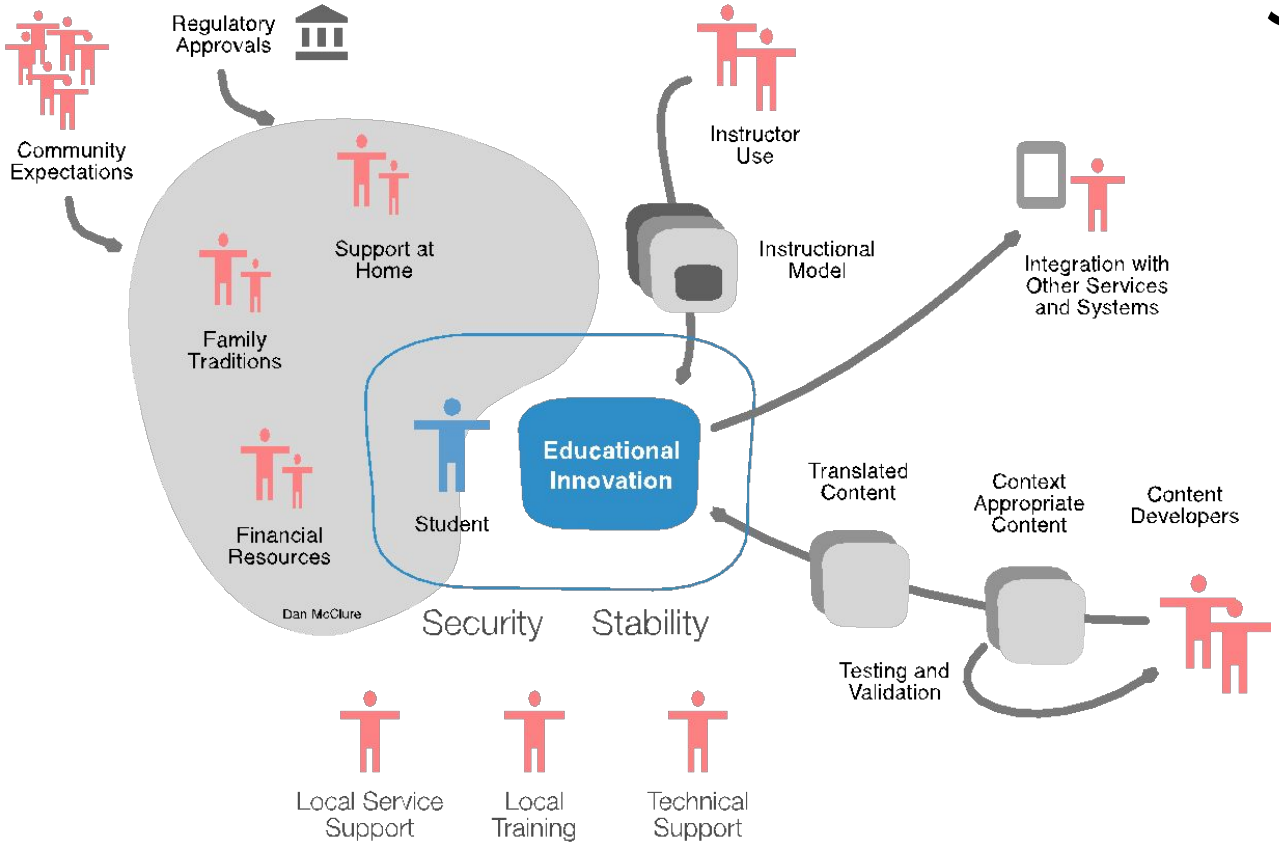
Stories (user stories; scenarios)

