

24/June/2013

Class 2 – Project Examples and Introduction to Idea Generation

Summer 2013

Accelerating Information Technology Innovation





Today's Agenda

- Product Examples
- Generating Ideas
- This Week's Assignments
- Questions

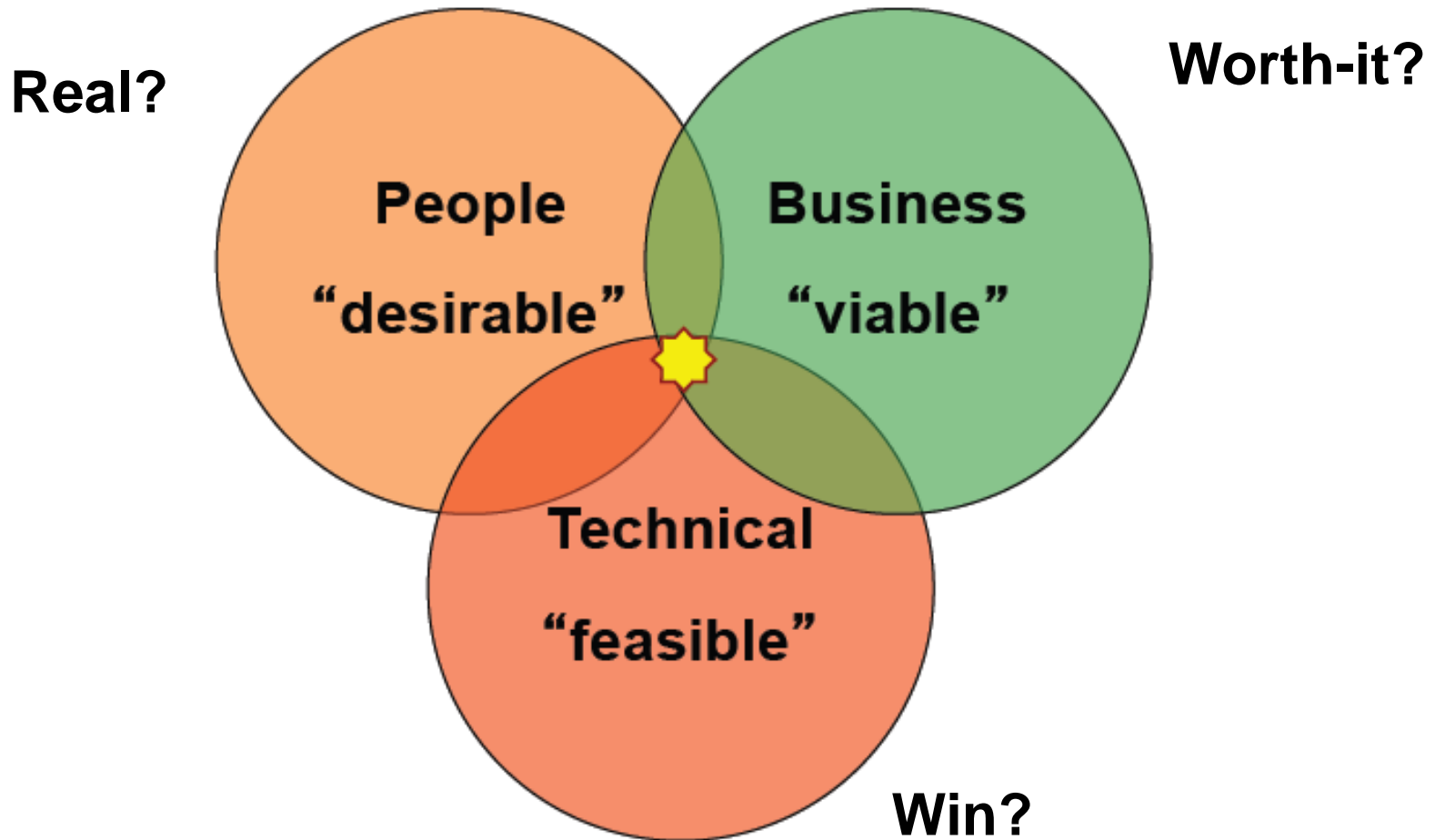
What is an entrepreneur?

