

A large crowd of students, mostly wearing blue shirts, are gathered in a gymnasium. They are holding up large white signs with blue letters that spell out "DIFFERENCE MAKERS" across the top of the image. The students are looking towards the camera, and the background shows the gymnasium's structure with red beams and large windows.

D I F F E R E N C E M A K E R S

2017 DifferenceMaker \$50K Idea Challenge

Workshop 1: Identifying Problems

February 15, 2017

Lydon Library, Room 110, North Campus

5:30-7:30p.m.

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Agenda

- | | |
|------|--|
| 5:30 | Introduction: Idea Challenge, Idea Plan,
Problems you want to solve |
| 5:45 | Sharing Ideas and Team Building
What Makes a “Good” Problem? |
| 6:15 | Activities:
Team Brainstorming around Problems
Pitching Problems |
| 7:15 | Next Steps |

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2017 \$50K Idea Challenge

- 55 applications this year!
- All 6 colleges participating
- New products & new services



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Now What?

- 10 weeks to the Idea Challenge!
 - Preliminary Pitch-off: April 5
 - \$50K Idea Challenge: April 19

Prepare:

- Build your Team
 - TeamMaker (we will talk more about this)
- Attend the workshop series (see postcard)
- Research your Problem, Opportunity, Solution and Resources
 - Use the DifferenceMaker Toolkit (template given out and found online on the resource page) – Today we're focusing on page 1 - Problem
- Develop your Idea Plan and Rocket Pitch: Due March 6
 - Idea Plan template given out and found online – through email or logging into Manage Your TeamMaker Page, and clicking on "Start Idea Plan"
 - Rocket pitch template found online – Idea Challenge
- Develop a Poster (template found online – Idea Challenge): Due March 31
- Then impress the Judges!



Team InvisaWear impress the judges
at the 2016 Idea Challenge

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What's an Idea Plan?

- A 2-3 page project summary outlining:
 - **Problem** you are addressing
 - Why is it important? Who cares?
 - **Opportunity** associated with solving that problem
 - How big? How many? How much? How else?
 - **Solution**
 - Specifically -- how will you address this problem?
 - **Resources** – What do you have? What do you need? If you receive DifferenceMaker funding, how and when will you spend it?
 - Budget and Timeline
- Based on Research, **NOT** your opinion
- Use the DM Toolkit to help you!
- Idea Plan Due March 6
 - Through email or log into Manage Your TeamMaker Page, and click on “Start Idea Plan”



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DifferenceMaker Method and Idea Plan

Problem Tonight	<p>Clearly state the problem addressed by the team's solution.</p> <ul style="list-style-type: none">• How significant is the problem?• Who is affected by the problem?• Why is it important to solve this problem?
Opportunity	<p>Demonstrate your knowledge regarding the opportunity associated with addressing this problem.</p> <ul style="list-style-type: none">• 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	<p>Describe your proposed solution.</p> <ul style="list-style-type: none">• 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	<p>Identify the resources (physical, knowledge, human, financial) and budget required to develop and implement your solution.</p> <ul style="list-style-type: none">• How will these resources be acquired and used?• Present the road map for implementing your solution including key milestone, risks and risk mitigation techniques.



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Idea Plan Example

Problem: From Simple to Defined

Education and Implementation of the BioBubbler in Haiti

It is heart wrenching to see children suffer from a disease we, in first world countries, see as a nuisance before taking medication to quickly relieve the side effects. This was the case when I traveled to Haiti in January 2014. On my trip, I learned what it was like to live in true poverty and wonder day-to-day if there would be clean water available. I saw children walking miles to find water that was surrounded by garbage or sewerage. Water is a necessity for all human life but in third world countries can also be a death sentence. In Haiti, only 40-45% of the population has access to clean drinking water [3]. The remaining 55% of the population consumes contaminated water, resulting in the fourth leading cause of death, diarrhea. Diarrhea kills 712,180 people or 7.8% of the Haitian population each year [3]. Third world countries, such as Haiti, lack the technology and money to obtain clean water. It has been found that approximately 2.4 million deaths globally could be prevented each year if every person had clean drinking water [2].

Remember **BE SPECIFIC**

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What Makes a Good Problem?

- A problem that matters to *you*, and to *others*
- Typically a problem with some *social* importance
- A problem that maps to the DifferenceMaker award categories
 - Campus-wide DifferenceMaker
 - Significant Social Impact
 - Contribution to a Healthier Lifestyle
 - Innovative Technology Solution
 - First to Market
 - Honorable Mention
- We want to engage all students and all ideas!



BioBubbler building
filtration systems in Haiti



Nonspec testing
prototype on patient in
India

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Real-life DifferenceMaker Team Problems



Healthy Habits
Significant Social Impact, 2013



BioBubbler
Sustainable Environment, 2014



Fresh Beets
First To Market, 2014



Masela Dentures
Innovative Technology Solution, 2015



eNABLE Lowell
Campus-wide DifferenceMaker, 2016

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Activity #1: Who has a Problem?

Define your Problem & Build a Team

- In 1 minute:

- Introduce yourself – name, major, year in school
- State the problem you want to solve
- Do you need additional teammates to help you solve that problem?
 - If so, who do you need? (skills, expertise, etc.)
 - Persuade potential team members to choose your problem

OR

- Introduce yourself – name, major, year in school
- State the type of problem you want to solve/your interests (wanting to join a team)
- What are your skills?