Problem statement

“How might we...” questions

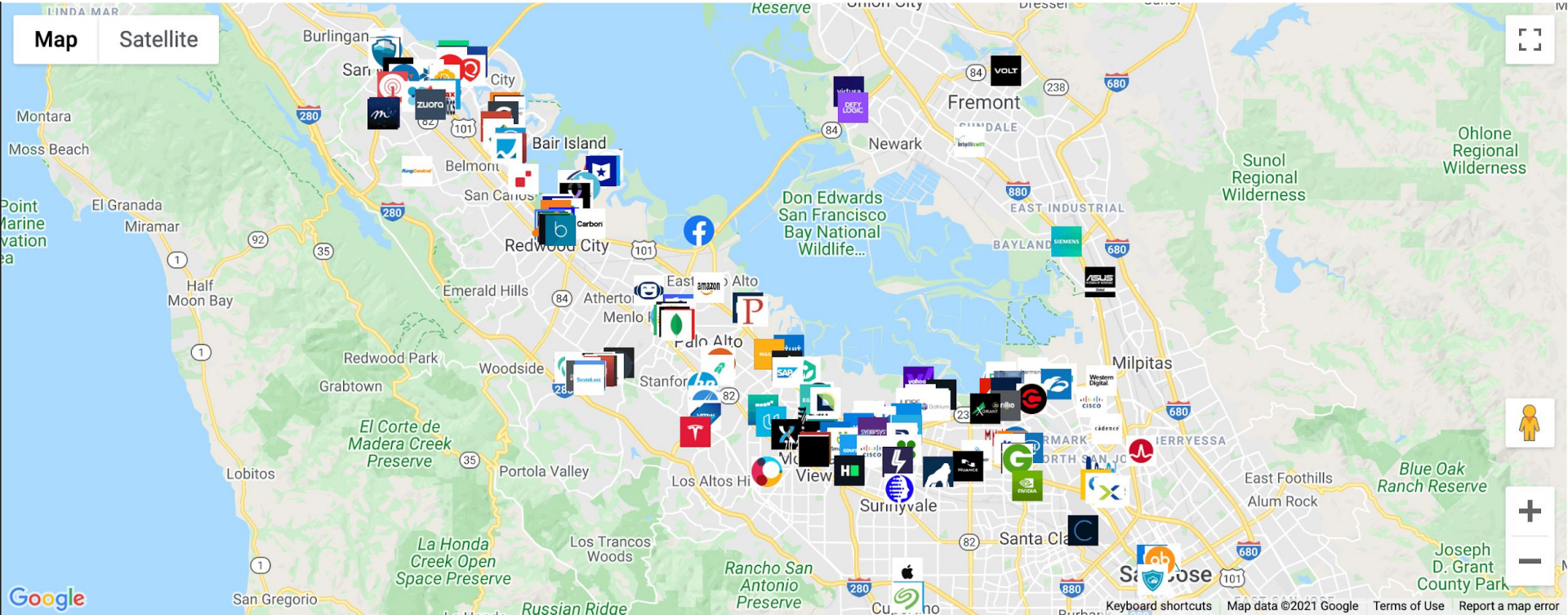

Discover
Define
Develop
Deliver
Challenge
Research
Design Brief
Ideate
Protoype
Finalise
Outcome

Solutions Don't Exist in a Vacuum



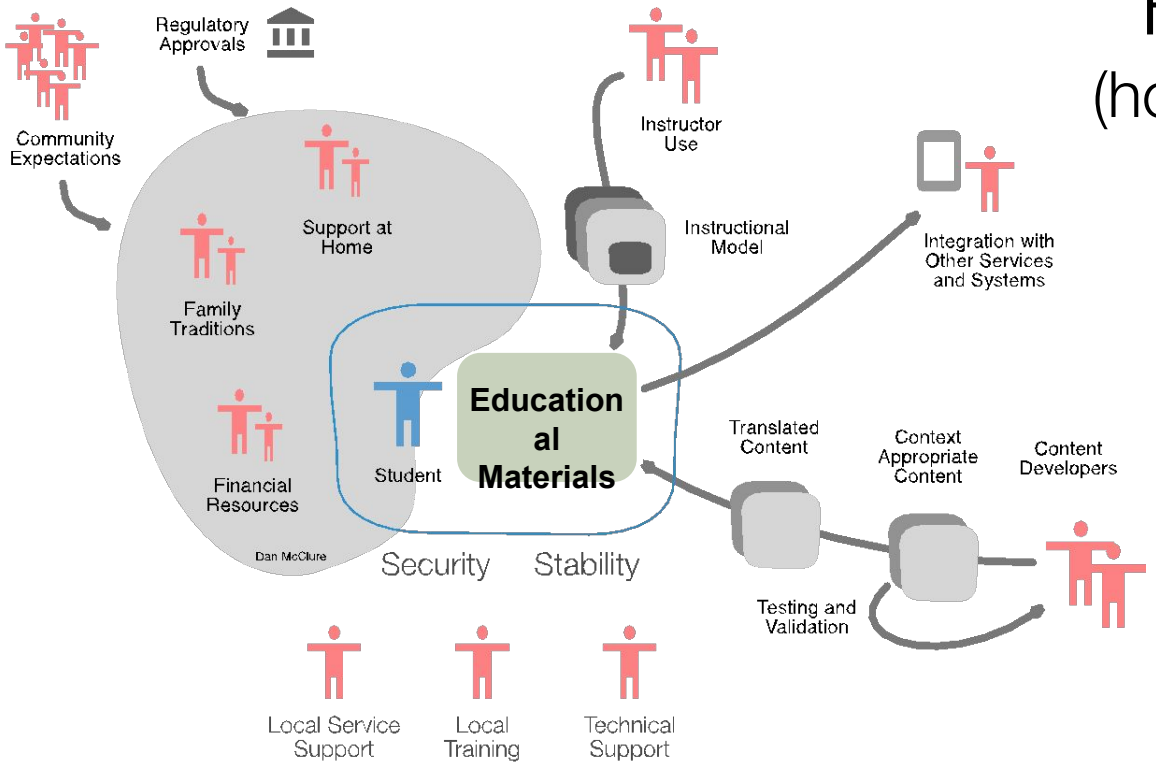

• Organisms
• Physical Environment
• Specific area
Think of your ecosystem

- Organisations
- Context
- Geography



Problem Map

(how the world works)