- One definition: Someone who creates value for society by building an organization that solves a problem in a new way.

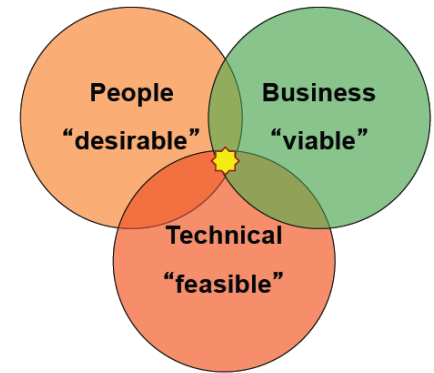


What problems did you face today? This week?
Ask your family and friends of their problems?

All great ideas have three key properties:



Google - Limitless information ... at your fingertips



Some areas to investigate:

Healthcare

Travel

Banking/Finance
/Trading

Information/
Directory

Education &
Language

Social
(Messaging/Phot
osharing)

Entertainment
(Music/Video)

Fitness

eCommerce

Sports

Games

Program
Management

Job Placement/
Freelance

Ticket Sales

Agriculture

Storage/Cloud

Entertainment (1/2) – all these examples were founded or based in Africa

Afrinolly: Watch trailers of movies produced in the African movie markets. Winner of Android Developer Challenge, 2011.



Deezer: Download music to your mobile device or computer, and then listen to your music offline. Founded in France, 2007 and focusing on French-speaking markets.



Streemio: Allows you to listen to unlimited music – anytime, anywhere. Similar to Deezer, but founded in Ghana, December 2011. To be launched yet. Purchased by **Spinlet**



Entertainment (2/2)

Spinlet: Brings media distribution to emerging markets in Africa. Headquarters in San Francisco and offices in Lagos, Nigeria and Tampere, Finland.



Simfy: Streaming music service that allows for offline listening available in South Africa.



Zikify: Stream East African music from anywhere. Founded by five Ugandans, early 2012.



Africori: A synch licensing platform for African music, connecting artists with TV and film production companies, video games developers, and advertisers. Offices in London, Cape Town, and Lagos.



Mdundo: Download music to your phone from your favourite artists by redeeming scratch cards. Founded in Kenya, mid-2012.



eCommerce / mCommerce (1/2)

CrowdPesa.com: Discover, explore and locate local offers. Launched in Kenya, December 2011.



Mocality: Successful Kenyan business directory launched in 2010.



Zimbile: Free Mobile Website Builder designed to help businesses across Africa take advantage of the mobile Internet explosion. Founded in April 2011.



M-Farm: Up-to-date market information links farmers to buyers through a marketplace and current agri-trends. Founded in Kenya, 2010.



eCommerce / mCommerce (1/2)

iCow: Developed in 2010, iCow helps dairy farmers manage their cows more sustainably. Kenya.



MoBiashara: MoBiashara, which translates as “mo’ business,” is a platform that allows business owners to quickly and easily build a mobile storefront and begin selling their products online. Founded in Kenya, 2011.



Pashash: Allows users to share real-world shopping finds. Winner of the 2012 Start-up World Cup. Based in Cape Town



M-Pesa: M-Pesa is a mobile-phone based money transfer and microfinancing service for Safaricom and Vodacom, the largest mobile network operators in Kenya and Tanzania



Social Media

Mxit: Africa's largest social network has over 50 million users and is by far the widest reaching mobile advertising medium in South Africa and beyond.



Motribe: Easily build a mobile social network. Released MxPix photo app in June 2012 with over 1 million users. Founded in Cape Town, August 2010.



biNu: Turns most phones into a smartphone by providing easy access to Internet based apps and services. Founded in Sydney, Australia.



Saya: Brings SMS-like messaging to low-end devices. Founded in Ghana, August 2011.





