



Education2Success.org

Programs for Innovators and Entrepreneurs



Collaborative program that educates, rewards, and empowers participants to tackle real world problems that impact society, environment, and economy



Innovate-A-thon Rechargeable Battery

IAT - Workshop Session 2

4:30 pm-6:30pm EST

4:35-4:55 : Recap

4:55 - 5:00 : Improve and Implement

5:00 - 5:40 : Improve

5:40 - 5:45- Break

5:45-6:30- Implement

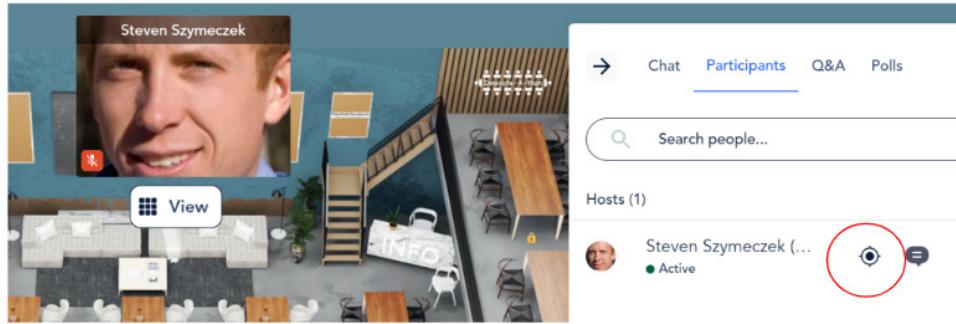


**"Ideas won't keep. Something must be done
about them."**

— Alfred North Whitehead

Remo Workshop Space

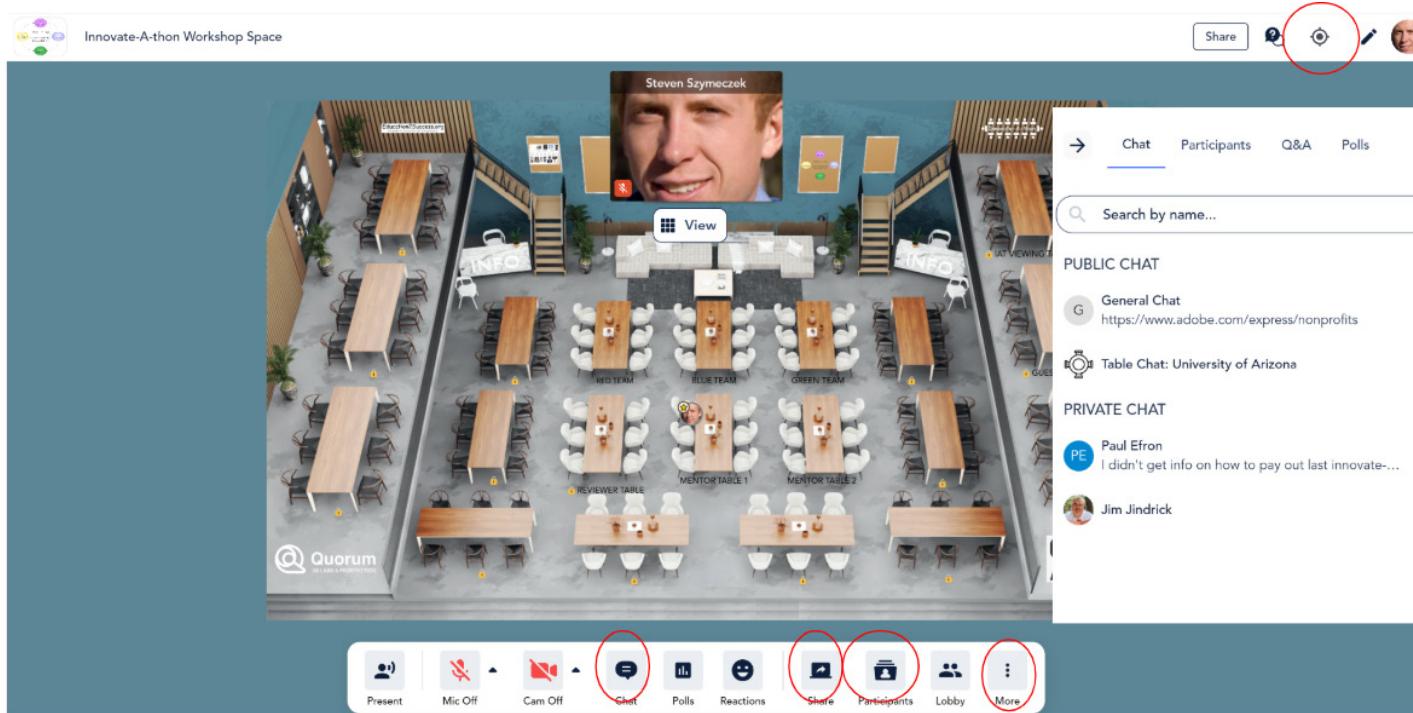
Find yourself or find others using target button



