



Technovation iridescent
CANADA

Unit 1 - Ideation

Learning Objectives

- ➔ Understand your community
- ➔ Gather evidence for problems
- ➔ Choose a problem for your team to solve and align it with 2017 Technovation themes
- ➔ Brainstorm potential solutions
- ➔ Define the problem your team will solve
- ➔ Decide on type of business and mission

Ideation

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Quick! Get that one down on paper before you forget it."

Understanding Your Community

- ➔ Your job will be look at the world around you and observe your community closely.
- ➔ Uncover issues and opportunities within the community you have chosen
- ➔ Gather evidence
- ➔ Think about how you might be able to solve the issue

Community Activities

- ➔ Use your workbooks to help learn about the community
- ➔ Activity: Community Documenting
- ➔ Activity: Our Community A-Z

Themes

- ➔ [Poverty](#) - Eradicating extreme poverty, implementing social protection systems for all, and ensuring that all men and women have equal access to economic resources.
- ➔ [Environment](#) - Improving education and awareness about climate change and strengthening resilience to climate-change hazards in all countries.
- ➔ [Peace](#) - Significantly reducing violence, ending abuse of children, reducing corruption and bribery, ensuring equal access to justice for all, and ensuring public access to information.
- ➔ [Equality](#) - Ending discrimination against girls and women, enhancing the use of enabling technology to promote the empowerment of women, ensuring universal access to reproductive rights, and ensuring women's full and effective participation and opportunities for leadership.
- ➔ [Education](#) – Ensure healthy lives and promote well-being for all at all ages
- ➔ [Health](#) – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Choosing a problem

- ➔ Draw from your personal experiences!
- ➔ Use Post-Its.
- ➔ Write down one idea per post it.
 - Who has the problem, why it is important
- ➔ After you're finished writing ideas down, try to group them into categories. See if there's a trend.
- ➔ Pick where to focus – does it match the themes?

Picking an Idea – 10 mins

CANADA

Idea 1

Title: Local food producers have communications problems with their consumers

NIGERIA

Idea 2

Title: It's difficult to locate public accessible toilets

MOLDOVA

Idea 3

Title: Citizens do not know where are the water wells and their quality

Idea 4

U.S.

Title: My classmates are worried about the rise of dangerous situations in the community



Brainstorming solutions

- ➔ Be sure to capture all ideas, even wild ones!
- ➔ Defer all judgement, on other people's ideas, and on your own!
- ➔ Build off each other's ideas.
- ➔ Be visual - you can draw instead of write words.
- ➔ One conversation at a time - don't cut each other off.
- ➔ Go for as many ideas as you can.
- ➔ Stay focused.

Writing a Problem Statement

- ➔ What is the problem?
- ➔ Who does the problem affect and how?
 - The people who are affected by the problem will be the users of your app.
- ➔ Why is it important to solve?
 - What evidence do you have? What insight do you have to solve it?
- ➔ What is the solution?
 - Doesn't need any detail, just a general idea

Types of Business

➔ For Profit

- Goal is to make money

➔ Social Enterprise

- Goal is to make money and do good

➔ Not for Profit

- Goal is to make money in order to do good

For Profit

- ➔ Maximize profit by selling goods, products, or services to customers.
- ➔ May have a social mission but it is operated to maximize revenue and profit.
- ➔ Examples: Shopify, IBM
Facebook, Amazon



Social Enterprise

- Can be structured as for-profit or non-profit
- Maximize social impact and profit for external shareholders
- Profits are used to do social good
- Examples: Toms, RightBike



Example

Bike Share



Buy a Pass



Pick up



Ride



Return

We operate Ottawa's community-based bike share program. You've probably seen our purple bikes around town.

Ride

Decide on a Business Type

- ➔ What type of business do you want yours to be? (for-profit, non-profit, or social enterprise)
- ➔ What do you want to accomplish by opening your business?
- ➔ What do you want the mission to be?
- ➔ What is your vision for the business?
- ➔ How do you want your profit to support your mission?
- ➔ How do you think you can sustain (keep it running) your business?

Mission Statement

- ➔ Summarize the aims and values of your company
- ➔ Determine what is important and what is not
- ➔ State who will be served and how.
- ➔ Short and simple sentence that outlines what the organization's purpose is and how it accomplishes that.

Mission Statement Examples

- ➔ [Kiva](#): “Kiva’s mission is to connect people through lending to alleviate poverty. We celebrate and support people looking to create a better future for themselves, their families and their communities.”
- ➔ [Nike](#): “To bring inspiration and innovation to every athlete in the world”

Next Steps

- ➔ Finalize your idea
- ➔ Come up with a general solution
- ➔ Write your business problem
- ➔ Write your mission statement
- ➔ Be prepared to discuss them next week!