Key actors

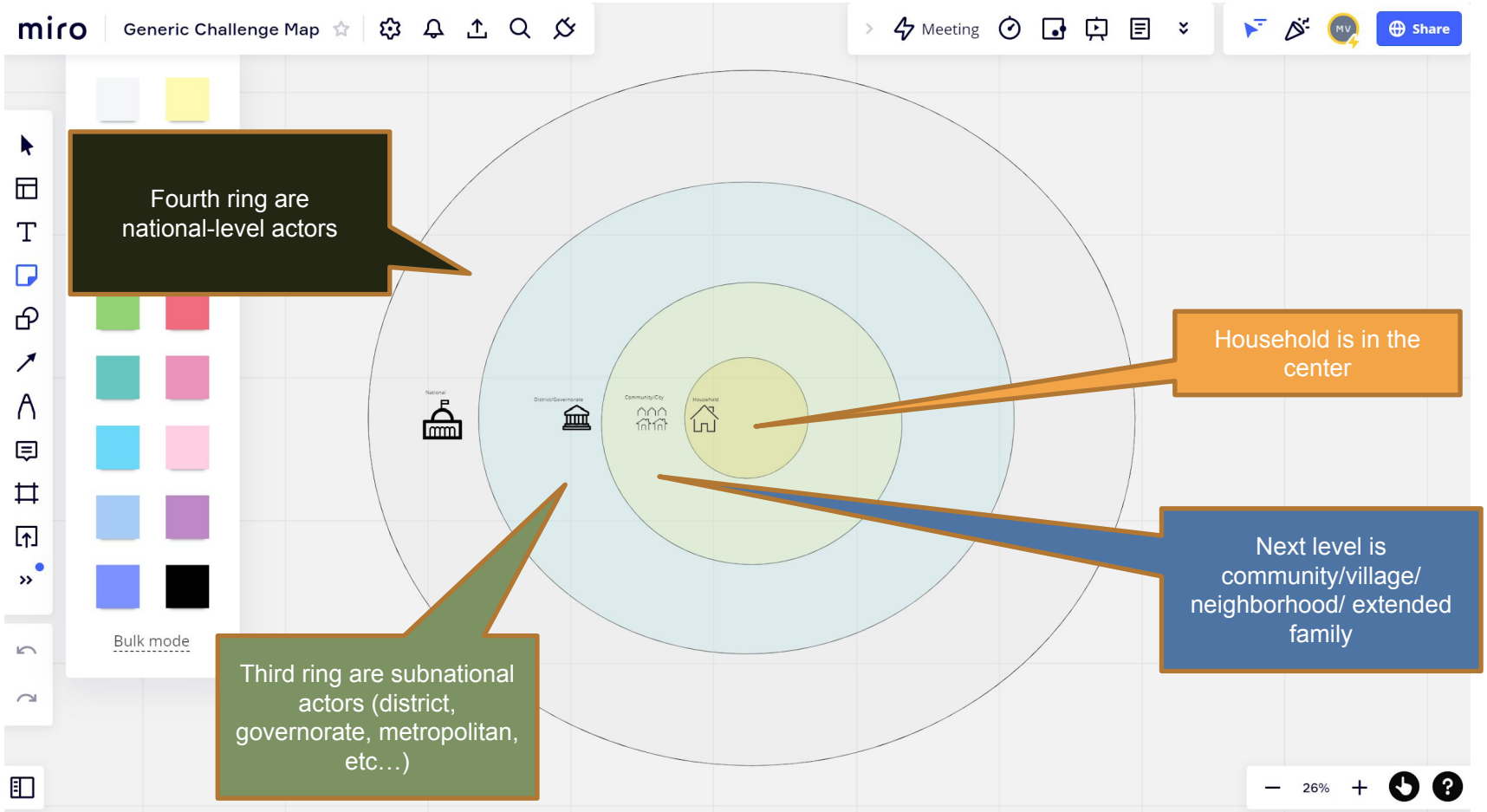
Key activities

Key resources

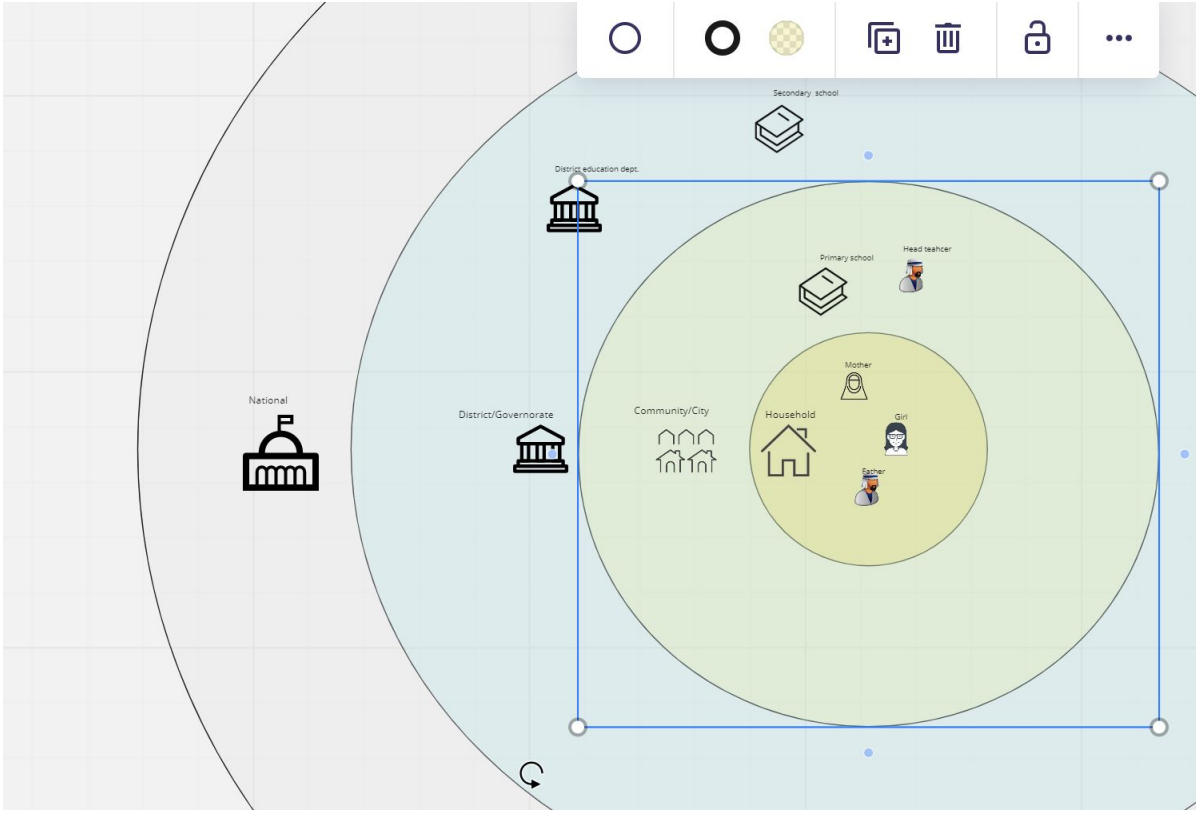
Key relationships

Key gaps

The Challenge Map layers

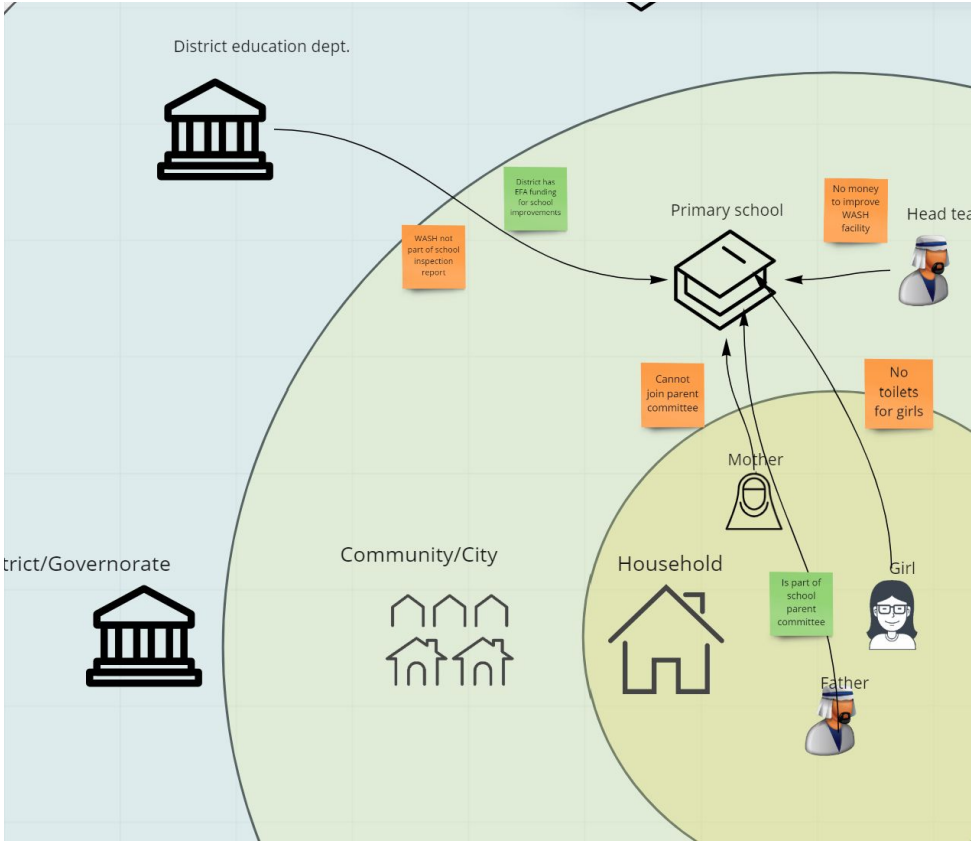


Mapping Step One – Stakeholders and structures



1. Keep icons and post-its small (zoom in)
2. Use icons when possible or Yellow post its
3. Keep structure names generic (but you can use logos as icons)
4. Always label icons
5. For important structures (schools, govt., INGOs), pull out key individuals
6. Ok to have same structure at different levels (i.e., SC national vs. field offices)