A screenshot of the Miro shared workspace. On the left, there's a toolbar with shape icons and a "All shapes" dropdown. The main canvas shows a flowchart with three rounded rectangles labeled "Step 1", "Step 2", and "Step 3" connected by arrows. On the right, there's a sidebar with various tools and a list of actions: "Announcement", "Whiteboard" (highlighted with a red circle), "Timer", "Shuffle Guests", "Unassign all seats", "Unlock all tables", "Content Popup", and "Assigned Shuffle". At the bottom, there are tabs for "Participants", "Lobby", and "More".

Miro
shared
workspace

Remo Workshop Space



Double Click to move between tables

Assignments

Resource Reminder - RESEARCH!!!!

1. Take Basics Course+ Market Research

Innovate-A-thon Basics

Learn about the 4 Stages for Innovate-A-thon. Participants receive a fundamental review of core creativity, innovation, and entrepreneurial-thinking principles.

Resume Course

courses.iat1.org

2. Review Problem Statement



Rechargeable Battery Innovate-A-thon

Theme: Promoting the Adoption of Rechargeable AA & AAA Batteries

Focus Topic: Developing strategic initiatives to collaborate with the Portable Rechargeable Battery Association (PRBA) to enhance consumer adoption of rechargeable AA and AAA batteries through targeted messaging, social media engagement, membership programs, and public awareness campaigns.

Problem Statement:

The widespread use of disposable alkaline batteries poses significant environmental challenges due to their single-use nature and the accumulation of waste. Despite the availability of cost-effective and efficient rechargeable alternatives, consumer adoption remains low. The Portable Rechargeable Battery Association (PRBA) has primarily focused on legislative, regulatory, and standards issues at various governmental levels. However, their messaging has not effectively reached or influenced the general consumer base. Ed2S.org, a 501(c)(3) nonprofit organization dedicated to educational initiatives, aims to collaborate with PRBA to bridge this communication gap. The goal is to develop compelling core content to encourage next generation consumers to switch from disposable to rechargeable AA and AAA batteries. Additionally, Ed2S.org proposes the creation of a tiered membership program to engage environmentally conscious individuals and groups. Through this partnership, Ed2S.org seeks to manage the program, receiving funding from PRBA (or similar) membership proceeds enabling Ed2S.org to fulfill its mission, and thereby promoting sustainable battery usage and expanding PRBA's consumer outreach [PRBA](#).

Submittals

1. Slide Deck - 10 slides - reference format to be shared, include: ask that optimizes value proposition
2. Brochure- 1 page folded in third, both sides
3. Sample Video - 10 sec to 2 minutes - includes concept, storyboard, photos

Additional Resources



Education2Success Team!



**Jim
Jindrick**

Executive Director

jim@ed2s.org

Seasoned entrepreneurial leader, having mentored over 2,000 individuals, and building innovation ecosystems.



**Paul
Efron**

CEO

paul@ed2s.org

Robust background includes Licensed Professional Engineer, Entrepreneur and Founding Philanthropist.



**Steven
Szymczek**

Director Innovate-A-thon
steven@ed2s.org

Engineer-Entrepreneur with experience developing workforce programs and products across multiple industries.



**Sherry
Hoskinson**

Outreach & Partnerships
sherry@ed2s.org

Innovation impact, entrepreneurship, business optimization strategies.



Isabel Cruz
isabel@ed2s.org



Nataly Ghiotto
Nataly@ed2s.org



Mentor Team!



Noah
Young

Boise State University

IAT Alumni

Engineering plus student,
Founder Innovate-A-thon club,
5 time Innovate-A-thon
participant



Oliver
Macdonald

Boise State University

IAT Alumni

Engineering, Robotics,
Computational Science
Qtex AI - Startup
4 time Innovate-A-thon
participant



Rechargeable Battery IAT Overview

Focus Topic

Promoting the Adoption of Rechargeable AA & AAA Batteries

Developing strategic initiatives to collaborate with the Portable Rechargeable Battery Association (PRBA) to enhance consumer adoption of rechargeable AA and AAA batteries through targeted messaging, social media engagement, membership programs, and public awareness campaigns. <https://www.prba.org/>



Rechargeable Battery IAT Overview

Message & Problem to Solve

Disposable batteries are a “throw-away” environmental problem.