- In 2 Minutes:

- Write your problem on poster paper, stick it on the wall, and stand by it (if you have a problem). If you don't, wait for the next instructions.

- 5 Minutes

- DifferenceMakers: Walk around, talk to people about their ideas and your ideas, join a team and/or build a team!

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Still Haven't Found What You're Looking For?

- Pick a team for *tonight*, but keep searching for a team and additional teammates – through TeamMaker and DifferenceMaker events
- Visit TeamMaker: Team building platform
 - www.uml.edu/ideachallenge
 - Click TeamMaker link
 - View the lists
 - Log in with your student credentials
 - Input your information
 - Find additional teammates: *Build a Team*
 - Join a team: *Seeker*
 - Connect with them!



Engineering and Health students work in teams to solve a problem.

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Activity #2: Refine your Problem as a Team

- Go to the problem you're most interested in
- You should now have a problem to focus on
- **10 Minutes!**
- Use the Toolkit *problem* worksheet – page 1!
- Clearly state the problem you want to solve
- Discuss who you think is affected by your problem
- It will then be defined with your research
 - Specifics count here!
 - Who? How many? Demographics?
 - How are they affected?
 - Take a guess if you don't know
 - It will then be defined through your research
- How important is it to solve this problem?
- Why is it important is it to solve this problem?

You are *Brainstorming*
There is NO Wrong Answer



Support our Students, 2014 Campus-wide DifferenceMaker team, refines their problem in DifferenceMaker Central

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Activity #3: Tell us About Your Team and Your Problem

- 2 Minute Pitch
 - Introduce your team – names, majors, years in school
 - Tell us about the problem you are working to solve!
 - What do you know/assume about the problem so far?
 - Do you need additional help, skills or team members?
 - If so, explain.



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Next: Test your Assumptions

- Talk to at least 20 people who are affected by your defined problem
- Utilize the Library Databases
 - Contact Donna Mullin, Business Reference Librarian
 - Lydon Library, 2nd Floor – North Campus
 - Donna_Mullin@uml.edu, 978-934-4579
- Talk to DifferenceMaker Faculty Fellows
 - www.uml.edu/DifferenceMaker/Faculty
- Talk to your Peers
- Talk to DM Staff - Holly and Ha!
- Use the DifferenceMaker Resource Page
 - www.uml.edu/DifferenceMaker/IdeaChallenge
 - Click on the Resource tab



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Deliverables By Feb. 22

- Talk to **at least 20 people** related to your problem about the problem and be sure to **capture the data!**
 - Survey: Develop a list of 5-10 questions to ask them
- Use the DM Toolkit Problem Worksheet to Research and Capture:
 - Who is affected by the problem? How many?
 - Why is it important to solve this problem?
 - What bothers people the most about the problem?
 - How do they solve this problem now?
 - Who else has attempted to solve the problem?
 - How effective are current solutions/attempts?

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Workshop Series

- This workshop series will help you build your team and prepare you for the \$50K Idea Challenge in April!

- All Workshops:

- Location: Lydon Library, Room 110
- Time: 5:30 – 7:30 p.m.

- Food will be served!

Date	Workshop
Feb. 15	Workshop 1: Identifying Problems
Feb. 22	Workshop 2: Assessing Opportunities and Value Propositions
Feb. 27	Workshop 3: Developing Business Models
Mar. 1	Workshop 4: Delivering your Rocket Pitch

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2017 Deadline Dates

Date	Deadline
Mar. 6, 5 p.m. TeamMaker – Manage – Start Idea Plan	Idea Plan is Due
Mar. 21, 5 p.m. Email	Semi-Finalists are Announced
Mar. 31, 5 p.m. TeamMaker – Manage – Start Idea Plan	Revised Idea Plan, Rocket Pitch PPT, and Poster are Due
April 5, 1:30 – 6 p.m. O’Leary Library, South Campus	Preliminary Pitch-off!
April 19, 5 – 8 p.m. University Crossing, Moloney Hall	5 th Annual \$50K Idea Challenge

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Idea Plan and Rocket Pitch

- Judges want to see **more research and data!**
- Judges want to know that you **understand** what it will take to actually solve the problem and implement your solution
- Review the Idea Plan handout
 - **Due March 6**
 - Semi-finalist revised plans: Due online, March 31
- *Helpful Tip:* As you go through the workshops and process, fill out your Toolkit and Idea Plan



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Faculty Fellows and Staff

- DifferenceMaker Faculty Fellows

- Prof. John Brown Graduate School of Education
- Prof. John-Morgan Bush FAHSS
- Prof. Guanling Chen Kennedy College of Sciences
- Prof. Deborah Finch Manning School of Business
- Prof. Ralph Jordan Manning School of Business
- Prof. Ainat Koran College of Health
- Prof. Hunter Mack Francis College of Engineering

- Holly Butler, Ha Pho
- Enterprise Co-op Scholars
- Support of many others!



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Recap: What's Next?

- Talk to **20+ people** who are affected by your problem
 - Gather data and research (library database, talk to people...)
- Fill out *Worksheet*
- Look at *you go*
 - Due
- Attend Workshop 2: Assessing Opportunities and Value Propositions
 - Feb. 22, 5:30-7:30 p.m., Right here! Lydon Library, Room 110, North Campus

Questions?

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Connect With Us!

Email: differencemaker@uml.edu

Website: www.uml.edu/differencemaker



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