



**STUDENT INNOVATION WORKSHOP  
COLORADO COLLEGE FALL 2014**



# WORKING AGENDA

<b>Friday</b>	
6:00pm - 6:45pm	Registration
6:45pm - 7:30pm	Introduction
7:30pm - 7:45pm	Icebreaker
7:45pm - 8:45pm	Pitches
8:45pm - 9:15pm	Teams Form and Begin Work
9:15pm - 10:30pm	Teams Work (on canvas)

<b>Saturday</b>	
8:30am - 9:30am	Breakfast
9:30am - 10:00am	What is Validation?
10:00am - 11:00am	Validation
11:00 AM	Mentors Arrive
11:00am - 12:00pm	Work with mentors
12:00pm - 1:00pm	Lunch (with mentors)
1:00pm - 5:00pm	Work (mentors to stay for a bit)
5:00pm - 6:00pm	Dinner
6:00pm - 7:30pm	Final work session
7:00 PM	Judges Arrive
7:30pm - 8:45pm	Final Pitches
8:45pm - 9:15pm	Judging/Winner announced
9:15pm+	Conclude



- **10:30pm Friday – Canvas filled out with preliminary information. The further you get on Friday night, the better off you’ll be for Saturday. Hint: business doesn’t close when we leave. Feel free to continue working through the night in your dorms—research, brainstorm, etc...**
- **11:00am Saturday – Public validation completed**
- **11:00am Saturday – Canvas filled out with real, researched information (market size, competitors, etc...)**
- **2:00pm Saturday – Mentor feedback/validation completed**
- **3:00pm Saturday – Public and mentor feedback integrated into canvas (pivot?)**
- **7:00pm Saturday – Presentation ready**



# **DISCOVERY CANVAS**

**(SEE NEXT PAGE)**

**Completing the canvas, and updating it over and over based on feedback, will be the most important task you perform.**

**You should decide on the problem and proposed solution as a group. (this will involve intense brainstorming) Remember what an ‘MVP’ is. Create the most basic and simple solution.**

**Next, you’ll want to divide and conquer. Most of the remaining squares can be assigned to 1 or 2 people. E.g. – 1 or 2 people can research ‘How many people have this problem?’ Create time deadlines for each task. For example “Research what other solutions exist and report back to us in 1 hour.”**

**USE POST-IT NOTES to fill in the squares. Don’t write directly on the canvas. This way you can change your approach based on new information and feedback (validation).**

### Problem

What problem are you solving?

### Solution

What is your solution for this problem?

### Existing Solutions

What other solutions already exist?

### Unique Proposition

How is your solution better than every other existing solution?

### How Many People Have This Problem?

### What Types of People Have This Problem? (who are your customers?)

### How Are People Going to Obtain Your Solution?

### Revenue Model





# JUDGING CRITERIA

Your final presentations will be judged according to the following criteria (how well have you addressed these?):

## Innovation

Is this a real problem?

Have you solved the problem?

How Many People Have this Problem?

## Validation

Interviewed Real People?

Integrated Feedback?

## Business Model

Different From Competitors?