Rechargeables are the clear solution:

- Break-even cost at 2nd use
- Hundreds of reuse cycles
- ~\$40 kit (8 AA, 8 AAA + charger) = major environmental impact

The Problem:

- PRBA’s message isn’t reaching everyday battery users.
- Consumers are unaware of environmental and economic benefits.
- Need modern storytelling (video + social media) to change behavior.

Target Output

Create content that speaks to – the everyday user who just replaces batteries without thinking of alternatives.



Rechargeable Battery IAT Overview

Scope

Develop a pitch package for Ed2S.org founders to present to the Portable Rechargeable Battery Association (PRBA), package includes:

1. **Slide Deck** - 10 slides which include
 - a. Financial "ask" that optimizes value proposition
 - b. Specific recommendations for creation of a public facing membership group
2. **Brochure**- 1 page folded in third, both sides
3. **Sample Video** - 10 sec to 2 minutes - includes concept, storyboard, photos and editing.
4. **Executive Summary**





Student Participants

First	Last	Team	University	Major
Farnaz	Darghiasi	Blue	Boise State	Biomedical Engineering
Kyle	Le	Blue	UC Davis	Chemical Engineering
Hannah	Salvagni	Blue	Baylor	Accounting/Spanish
Mahek	Parvez	Green	Purdue	Electrical and Computer Engineering
Sania	Bandekar	Green	San Jose State	Data Science
Aayana	Roy	Green	UW- Madison	Chemical Engineering
Alexander	Nava	Red	Cal State Pomona	Chemical Engineering
Erick	Li	Red	Arizona State	Finance, Business

