

A large crowd of students in a gymnasium, many wearing blue shirts, holding up signs that spell out "DIFFERENCE MAKERS" in large blue letters. The background shows a gymnasium with bleachers and a basketball hoop.

DIFFERENCE MAKERS

2015 DifferenceMaker \$35K Idea Challenge

Workshop 1: Identifying Problems

*February 3, 2015
University Crossing, 158*

Agenda

- ▶ 6:00 – 6:30 Introductions
Workshop Overview
- ▶ 6:30 – 7:00 What Is an Idea Plan?
Makes a “Good” Problem?
- ▶ 7:00-7:15 Discussion with Student Teams
- ▶ 7:15 – 7:45 Team Building Around Problems
- ▶ 7:45 – 8:00 Discussion

*Difference***Maker**

EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE

- DifferenceMaker Faculty Fellows

- Prof. John Brown
- Prof. John-Morgan Bush
- Prof. Guanling Chen
- Prof. Deborah Finch
- Prof. Ralph Jordan
- Prof. Ainat Koran
- Prof. Daniel Sullivan

Grad. School of Education
FAHSS

College of Science

Manning School of Business

Manning School of Business

School of Health & Environment

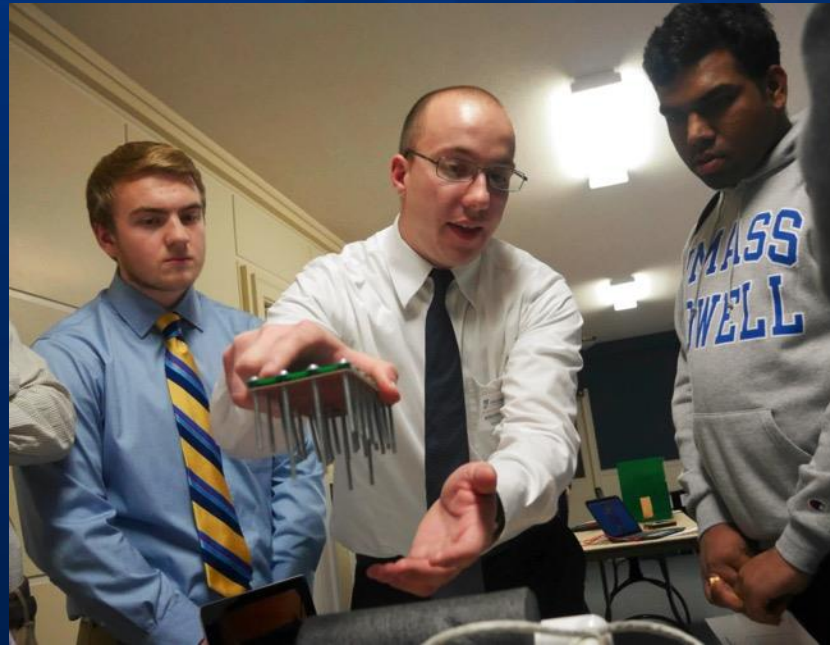
College of Engineering

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



Welcome to the \$35K Idea Challenge

- All Applications due Feb. 9!
<http://www.uml.edu/ideachallenge>
- All 6 colleges participating
- New products, new services, new causes
- So what have you gotten yourself into?





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Spring 2015 Idea Challenge Due Dates

February 9 - Application Closes

March 2 - Idea Plan & Presentation Deck Due

March 27 - Revised Idea Plan & Rocket Pitch Due

April 3 - Preliminary Pitch-off

Saab ETIC | North Campus | 3:00-6:30pm

April 15 - \$35K Idea Challenge

University Crossing | Moloney Hall | 6:00-8:30pm

Register: www.uml.edu/IdeaChallenge

Contact: DifferenceMaker@uml.edu



What's Next?

- 10 weeks to the 2015 Idea Challenge Event – **April 15**
- Build your Team
- Research your Problem, Opportunity and Solution
- Develop an **Idea Plan, Rocket Pitch & Poster**
- Then impress the Judges!





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EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE

Spring 2015 Workshop Series

February 3 | 6:00 - 8:00pm

*Workshop 1: Identifying Problems
& Value Propositions*

February 11 | 6:00 - 8:00pm

Workshop 2: Assessing Opportunities

February 17 | 6:00 - 8:00pm

Workshop 3: Developing a Business Model

February 21 | 9:00am - 12:30pm

Summary of Workshop Series

March 10 | 6:00 - 8:00pm

Rocket Pitch Presentation Workshop



For location information, please go to uml.edu/differencemaker.



What is an Idea Plan?

Due March 2nd

A succinct summary outlining:

- **Problem** you are addressing
 - Why is it important? Who cares?
- **Opportunity** associated with solving Problem
 - How big? How many? How much? How else?
- **Solution**
 - Specifically how will you address this Problem?
- **Resources** - Request & Rationale
 - Budget, Timeline, Team
- Based on Research, not your opinion!