7. Focus on what is most relevant to your challenge statement
8. Work from the center outward

Mapping Step Two – Relationships, Challenges and Opportunities



1. Use Connection Line to link people and structures together
2. Add ORANGE post-it notes to identify gaps and challenges
3. Use GREEN post-it notes to identify opportunities
4. Stick to the challenges and opportunities most relevant to your challenge statement
5. You can post multiple challenges and opportunities per relationship (but no more than 3 of each)

Brainstorm Rules

1. Defer judgment.
2. Encourage Wild Ideas
3. Build on the ideas of others
4. Stay focused on the topic.
5. One conversation at a time.
6. Be visual.
7. Go for quantity.

Exercise | Solutions Brain Dump

Within your teams, think about some possible solutions for your current challenge. Don’t go into details.

20 min

4. What are some possible solutions to your design question?

Think broadly. It's fine to ... sentence is same as existing.

5. Does your original design question need a tweak? Try it again.

What Type of Innovation?

Small - Incremental

1. Better version – Incremental improvement

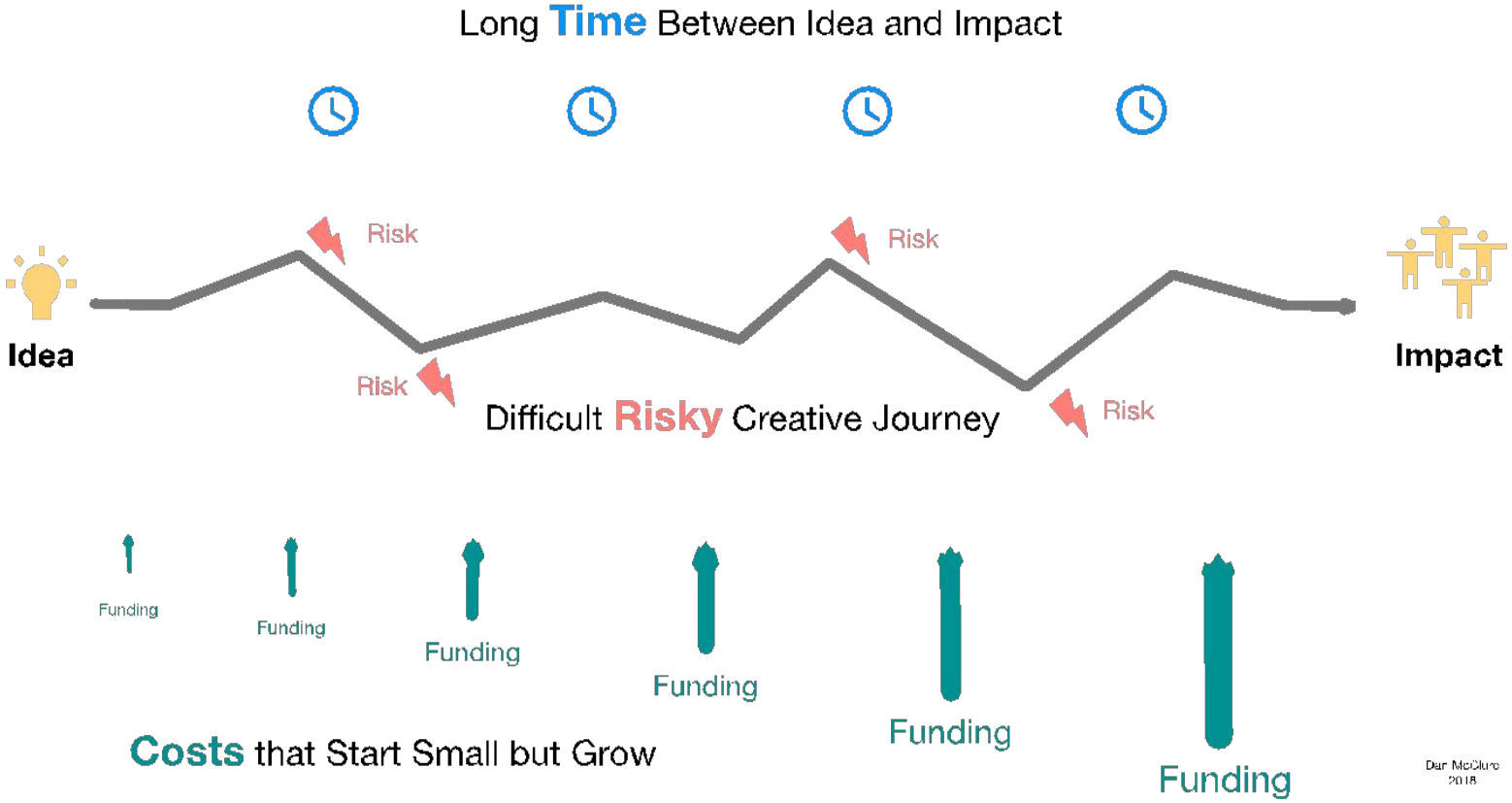
2. Replace a Product/Service – Substitute new for old