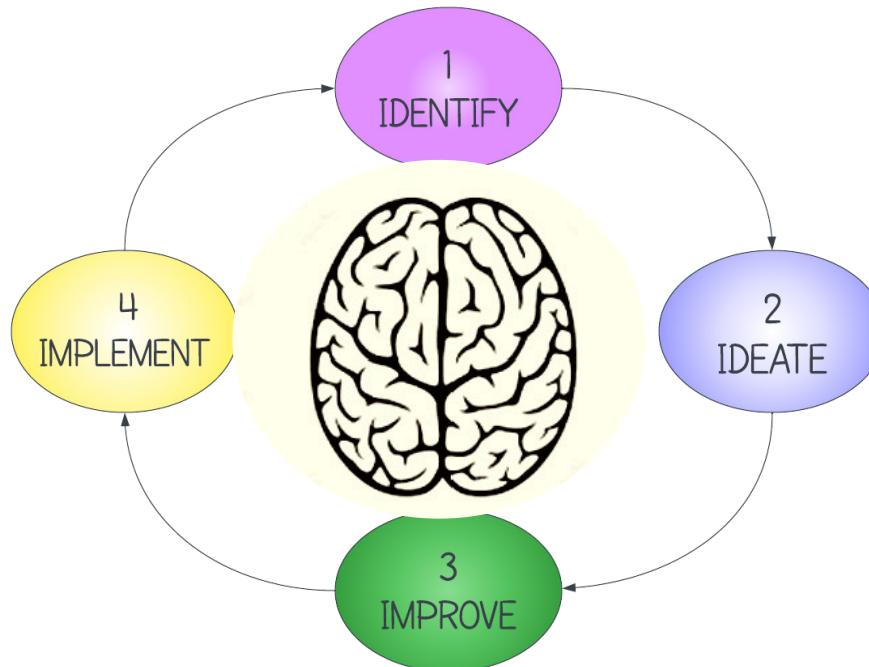


4 Stage Innovation Process

ANALYTICAL



LEFT BRAIN



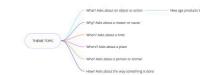
CREATIVE



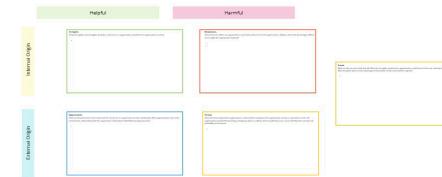
RIGHT BRAIN

IAT 4 Stage Toolsets

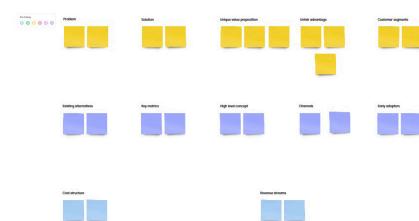
Six Crucial Questions



SWOTT

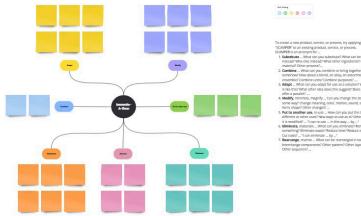


Lean Canvas



Innovate-A-thon

SCAMPER



Technology Readiness Level

TECHNOLOGY READINESS LEVELS (TRL)	
RESEARCH - INNOVATION	IDEA
TRL 0 - IDEA	
TRL 1 - BASIC RESEARCH	
TRL 2 - TECHNOLOGY FORMULATION	
TRL 3 - PROOF OF CONCEPT	
TRL 4 - SMALL SCALE PROTOTYPES	
TRL 5 - LARGE SCALE PROTOTYPE	
TRL 6 - PROTOTYPE WITH EXPECTED PERFORMANCE	
TRL 7 - DEMONSTRATION SYSTEM	B
TRL 8 - REPLICABLE SYSTEM IN PRODUCTION	C
TRL 9 - FULL COMMERCIAL APPLICATION	D
TOTALS	10+

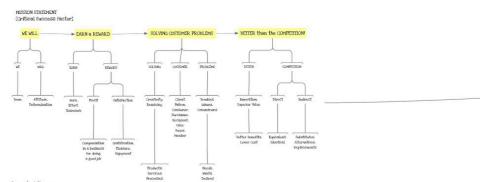
Concept ScoreCard

TECHNICAL FEASIBILITY				
Criteria	Concept 1	Concept 2	Concept 3	Concept 4
Technically Feasible	Yes	Yes	Yes	Yes
Resource Reasonable	Yes	Yes	Yes	Yes
Economically Feasible/Sustainable	Yes	Yes	Yes	Yes
TOTALS	10	10	10	10

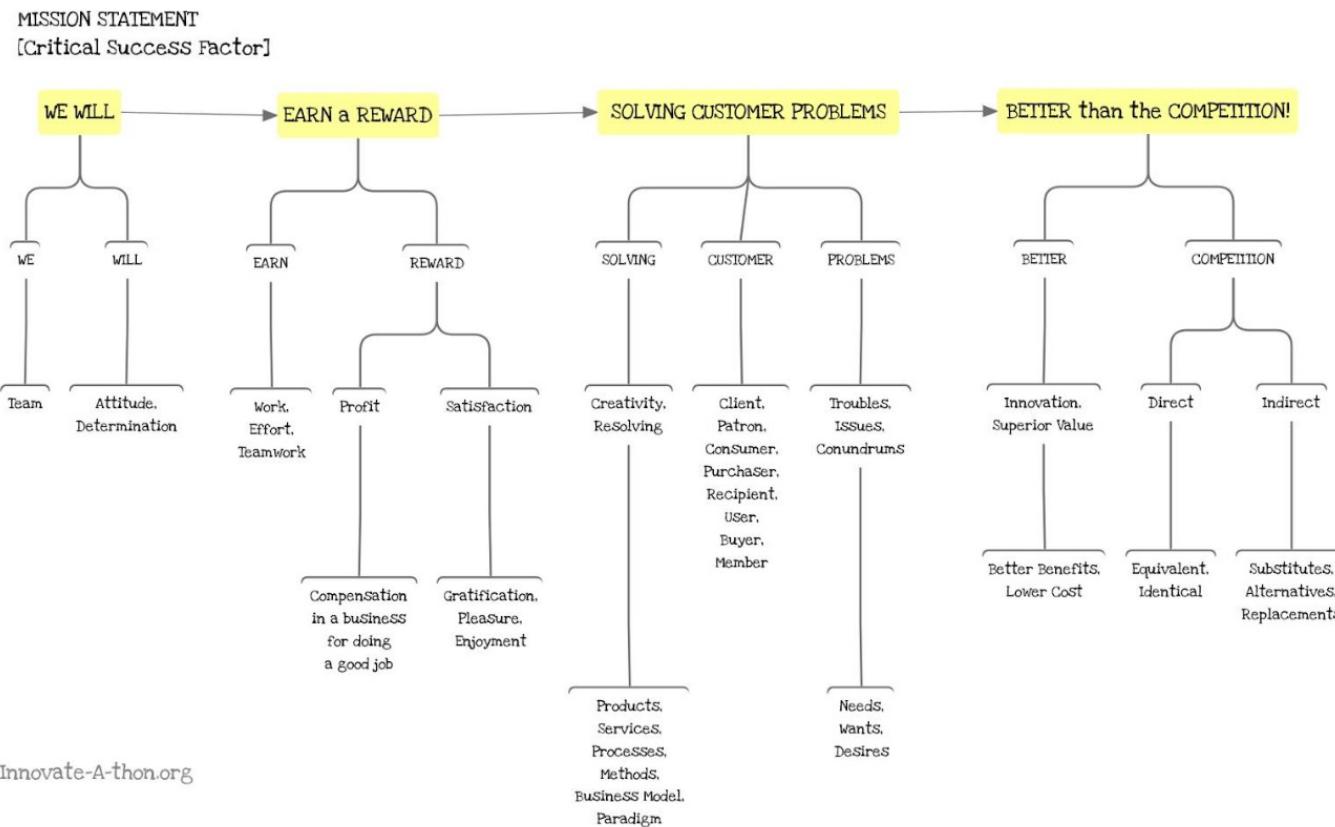
Score for judging: (0)Not to (10)Definitely)