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Methods for Creating Ideas: Individual Brainstorming

- Research recent popular apps
- Ask Friends
- Ask Family
- Suspend judgment
- Generate a lot of ideas
- Infeasible ideas are welcome
- Use graphical and physical media
- Make analogies
- Wish and wonder
- Solve the conflict
- Use related stimuli
- Use unrelated stimuli
- Set quantitative goals
- Use the gallery method
- Trade ideas in a group

Methods for Creating Ideas: Group Creativity and Brainstorming

Some Common Rules

- Defer judgment of ideas
- Build on the ideas of others
- Encourage wild ideas
- Express ideas visually
- Stay focused on the topic
- One conversation at a time
- Use stimuli related to the topic



Setting It Up

- Comfortable room
- Advance prep
- 4 to 8 people
- Paper or Post-Its
- Color markers
- White boards
- Coffee and snacks



Today's Agenda

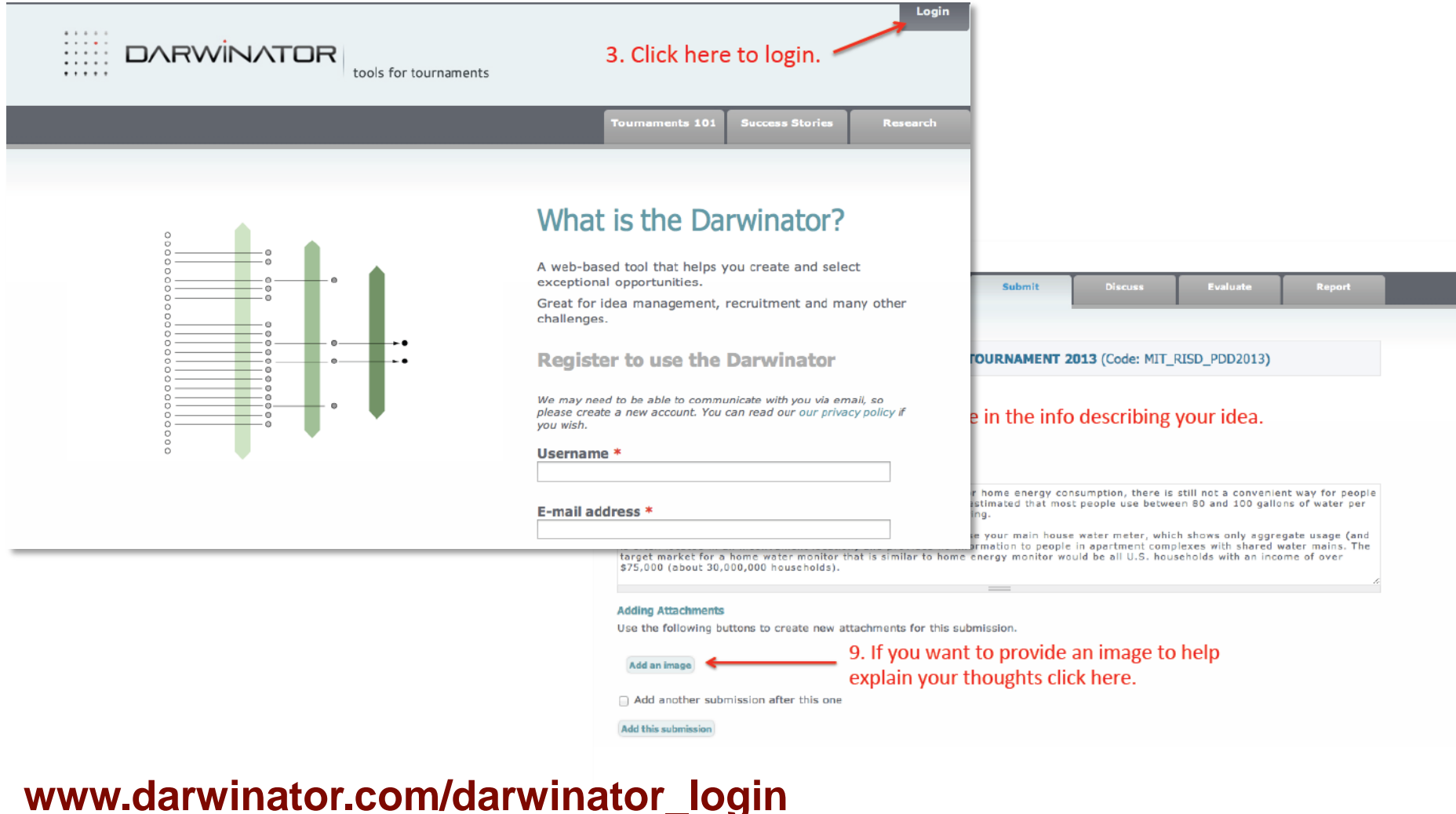
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Homework Assignment - Begin to Brainstorm Opportunities