Bigger – Systemic - Disruptive

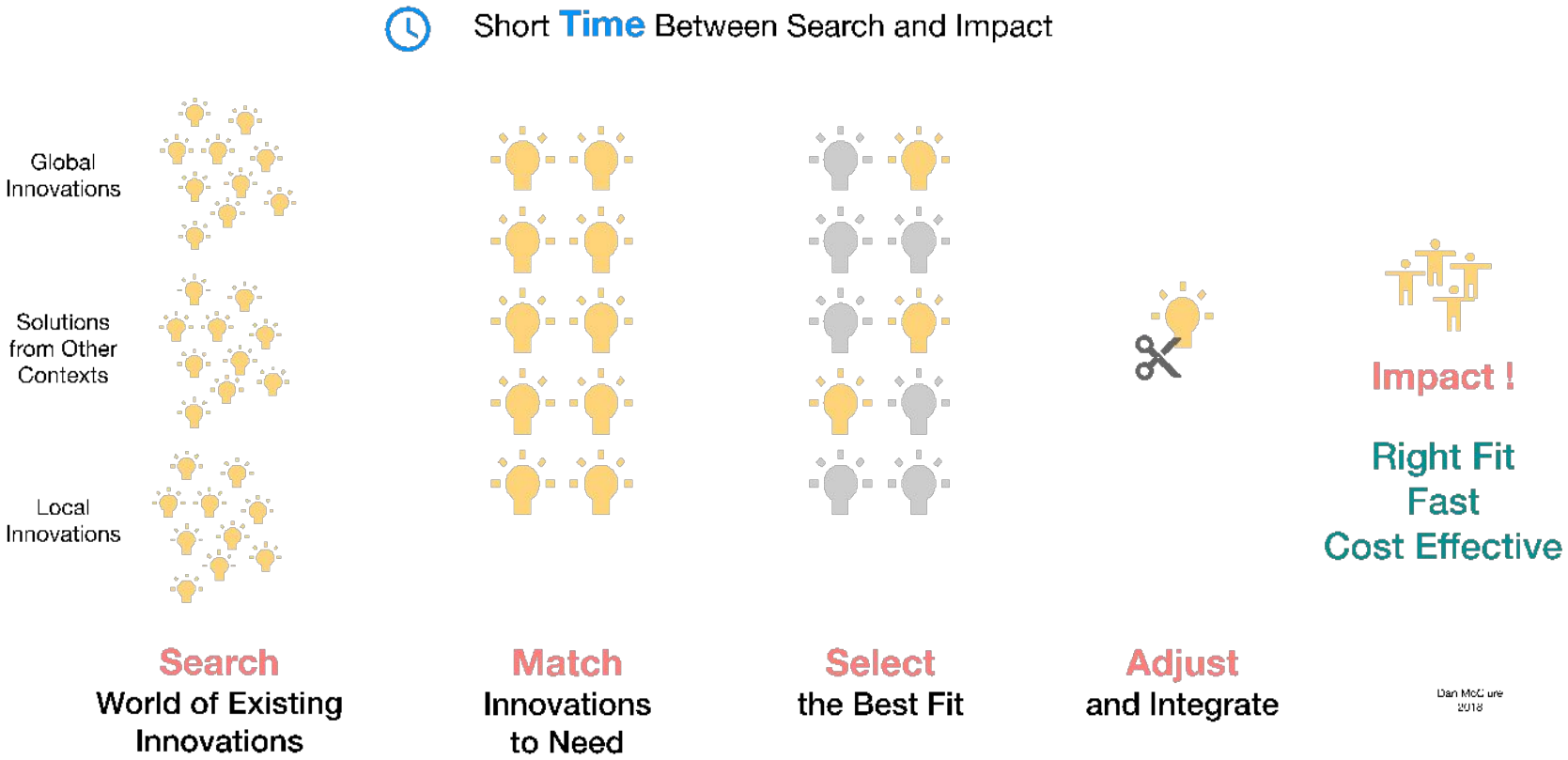
3. Add a new function – Add a new function and value

4. Transform the System – Broad-based disruption

Traditional Problem Solving Focused on Creating a **New Innovation**



We are Drawing on a World Filled with **Existing Innovations**



Exercise | Brainstorm Ideas

With your team, produce 6 ideas in 3 minutes.