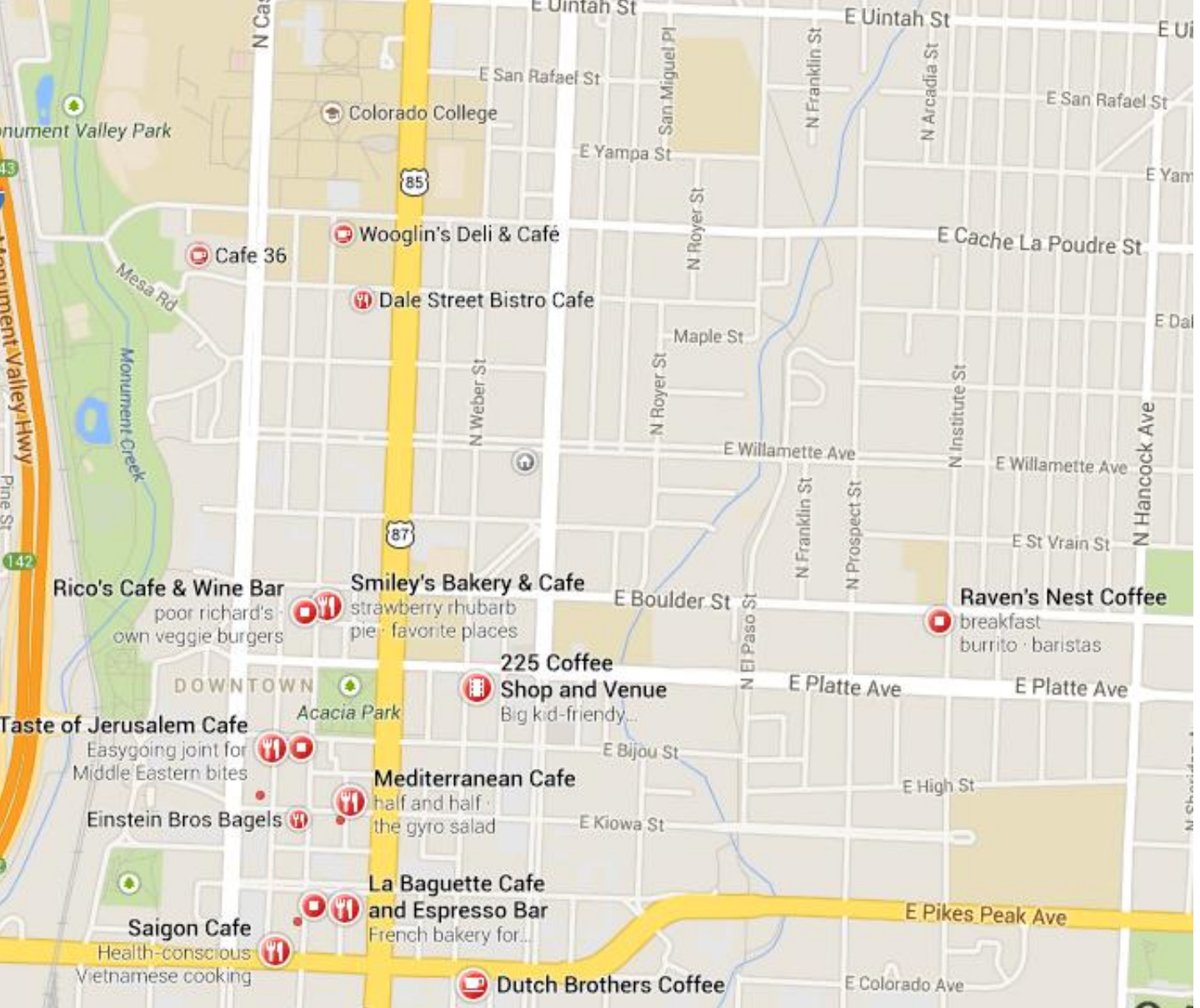
Acquisition/Rollout Strategy?

Realistic Revenue Model?



## **PRESENTATION HINTS**

- **Focus on your MVP. Explain it in detail. Why is this the best possible solution?**
- **Tell us about your pivots. What did you learn during validation that made you change your approach?**
- **No numbers without justification. How do you know that this is the case? (sources, etc...)**
- **Only have 1 or 2 speakers. Any more and the presentation won't flow well and you'll spend too much time switching speakers.**
- **Be ready for questions from the judges! Think about what they might ask ahead of time so you can be prepared.**



- |                          |                          |                           |
|--------------------------|--------------------------|---------------------------|
| The Coffee Exchange      | Dutch Brothers Coffee    | Paris Crepe Euro Café     |
| East Coast Deli          | Einstein Brothers Bagels | Phantom Canyon Brewery    |
| The Famous Steakhouse    | El Taco Rey              | Pita Pit                  |
| Jose Muldoon's           | Fujiyama                 | Plaza Deli                |
| Josh & John's Ice Cream  | Rico's Café and Wine Bar | Poor Richard's Restaurant |
| La Baguette Downtown     | Saigon Café              | Azada Mexican Grill       |
| MacKenzie's Chophouse    | Smiley's Café & Bakery   | Borriello Brothers Pizza  |
| Mediterranean Cafe       | Sonterra Grill           | Café Corto                |
| The Melting Pot          | Southside Johnny's       | Triple Nickel Tavern      |
| Ola Juice Bar            | Starbucks                | Tony's Bar and Grill      |
| P.B. & Jellies           | Taste of Jerusalem Café  | Wooglin's Deli            |
| Rasta Pasta              | The Perk Downtown        | Yoo Mae                   |
| Seeds Community Cafe     | The Rabbit Hole          | The Downtown Bar & Grill  |
| Spice Island Grill       | Nosh                     | Il Vicino                 |
| Springs Orleans          | Nourish Organic Juice    | King's Chef Diner         |
| Wild Goose Meeting House | Old Chicago              | Hunan Springs             |
| 225 Coffee Shop & Venue  | Lucha Cantina            | The Skirted Heifer        |
| McCabe's Tavern          | Over Easy                | Bella's Bakery and Bistro |
| Curbside Cuisine         | Oscar's                  |                           |
| Cupcake Girls Bakery     | Panino's                 |                           |