- Write a 3-4 sentences about something you dislike in your everyday that technology may help to solve or make easier (mobile app or website). You do not need a clear understanding of what the solution or product may look like. Focus on the problem. Why is it a problem? Who faces this problem?

- Process:
 - Find a need
 - Identify an opportunity
 - Take advantage of resources
 - Ask class mates, friends, family to get ideas

Enter the Darwinator – Ideas competition



The screenshot shows the Darwinator website interface. At the top left is the Darwinator logo with the tagline "tools for tournaments". A navigation bar contains "Tournaments 101", "Success Stories", and "Research". A "Login" button is highlighted in the top right corner with a red arrow and the text "3. Click here to login." Below the navigation bar, the main content area is titled "What is the Darwinator?" and describes it as a web-based tool for idea management. A registration form is visible with fields for "Username *" and "E-mail address *". To the right, a "Submit" button is highlighted, and a section titled "TOURNAMENT 2013 (Code: MIT_RISD_PDD2013)" is shown. Below the form, there are buttons for "Add an image", "Add another submission after this one", and "Add this submission". A red arrow points to the "Add an image" button with the text "9. If you want to provide an image to help explain your thoughts click here." The bottom of the page features the URL "www.darwinator.com/darwinator_login" in a large, bold, red font.

3. Click here to login.

Submit **Discuss** **Evaluate** **Report**

TOURNAMENT 2013 (Code: MIT_RISD_PDD2013)

9. If you want to provide an image to help explain your thoughts click here.

www.darwinator.com/darwinator_login

Submit your ideas to Darwinator when ready

- Using the Darwinator web site, submit two potential project opportunities. You should describe each one in terms of the market opportunity only; do not present your own specific ideas for addressing the opportunity at this point. Our focus at this point is on the market opportunity and not on solution concepts.
- Go to www.darwinator.com/darwinator_login and log in to our tournament using the username and password sent to you during Class 1. (Save the email with the login information.) Contact Joshua Przybylko with any Darwinator problems.
- Submit two project opportunities consisting of a brief, descriptive project title (2-4 words) and a short description of the market opportunity. Your description should include the following: documentation of the customer need, shortcomings of existing competitive products, and definition of the target market and its approximate size.
Some example opportunity descriptions will be sent out

2 Ideas are due by 11am Wednesday



Tomorrow

■ Class begins at 11:30 AM sharp

- Bring your completed homework assignment

■ Check your email for announcements



*“To have a great idea ...
have a lot of them.”*

Thomas Edison



"Creativity is just having enough dots to connect..."

... to connect experiences and synthesize new things. The reason creative people are able to do that is that they've had more experiences or have thought more about their experiences than other People."