Write keywords or sketch them out.

3 min

There are

9 Crucial Questions

that Innovators must ultimately answer

About the Problem

1) Is this an important problem that demands change?

About the Idea

2) Does the idea deliver significant impact?
3) Are there negative consequences?
4) Are there better alternatives to reach the goal?

About the Design

5) Is the idea feasible and complete?
6) Will there be sustained support?
7) Is the idea designed to adapt and grow?

About Taking Action

8) Is there a plan to learn and evolve ?
9) Is there passionate commitment ?

Thinking Big about Innovation

The 9 Questions

About the Problem

1) Is this an important problem with a clear goal?

About the Idea

2) Does the idea deliver significant impact?
3) Are there negative consequences?
4) Are there better alternatives to solve the problem?

About the Design

5) Is the idea feasible and complete?
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About Taking Action

8) Is there a plan to learn and evolve ?
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Thinking Big about Innovation

The 9 Questions

Question 2

Does the solution deliver significant impact?

Does it deliver positive impact?

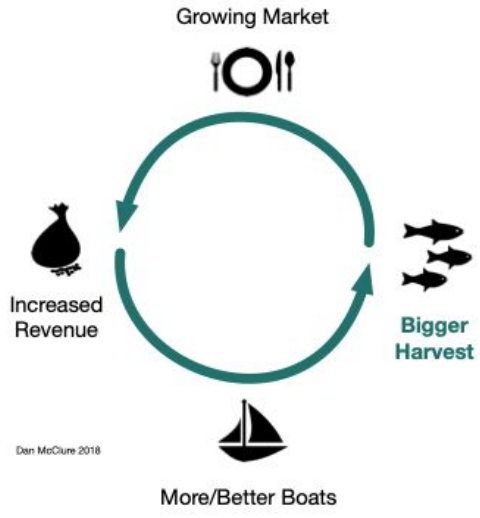
Are the results consistent and reliable?

Question 3

Are there negative consequences ?

Question 3

Are there negative consequences ?



Reinforcing Loop
(More is Better)

Are the costs aligned with the benefit?

What tradeoffs must be accepted? By whom?

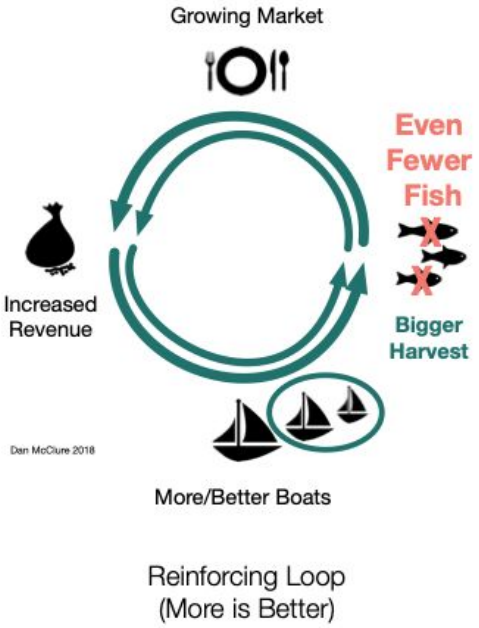
Is it just and ethical?

What are the important risks? Who bears them? How severe are they?

What are the new problems that may occur (externalities)?

Question 3

Are there negative consequences ?



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Question 4

Are there better alternatives to solve the problem?

Are there existing solutions?

Are there alternate ideas?

Can this idea be done better?

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natural disasters force movement

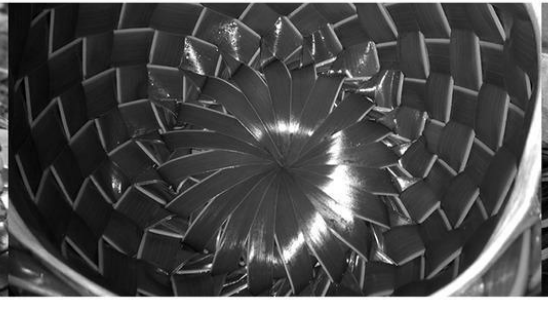
temporary solutions provide “covers”

fabric & structure are disengaged

problem

an autonomous supporting unit that addresses human conditions and needs is required

