Workshop 2:

Defining Problems  
Identifying Opportunity

Prof. Tello  
Holly Butler
Welcome to the $25K Idea Challenge!

- 25 Teams
- All 5 Colleges Participating
- New Products, New Services, New Causes

Thank you all for joining the Idea Challenge!

So what have you gotten yourself into?
What Is Next?

• 8 ½ weeks to Idea Challenge Event – April 17
• Build your Team
• Research your Problem, Opportunity and Solution
• Prepare a 3 minute Rocket Pitch, Project Executive Summary and Poster
• Then Impress the Judges!
So Tell Us About You, Your Team & Your Challenge

• Introduce your Team
• Tell us about the Challenge you are solving
• Do you need additional help?
• In 1 minute or less 😊
## Problem/Solution Model

| Problem | Clearly state the problem addressed by the team’s solution.  
|• How significant is the problem?  
|• Who is affected by the problem?  
|• Why is it important to solve this problem? |

### Tonight
- **Problem**

### Opportunity
- **Tonight/March 1st**
- Demonstrate your knowledge regarding the opportunity associated with addressing this problem.
  - How many people are affected by this problem? Who are they?
  - How is this problem currently addressed? By who?
  - Why is your team uniquely qualified to address this problem?

### Solution
- **March 1st**
- Describe your proposed solution.
  - Clearly explain your solution to the problem
  - Why did the team choose this solution?
  - What differentiates your solution from other solutions?
  - How will you sustain your solution?
  - What are the costs and benefits associated with your solution?

### Feasibility & Resources
- **March 20th**
- Identify the resources (physical, knowledge, human, financial) and budget required to develop and implement your solution.
  - How will these resources be acquired and used?
  - Present the road map for implementing your solution including key milestone, risks and risk mitigation techniques.
Rocket Pitch: Selling Your Idea

- A Succinct Delivery of your proposed solution!
- 3 slides in 3 minutes (alright, maybe 4 : - )

Business Air Travel
- What comes to mind?
  - Missed or Delayed flights
  - Lost luggage
  - Long Security Lines

Find Relief with Secur-IT-Ease!
- In excess of 200 million business flights per year
- Security wait times of 30 minutes or more
- Long lines mean missed flights and customer frustration
- Feel Relief with Secur-IT-Ease!

Superb Business Opportunity
- Initial Market
  - Upscale Business Travelers
  - Catalog & Online Sales through Upscale Outlets (BrookStone, Sharper Image)
  - Partner with Tier One Luggage Distributor
- What do we need to launch product?
  - $750,000 Seed Funding
  - Product Prototype
  - Marketing/Brand Development
  - Your interest and support
The Rocket Pitch

• The Problem
  ➢ What problem are you addressing? Customer pain?
  ➢ Who is affected by the problem?

• The Opportunity
  ➢ Demonstrate your knowledge regarding the opportunity associated with solving this problem.
  ➢ Estimate the number of people affected by the problem

• The Solution
  ➢ What is your proposed solution?
  ➢ Who value does your solution provide? How will you sustain it?

• Call to Action
  ➢ What do you want? How will you use funds?
  ➢ Funding, advice, contacts, board members?
The Rocket Pitch

• Little technical jargon
• Keep it simple
  ➢ Too much information will be distracting
  ➢ Focus on core message
  ➢ Use props (prototypes, pictures)
• Tell a story, don’t read the slides
• Identify the customer pain and how your solution helps
• Don’t exceed the time limit
• Don’t forget the Call to Action

• A Demonstration!
Business Air Travel

• What comes to mind?
  – Missed or Delayed flights
  – Lost luggage
  – Long Security Lines

In excess of 200 million business flights per year
Security wait times of 30 minutes or more
Long lines mean missed flights and customer frustration.

Feel Relief with Secur-IT-Ease!
Find Relief with Secur-IT-Ease!