Steve Jobs



Today's Agenda

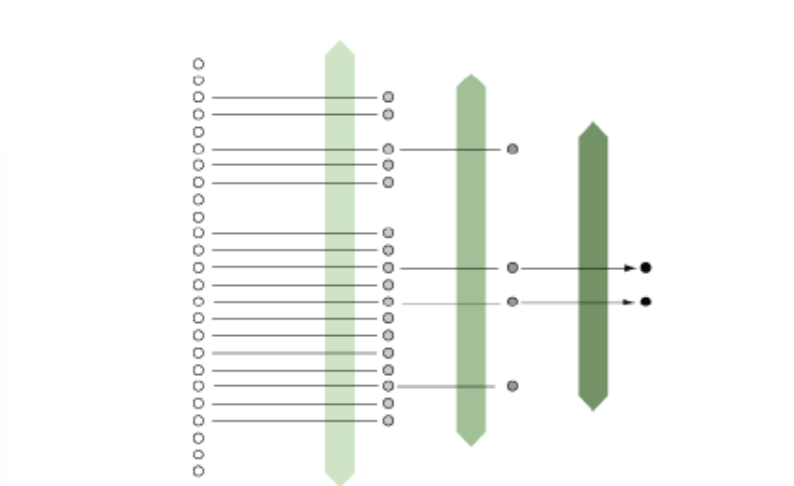
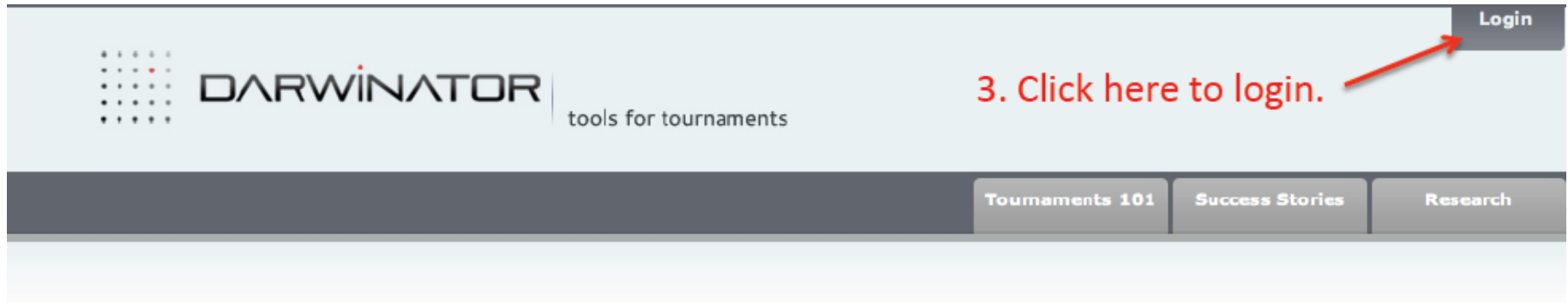
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Appendix – The Darwinator

IDEA SUBMISSION GUIDE

What is the Darwinator?



What is the Darwinator?

A web-based tool that helps you create and select exceptional opportunities.

Great for idea management, recruitment and many other challenges.

Register to use the Darwinator

We may need to be able to communicate with you via email, so please create a new account. You can read our [privacy policy](#) if you wish.

Username *

E-mail address *



Login



DARWINATOR

tools for tournaments

Username *

erick.g.corona@hotmail.com

Password *

.....

- [Create new account](#)
- [Request new password](#)

Log in



4. Fill out your info and click here.



New Submission

Title *

Home water monitoring

Description *

While many companies are rushing to develop devices to monitor home energy consumption, there is still not a convenient way for people to monitor and understand the amount of water they use. It is estimated that most people use between 80 and 100 gallons of water per day, with much of that wasted during tooth brushing and showering.

Currently, the only way to know your water consumption is to use your main house water meter, which shows only aggregate usage (and is often located in an inconvenient location) and provides no information to people in apartment complexes with shared water mains. The target market for a home water monitor that is similar to home energy monitor would be all U.S. households with an income of over \$75,000 (about 30,000,000 households).

Adding Attachments

Use the following buttons to create new attachments for this submission.

Add an image



9. If you want to provide an image to help explain your thoughts click here.

Add another submission after this one

Add this submission



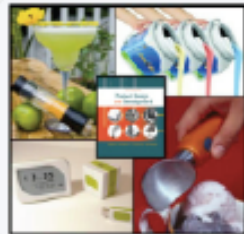
MyDarwin

Tools for Tournament Administrators

[Start a new tournament](#)

5. Now click here to enter the tournament.

Your Tournaments



AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013

Submit and evaluate new product opportunities. Top ideas will be explored in class.

Current phase: *Submission*

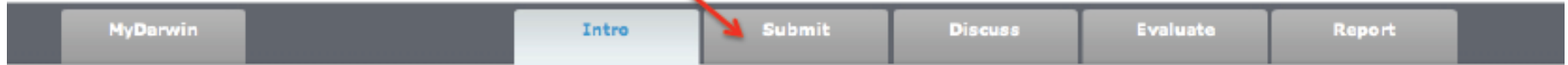
This is your tournament, so you can [Edit](#) or [Delete](#) it.

