2019 Ideas to Serve Info Session

‘Know what you don’t know.’
I2S for the past 9 years

A competition for early stage solutions to pressing social or environmental issues.

Two tracks: Ideas (for very early stage projects) and Advanced (for projects that were coming back for a second time or those that have been doing some prototyping already).

What was the success rate: out of 250 (approximately) projects over the years 3-5 are still ‘in business’ doing what they started out with; about 5 more pivoted or exited (sold off their enterprise or merged with another one).

What have been the judges saying: ‘Great students, very passionate, so much energy...but...they have no clue about the ‘conditions on the ground’; they don’t have a good grasp of the solutions landscape; they are addressing symptoms instead of identifying root causes.’
So what next?

- Recognize what’s not working: incentivizing and requiring solutions to social issues from students BEFORE supporting problem discovery and in-depth understanding of the systemic landscape
- Figure out what needs to change: find partners who can support your evolution (Serve-Learn-Sustain, Susan Davis, and others); brainstorm; develop models for the new system
- Look for best practices and examples for what you want to become: Global Challenge Competition, Map the System at the Skoll Center at Oxford
- Create and implement the new model: series of workshop (offered for credit) to support students make the best of the new format; update website, requirements, judging criteria (under construction)
- Test it and continue to improve - (this is next)
How is I2S changing in 2019?

- Focus is on really understanding the issue you are interested/passionate about. Solution is not required, and a solution should only be presented/suggested after an in-depth analysis is completed.
- In-depth analysis - using all the tools available to ‘dig-deep’ and map out the Canvas:
  - Basic research
  - 5 WHY’s
  - Asset Mapping
  - Stakeholder analysis
  - Customer discovery
  - Human Centered Design
  - Unintended consequences
How is I2S changing in 2019?

- Two tracks:
  - **Problem Discovery Track** - for students who are exploring a social/environmental issue with the intent of gaining a deep understanding of that space and where their skills fit in
  - **Solutions Discovery Track** - for students who are more advanced on their discovery journey and are formulating community-based solutions.
What stays the same?

- Eligibility: undergrad and graduate students and recent alum (graduated May 2018 or later)
- Support through workshops (Mondays at 4:30pm in 101 or 311 - see website)
- Cash prizes in both tracks (amounts TBD)
- Expert judges to evaluate and provide feedback
- Prelim round virtual (judges evaluate submissions, and top 12-16 advance to the Finals)
- Finals in form of a Poster Showcase
Key Dates

- **March 11: Intent to Compete and Track Selection** Due - one paragraph issue (and solution for the Solutions Discovery Track) description identifying one community - local or global - you will reach out to, and learn from, as part of your discovery process
- **March 27: Application deadline** (submit one minute video and your in-depth analysis of the issue)
- **April 5: Finalists are notified** (prepare poster mapping your findings)
- **April 11: Finals Poster Showcase and Awards Ceremony**
Questions every submission should answer:
Understanding the Challenge*

What is the issue you are looking to understand?

What is its history and what are the social, economic, corporate, environmental, cultural and political forces maintaining the status quo?

Who is affected by it?

What is the size and scope of the issue?

What is the relationship of this problem to other areas of concern or opportunity?

*Source: Map the System, http://mapthesystem.sbs.ox.ac.uk/guidelines/
Questions every submission should answer: Understanding existing solution efforts*

Who is already trying to solve this problem?

What are they doing?

What efforts have been tried or are being tried?

What has worked, what hasn’t?

Are any of these efforts linked to one another?

What networks & resources exist?

What has happened in the past, and what could happen in the future?

*Source: Map the System, http://mapthesystem.sbs.ox.ac.uk/guidelines/
Questions every submission should answer: Identifying Impact Gaps and Levers of Change*

What is missing from the solutions landscape?

Are there any market opportunities, missing links or actionable responses?

What role do you see for future private, public, and social sector interventions or collaborations?

What are the lessons you have learned from researching this issue?

*Source: Map the System, http://mapthesystem.sbs.ox.ac.uk/guidelines/
Watch this short video about the Impact Gaps Canvas

IMPACT GAP CANVAS

https://vimeo.com/193582920
Solution Discovery Track

Solutions can be in the form of:

- Innovation (brand new solution because you are just that good!)
- Improvements on existing solutions
- Connecting the dots (pieces of existing solutions need to be connected)
- Supporting the work of community innovators (how your skills can support the efforts of someone in the community who already has the solution)

Regardless of the type of Solution a thoughtful analysis of all the possible unintended consequences of enacting your solution should be included.
Deliverables

- **90 seconds video** presentation of your discovery journey (you and your smartphone’s camera). You should present your findings in an easy-to-understand (think PSAs), clear, and compelling way.
- **Executive Summary** of your problem/solution discovery journey - up to 3000 words (or 6 pages single-spaced) + a thorough **bibliography** that cites the sources you have consulted in your research. The best submissions will include a diverse range of sources and materials, from academic texts and articles to op-eds and first-person interviews.
- **20x30 poster board** mapping out your problem/solutions discovery journey that shows how the different parts of the system interact with each other to produce the challenge. The map should clearly show the relationships between the different parts of the system. (Only finalists have to submit this piece)
Upcoming Workshops - Mondays at 4:30pm

February 4 - System and Stakeholder Mapping Tool (Room 101)

February 11 - Empathy tool (Room 311A)

February 18 - Revisiting the Impact Gaps Canvas (Room 101)

February 25 - Pre-mortem: planning for unintended consequences (Room 101)

March 4 - Customer Discovery: How to conduct meaningful interviews (Room 101)

March 11 - Human Centered Design (Room 311A)

March 25 - The Art of Presentation: pitch workshop (Room 311A)
I2S is primarily a competition of ideas where creativity, imagination, and technology are applied to solving social and/or environmental problems.

It is our hope that eventually these ideas will lead to sustainable organizations that are able to generate sufficient income flows to sustain their missions. If the organizations are for-profit companies, the ideas should eventually be capable of providing returns for investors as well.

I2S encourages students to: identify and build on the assets of the communities they want to serve; research the solution landscape to learn from both what works, and what failed (and why); take a systems approach to identifying the root cause versus the symptoms of the issue; conduct customer discovery to better understand the needs of the community; and to carefully consider the possible unintended consequences of any solution they might propose.

Students who are interested in understanding complex problems and/or involved in community - based grassroots efforts to address such problems but don’t have an "innovation" can now be part of I2S - strengthening the "serve" component of it.
Why is all this important?
Watch Ernesto Sirolli’s TED talk: Shut up and Listen!
Questions?
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