1. Is the concept technically feasible? Could it be produced?
2. Is the concept economically viable? Is it economically sustainable?
3. Is the concept feasible in terms of resources? Can the funding/resources (supply chain) be obtained to scale up?

Critical Success Factor



Improve - Critical Success Factor



Improve - Concept Scorecard

Technical Feasibility: Can it be done?

(0-9 points) Key Considerations:

- Is the concept technically feasible?
- Can it be produced at appropriate scale?
- Is the approach convincing to both PRBA & end-user consumers?

Tips:

-Take each of the team members best ideas and score them

Venture Viability: Will it work as a business Model?

(0-9 points) Key Considerations:

- Is the concept viable? Is it economically sustainable? Is the "ask" appropriate & feasible?
- Does the proposed approach address the specific needs outlined in the problem statement?
- Is the proposed approach cost-efficient & does it demonstrate ROI?
- Is there a favorable regulatory & industry context for this approach?

-Have a 4th concept that may be a hybrid of and score that as well

Resource Reasonable: Can it successfully launch?

(0-9 points) Key Considerations:

- Is the concept resource reasonable? Could startup funding be readily obtained?
- Is the opportunity timely and aligned with current trends or needs?
- Does the opportunity reflect favorable positioning relative to the competing models?

Improve

Break

Implement - TRL

TECHNOLOGY READINESS LEVELS (TRL)	
RESEARCH-INNOVATION-IMPACT	TRL Ø - IDEA
	TRL 1 - BASIC RESEARCH
	TRL 2 - TECHNOLOGY FORMULATION
	TRL 3 - PROOF OF CONCEPT
	TRL 4 - SMALL SCALE PROTOTYPES
	TRL 5 - LARGE SCALE PROTOTYPE
	TRL 6 - PROTOTYPE WITH EXPECTED PERFORMANCE
	TRL 7 - DEMONSTRATION SYSTEM
	TRL 8 - REPLICATABLE SYSTEM IN PRODUCTION
	TRL 9 - FULL COMMERCIAL APPLICATION
	SKETCHES BREADBOARD α β 0.1 1.0+

Technology Readiness Levels (TRL) are a type of measurement system used to assess the maturity level of a particular technology.

Implement- Lean Canvas

PROBLEM List your customers top 3 problems	SOLUTION Outline possible solution for each problem	UNIQUE VALUE PROPOSITION Single, clear, compelling that turns an unaware visitor into an interested prospect	UNFAIR ADVANTAGE Something that can't be easily copied or bought	CUSTOMER SEGMENTS List your target customers and users
EXISTING ALTERNATIVES List how these problems are solved today	KEY METRICS List key numbers telling how your business is doing today	HIGH LEVEL CONCEPT List your X for Y analogy (e.g. YouTube = Flickr for videos)	CHANNELS List your path to customers	EARLY ADOPTERS List characteristics of your ideal customer
COST STRUCTURE List your fixed and variable costs		REVENUE STREAMS List your sources of revenue		

Reference- Pitch Deck

There are typically 10 slides in a pitch deck (a suggested base outline is below with key tools in parenthesis).

- 1] Concept Title (Six Crucial Questions)
- 2] Team (Six Crucial Questions)
- 3] Problem/Opportunity (Six Crucial Questions)
- 4] Competitive Analysis (Six Crucial Questions and SWOTT)
- 5] Proposed Solution (Brainstorming and SCAMPER)
- 6] Value Proposition (Six Crucial Questions and Critical Success Factor)
- 7] Incorporated Innovation (SCAMPER and Critical Success Factor)
- 8] Potential Financial Projections/Business Model (Lean Canvas)
- 9] Development Plan (Technology Readiness Level)
- 10] Resource Requirements (Critical Success Factor)

Implement

Program Schedule (Eastern Time)

Final Presentation and Networking Session:
4:30pm-6:30pm Friday April 25th, 2025

Open Virtual Office hours per availability

Thank you

Thank you for being part
of Innovate-A-thon!

Questions?

