

WIMIn

WATERLOO WOMEN

IDEAS | MAKERS | INNOVATORS

IDEATHON

MARCH 5-6 | 2016

WATERLOO, CANADA

SCIENCE TEACHING COMPLEX, UNIVERSITY OF WATERLOO

The Waterloo WIMIn Ideathon is a two-day event aiming to connect, inspire, and explore the potential of women across disciplines while helping them seed or grow ideas.

MARCH 5, 2016

9-9:30 a.m.	Registration and Breakfast	
9:30-9:40 a.m.	Welcoming Remarks	
9:40-10 a.m.	Remarks from Dinal Limbachia , Project Lead HeForShe IMPACT 10x10x10	
10-11 a.m.	Key Note Speaker: Lauren Lake , Co-founder of Bridgit	
11 a.m.-12 p.m.	WORKSHOP SESSION ONE	
	<i>Seeding an Idea: Finding and Developing Your Innovative Ideas</i> Tania Del Matto , Director of GreenHouse, St. Paul's University College, University of Waterloo	<i>Growing an Idea: Creating a Compelling Value Proposition</i> Nada Basir , Professor of Strategy, Conrad Business, Entrepreneurship, and Technology Centre, University of Waterloo
12-1 p.m.	Lunch and How to Fill Out a Business Model Canvas	
1-2 p.m.	Media coaching by Shari Graydon , Founder of Informed Opinions	
2-3 p.m.	Posting of Ideas and Creation of Teams	
3-4 p.m.	WORKSHOP SESSION TWO	
	<i>Seeding an Idea: Innovative Problem Solving</i> Karin Schmidlin , Lecturer, University of Waterloo Stratford and Conrad Business, Entrepreneurship, and Technology Centre	<i>Growing an Idea: Building Strategic Partnerships</i> Katie Misener , Professor, Recreation and Leisure Studies, University of Waterloo
4-4:15 p.m.	Break	
4:15-5:15 p.m.	WORKSHOP SESSION THREE	
	<i>Seeding an Idea: Testing your Idea</i> Vanessa Schweizer , Professor, Knowledge Integration, University of Waterloo and Paul McKone , Senior Design Demonstrator, Knowledge Integration	<i>Growing an Idea: Ask Better Questions</i> Linda Carson , Director of Independent Studies, University of Waterloo
5:15-5:30 p.m.	Break	
5:30-6:30 p.m.	<i>Present like a Pro</i> by Melissa Durrell , Communications Strategist, Durrell Communications	
6:30-6:45 p.m.	Updates for Day Two and Refreshment Break Team Collaboration	

MARCH 6, 2016

9:30-9:45 a.m.	Opening Remarks
9:45-10:45 a.m.	Caitlin MacGregor , Co-founder and CEO of Plum
10:45 a.m.-12 p.m.	Mentor Time
12-1 p.m.	Lunch
1-2:20 p.m.	Idea Fair
2:20-2:35 p.m.	Preparation for Pitch Presentations
2:35-3:30 p.m.	Finalist Pitch Presentations
3:30-4 p.m.	Awards and Closing Remarks



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Deloitte.

ST. PAUL'S
GreenHouse



HeForShe

**knowledge
integration**
UNIVERSITY OF WATERLOO

**Sun
Life Financial**

**UN
WOMEN**

ADMINISTRATION

- » Door prizes will be given out throughout the event!
(You must be in attendance to receive a door prize)
- » Your raffle ticket is in your name tag sleeve
- » You have two name tags in your name tag sleeve. Instead of waiting in line to register on Sunday, simply drop the blue name tag in the bowl at the registration desk

TEAM AND IDEA CREATION

- » If you have a team, but are looking for more members, you may post your idea on the wall on room 1012 any time before the first keynote presentation begins. At the beginning of the team creation session, individuals may ask to join your group
- » If you have a team, but need help choosing an idea to work on, we will provide some suggestions during the team creation session
- » If you do not have a group, feel free to check out the ideas posted by other groups that are looking for teams any time before the team creation session. You may ask to join one of these groups, or stick around for the team creation session, and we will help form groups

BUSINESS MODEL CANVAS

- » We will be using business model canvases to present ideas during the idea fair
- » An example video has been posted on the WWIMIn website
- » During lunch on Saturday, a tutorial on how to fill out the canvas will be provided

IDEA FAIR

- » Finalists to be included in the pitch competition will be selected from the idea fair
- » If you would like to be considered for the pitch competition, please obtain a red sticker from event staff during lunch on Sunday, and place it on the top right corner of your business model canvas. This will indicate to the judges that you would like to be considered for the pitch competition
- » If you do not wish to be included in the competition, do not put a red sticker on your canvas, but you will still be able to share your ideas and receive feedback from other participants and judges
- » Canvases will be displayed on the wall of the lower atrium, by the workshop rooms
- » Please have at least one team member at your canvas at all times during the idea fair

PITCH COMPETITION

- » The top 10 groups will be selected from the idea fair to be included in the pitch competition
- » Three winners will be selected after the pitch competition:
1) Best Pitch; 2) Most Innovative; and 3) Biggest Social Impact

FIND OUT MORE:

 @WaterlooWomen |  Waterloo WIMIn Ideathon |  info@wwimin.com

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