WomENcourage 2019
Hackathon

The gap starts at school and continues through every stage of a woman's career. Only 3% of girls consider a career in technology. Visible role models are very important. Girls should have the right role models to show they can go anywhere.

Key factors:
- Not given enough info at school
- Not encouraged
- Too male dominated

School is the best time to inspire.

What would success look like?
- It doesn't have to be tech for girls
- We need to show school children what options are available

We need to support women in the work life balance.
- Educate parents on tech careers
- Work with science teachers in schools

Action!
- Let's take these ideas forward to make a difference
- Engage with schools to break down barriers
- Increase access to the tech sector and mentors
- Film plays a big role in changing perceptions

We need a common dialogue.
1. Players: **team, mentor and tutor**
2. Goal: **develop solutions to 4 challenges**
3. Work method: **design thinking**
4. Work tool: **mission model canvas**
5. Duration: **8:30-17:00**
6. Deliverable: **mock-up, pitch**
7. Pitching: **17:00-18:00**
"We can’t solve problems by using the same kind of thinking we used when we created them."

ALBERT EINSTEIN
Design Thinking
A robust method for designing simple solutions to complex problems

“... Design Thinking’s brilliant potential:
It deals with human solutions to engineering problems
as well as engineering solutions to human problems.

Participation consensus creation
Sweeping Collaboration
“Superior” solutions based on People

Uncertainty / patterns / insights
Clarity / Focus

Research
Concept
Design

Transparency
Understanding, exploring and producing through an iterative approach

“Understanding the Basics of Design Thinking Will Change Your Life”

{Even if you’re not a designer}
“Rule No. 1: There Are No Facts Inside Your Building, So Get Outside.”

STEVE BLANK

Tools:
Mission Model Canvas
MISSION MODEL CANVAS: SOLUTIONS CANVAS

Team ______________

Key partners | Key activities | Value proposition | Buy-in & support | Beneficiaries


BY STEVE BLANK & ALEX OSTERWALDER
# Mission Model Canvas: Solutions Canvas

## Team ____________

### Key Partners
- Who are our Key partners?
  - Who are our Key Suppliers?
  - What are the Key Resources we are acquiring from our partners?
  - What are our Partners’ Key Activities?

### Key Activities
List the Key Activities necessary to generate our Value Proposition in terms of:
- Production activities (proposed products)
- Problem solving activities (proposed services)
- Maintenance activities and/or development of platforms/networks

### Value Proposition
- What Value do we offer our beneficiaries?
- Which of the beneficiaries’ needs are we satisfying?
- Which of the beneficiaries’ problems are we helping to resolve?
- Which of the beneficiaries’ products and service are we offering? (list)

### Key Resources
What are the necessary resources in order to:
- generate our Value Proposition?
- establish relationships with beneficiaries?

### Buy-in & support
Which tools will we use to involve the beneficiaries and obtain their support?
- What must we do so that beneficiaries use our innovation?
- which metrics should we use to measure its effectiveness?
- What must we do so that our innovation becomes mainstream?

### Deployment
Identify systems and means which have the ability to bring innovation to the beneficiaries enabling them to make use of it.

### Beneficiaries
Beneficiaries are all those people who, potentially, obtain an advantage as a result of this innovation.
- For whom are we creating Value?

### Mission Budget (or cost)
- What are the most important costs for our mission?
- What are the most expensive Key Resources?
- What are the most expensive Key Activities?

### Mission Achievement (or “fulfillment” or “impact”) Factors (or criteria)
What are the criteria for success, in other words the actual elements which tell us whether the mission has been fulfilled?
Pitch Structure 05
• choose who will pitch
• slides
• overall presentation structure

Validation of the Solution 04
• Prototyping (programming/showcasing your solution)
• technical feasibility
• budgeting

Description of the solution 03
• Mission Model Canvas teamwork

Analysis and choice of Challenge 02
“Fall in love with the problem, not the solution”
• Brainstorming SWOT
• Q/A with field mentor

Team Meeting 01
• let’s get to know each other
• who am I
• how can I help the team win

02 Pitching Battle!
• 3 minutes to present the team’s work

01 Team Meeting
• let’s get to know each other
• who am I
• how can I help the team win
1. OVERVIEW
   How we position our solution with reference to the selected challenge

2. PROBLEM
   Why this is an important problem for people?
   How many people have this problem
   Is this a relevant problem?

3. SOLUTION
   How are we going to solve the problem?
   Why our solution works?
   Why our solution is the best

4. BENEFICIARIES AND IMPACT
   Who will need/adopt our solution?
   What will be the impact?

5. TEAM
   Present your team!
   Why are you the best team to execute the project?

6. BUDGET/KEY RESOURCES
   Financial costs and key resources