What is an 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.

What is an Idea Plan?

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

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Another, more reasonable, solution is the BioBubbler. The BioBubbler is a slow sand filtration system that will eliminate bacteria and improve the life of the impoverished. The filter is made with indigenous materials and requires neither harsh chemicals nor electricity. The water is filtered naturally of bacteria as it moves through the sand. The filter is comprised of a cement casing filled with three layers of sand, with each layer containing progressively larger sand particles. The first layer of sand can be separating into two zones: the biological zone and the non-biological zone. The biological zone includes microorganisms that remove particles and contaminates from the water. The non-biological zone contains no microorganisms due to the lack of nutrients and oxygen. The second layer of sand is the separating gravel layer. The separating layer stops the filtration sand from blocking the outlet tube. The last layer of sand, the drainage layer, prevents the sand in the separating layer from obstructing the outlet tube. Finally, a rubber tube creates an outlet that will carry the clean water out.

Resources:

1) Bacteria Tests:

10 dollars per test

Biweekly testing on 10 filters for 200 days

14 tests for each filter or 140 kits

Total cost: \$1,400

What is an Idea Plan?

Due March 2nd

- Judges want to see more research and data!
- Judges want to now that you understand what it will take to actually implement your solution.
- Resources to help you find this information
- Review the Idea Plan handout
 - Due on March 2
 - Semi-finalist revised plans due on March 27
- As you go through the workshops, began filling out Idea Plan



What Makes a Good Problem?

- A problem that matters to you, and to others
 - Typically a problem with some social importance
- A problem that others understand
 - Can you can *quickly* explain the problem in a way that others understand?
- A problem that elicits multiple perspectives
- A problem with tangible solutions
- A problem that maps to the DifferenceMaker award categories
 - Campus Wide DifferenceMaker
 - Significant Social Impact
 - Sustainable Environment
 - Innovative Technology
 - First to Market

So Tell Us About You, Your Team & Your Problem

- Introduce your team
- Tell us about the problem you are solving
- Do you need additional help or team members?
- Pitch it in 1 minute 😊
- We will do an activity later on!
- Who is looking to join a team?
 - Find your team today! Or....
- TeamMaker
 - www.uml.edu/ideachallenge
 - Click TeamMaker link



Step 1: Define the Problem

- Clearly state the problem you want to solve
- Define who is affected by the problem
 - Specifics count here!
 - Who? How many? Demographics?
 - 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 1

Define the Problem

- What is the problem you wish to solve?
- Who is affected by the problem?
- How significant is this problem?
- Why is it important to solve this problem?
- What don't you know about this problem?
- What do you need help with?
- Where can you find answers?



DifferenceMaker Team Problems



Fresh Beets
First To Market, 2014



Healthy Habits
Significant Social Impact, 2013



BioBubbler
Sustainable Environment, 2014



OTTOnomous Technology
Innovative Technology, 2014

Need Guidance?

Start here!

- Talk to the people who are affected by the problem
- Talk to the people who will implement or use your solution
- Library Databases
 - Contact Donna Mullin, Business Reference Librarian
 - Lydon Library, 2nd Floor
 - Donna_Mullin@uml.edu, 978-934-4579
- Faculty Fellows and Staff
 - www.uml.edu/DifferenceMaker/Faculty/
- Fellow Students
- DifferenceMaker Resource Page
 - www.uml.edu/DifferenceMaker/IdeaChallenge
 - Click on the Resource tab

Activity

Identify your problem and find your team!

- What team needs additional members?
- Who needs a team?
- Get into your teams
- Take 15 minutes and start to define the problem
- Begin answering the questions on the Problem Worksheet
- Brainstorm on the poster board!
- Questions? Please ask!

Next Workshop: Opportunity Assessment

Feb. 11, 6-8pm, UC 158

- 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?



To Do's!

Be prepared to discuss in the next workshop

- Answer these questions by Feb. 11:
- Talk to *at least* 25 people about the problem and be sure to capture the *data*!
 - Develop a list of 5-10 questions to ask them
 - Who is affected by the problem? How many?
 - Why is it important to solve this problem?
 - What bothers people the most about the problem?
 - Who else has attempted to solve the problem?
 - How effective are current solutions/attempts?

What's Next?

- Workshop 2 Assessing Opportunities and Value Propositions
 - Wed., Feb. 11, 6-8 PM, UC 158
- Application due Feb. 9, but get it in sooner!
 - www.uml.edu/IdeaChallenge



Contact Us!

- **Visit Us:**
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Lydon Library, Suite 012, North Campus— Next to Starbucks
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 - differencemaker@uml.edu
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