form, function, & motion in nature



weaving serves functional/social needs

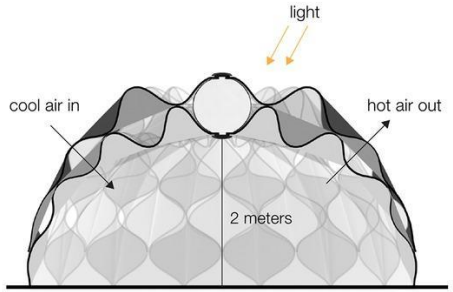
cooperative & interactive process

solution

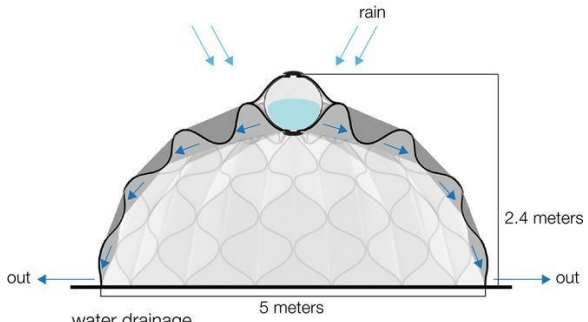
structural fabric

blur the distinction between structure & fabric
endless formal posibilities/scalable

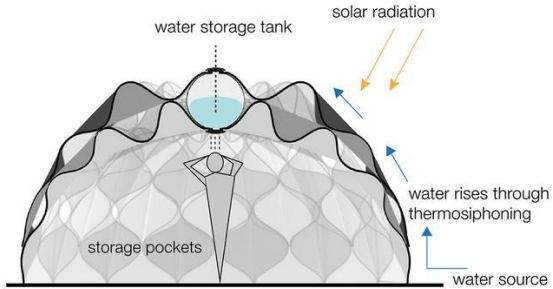
components



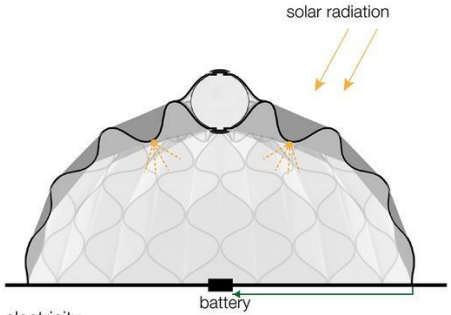
ventilation & light



water drainage



hot water

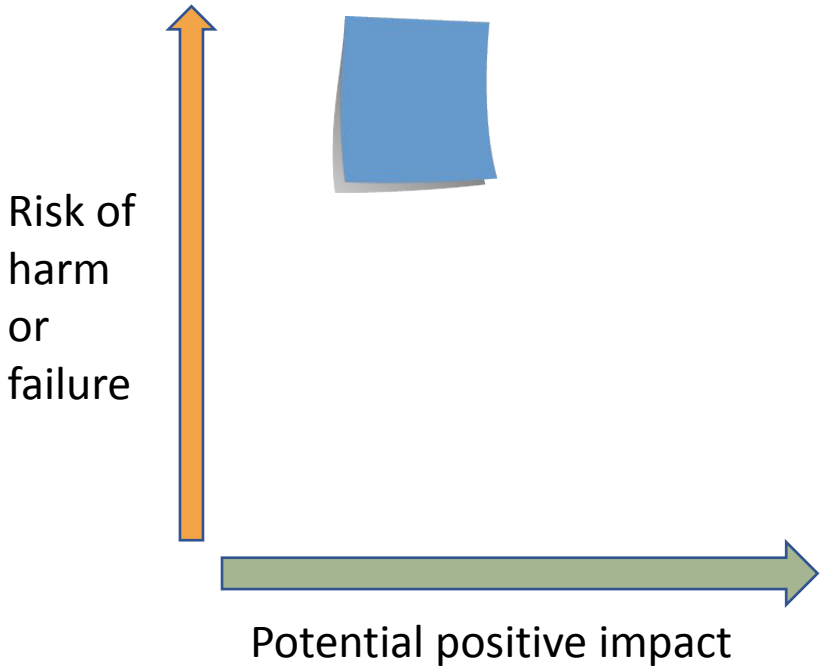


electricity

Exercise | Group Brainstorm Innovation Solutions

- Use post-it notes, for each group to list all known and potential solutions that are applicable to the challenges and opportunities identified in the Challenge Map exercise
  - Use GREEN post-its to list innovations currently being, or recently, tested in Jordan
  - Use ORANGE post-its to list innovations that have been tested in Jordan but did not succeed
  - Use BLUE post-its to list innovations that are being tried or scaling outside of Jordan
  - Use YELLOW post-its to list ideas that may not have been tested yet

Review the post its and rank them according to the most potential impact and the lowest potential risk of failure



Homework

Continue working on your challenge map
Come up with 10 ideas that solve your problem

Google: Theory of change