- Advantages
  - Opens & Passes Through Airport Security Scanner without removing laptop and contents
  - Accompanied by RFID Tag to facilitate in-airport tracking
  - Entry to "Preferred Traveler Program"
  - Bag tracking in the airport
  - Expedited Approved Travel, "EZPass Security Lane"
  - TSA approved in 14 major markets

RFID Laptop Clear plastic film
Documents Compartment
Gadget Compartment
Cell phone
Security Lane

TFN approved in 14 major markets
Superb Business Opportunity

Approx. 55 million US business travelers
Estimated sale price of $150/unit
5% of market = $412 million in 5 years

What do we need from you?
– $500,000 Seed Funding
– Marketing/Brand Development
– Your interest and support
Step I – Define the Problem

• Clearly state the problem you want to solve
• Define who is affected by the problem
  ➢ Specifics count here!
  ➢ Who? How many? What color are their eyes?
  ➢ How are they affected?
• How important is it to solve this problem?
• Details are important
• Best way to find this information:
  ➢ Research & Talking to People
Step I – Define the Problem

• Take 5 Minutes and Start to Define the Problem

• What don’t you know about this problem?

• What do you need help with?
Step II – Assess the Opportunity

• Demonstrate your knowledge regarding the scope of the opportunity associated with solving this problem
• You already started this in Step I

• How is the problem currently addressed?
• Who is currently addressing this problem?
• How can current solutions be improved upon?
Step II – Assess the Opportunity

• You may need help in finding this information

• Talk to our Faculty Fellows
  - Prof. John Brown  Grad. School of Education
  - Prof. Supriya Chakabarti  College of Science
  - Prof. Ralph Jordan  Manning School of Business
  - Prof. Valerie Kijewski  Manning School of Business
  - Prof. Ainat Koran  School of Health & Environment
  - Prof. Chad Montrie  FAHSS
  - Prof. Daniel Sullivan  College of Engineering

• Talk to our Staff
What’s Next?

• Friday, March 1, 5:00 – 6:30 PM
• Prof. Kijewski

• Identifying Opportunities Continued
## Upcoming Events

### DifferenceMaker Idea Challenge Events

<table>
<thead>
<tr>
<th>Date/Times</th>
<th>Location</th>
<th>Idea Challenge Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 28, 2013</td>
<td>Alumni Hall, North</td>
<td>DifferenceMaker Idea Challenge Kick Off</td>
</tr>
<tr>
<td>Jan. 29, 2013</td>
<td>O’Leary 222, South</td>
<td></td>
</tr>
<tr>
<td>5 – 6:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb. 6, 2013</td>
<td>Alumni Hall, North</td>
<td>1st Workshop: Team Building Mixer</td>
</tr>
<tr>
<td>5 – 6:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feb. 15, 2013</td>
<td></td>
<td>Idea Challenge Application Due</td>
</tr>
<tr>
<td>5 p.m.</td>
<td></td>
<td>Submit online at <a href="http://www.uml.edu/differencemaker">www.uml.edu/differencemaker</a></td>
</tr>
<tr>
<td>Feb. 19, 2013</td>
<td>Southwick 240, North</td>
<td>2nd Workshop: Identifying Problems &amp; Opportunities</td>
</tr>
<tr>
<td>5 – 6:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 1, 2013</td>
<td>Southwick 240, North</td>
<td>3rd Workshop: Developing Solutions</td>
</tr>
<tr>
<td>5 – 6:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March 20, 2013</td>
<td>Southwick 240, North</td>
<td>4th Workshop: Identifying Resources</td>
</tr>
<tr>
<td>5 – 6:30 p.m.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 4, 2013</td>
<td>Southwick 240, North</td>
<td>5th Workshop: Rocket Pitch Coaching</td>
</tr>
<tr>
<td>Sign up for time slot</td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 12, 2013</td>
<td></td>
<td>Idea Challenge Plan Submission</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>UMass Lowell Inn &amp;</td>
<td>Submit online at <a href="http://www.uml.edu/differencemaker">www.uml.edu/differencemaker</a></td>
</tr>
<tr>
<td></td>
<td>Conference Center</td>
<td></td>
</tr>
<tr>
<td>April 17, 2013</td>
<td>UMass Lowell Inn &amp;</td>
<td>DifferenceMaker Idea Challenge</td>
</tr>
<tr>
<td>6 – 8:30 p.m.</td>
<td>Conference Center</td>
<td>Presentations — Junior Ballroom</td>
</tr>
</tbody>
</table>

**FOR FULL CONTEST DETAILS, VISIT:** [www.uml.edu/differencemaker](http://www.uml.edu/differencemaker)

Questions? Email DifferenceMaker@uml.edu.
Contact Us

• differencemaker@uml.edu
• www.uml.edu/differencemaker
• @difference_uml