Got A Tournament Code?

[Join This Tournament](#)



6. Use this tab to submit opportunities.



Tournament: | AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013



AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013

Tournament Summary

Submit and evaluate new product opportunities. Top ideas will be explored in class.

Tournament Description

Submit two project opportunities for new products -- consisting of a brief, descriptive project title (2-4 words) and a short description of the market opportunity by 11pm on Wednesday evening 6-Feb. Your description should include the following: description of the market need, shortcomings of existing competitive products, and definition of the target market and perhaps its size. Starting on Thursday, you should then review and rate a minimum of 50 of the project opportunities posted, by 11pm on Friday evening 8-Feb. Top opportunities will be explored by small groups the following week before the most promising ones are selected for PDD project teams to develop.

Participation Parameters

Current Status

Submitting

Submissions:

- min 0, max 2

Discussion:

- View discussions one-by-one

Evaluation:

- min 50, max unlimited
- View evaluations one-by-one

The main tournament page has some basic info which was described in class.



MyDarwin Intro **Submit** Discuss Evaluate Report

Tournament: AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013

[Create a new submission](#)

7. Click here to get started.

Your Existing Submissions

You have no existing submissions for this tournament.



MyDarwin Intro **Submit** Discuss Evaluate Report

Tournament: AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013

New Submission

8. Type in the info describing your idea.

Title *

Home water monitoring

Description *

While many companies are rushing to develop devices to monitor home energy consumption, there is still not a convenient way for people to monitor and understand the amount of water they use. It is estimated that most people use between 80 and 100 gallons of water per day, with much of that wasted during tooth brushing and showering.

Currently, the only way to know your water consumption is to use your main house water meter, which shows only aggregate usage (and is often located in an inconvenient location) and provides no information to people in apartment complexes with shared water mains. The target market for a home water monitor that is similar to home energy monitor would be all U.S. households with an income of over \$75,000 (about 30,000,000 households).

Adding Attachments

Use the following buttons to create new attachments for this submission.

Add an image



9. If you want to provide an image to help explain your thoughts click here.

Add another submission after this one

Add this submission



MyDarwin Intro **Submit** Discuss Evaluate Report

New image
Choose File no file selected Upload

Description

Display on the submission page?

Save

10. Click here and select the image file (jpeg will work).

11. Then click here.

MyDarwin Intro **Submit** Discuss Evaluate Report

New image
PROP5_1.jpg Remove

Description Water Tracking Integration

Display on the submission page?

Save

12. Put in a description for the image.

13. Click so that image is displayed.

14. SAVE IT!!!



Title *

Home water monitoring

Description *

with much of that wasted during tooth brushing and showering.
Currently, the only way to know your water consumption is to use your main house water meter, which shows only aggregate usage (and is often located in an inconvenient location) and provides no information to people in apartment complexes with shared water mains. The target market for a home water monitor that is similar to home energy monitor would be all U.S. households with an income of over \$75,000 (about 30,000,000 households).

Logo

Choose file | no file selected

Upload

← 15. Disregard (not required).

Adding Attachments

Use the following buttons to create new attachments for this submission.

Add an Image

Image 1

Image Title/Description

Water Meter

PROPS.jpg Remove



Display on the overview page for this submission

Image 2

Image Title/Description

Water Tracking Integration

PROPS_1.jpg Remove



Display on the overview page for this submission

16. When all good you can now save your submission.

Save this submission



MyDarwin Intro **Submit** Discuss Evaluate Report

Tournament: AITI/ASHESI GHANA 2013 - OPPORTUNITY TOURNAMENT 2013

You have already contributed the maximum allowed submissions for this tournament

Your Existing Submissions

Name	Submitted		
Window AC Improvement	2013-01-29 21:33:37	edit	delete
Home water monitoring	2013-01-29 13:45:07	edit	delete

17. Once you have completed the assignment you should have 2 ideas. You have until 11 AM on Wed to revise your work.



Virtual Baby&Kid Sitter

Illustrative
Example

Date submitted: 2013-01-29 00:39:20

Author: ecorona

Description

In the busy world we live it is hard to keep an eye on your children all the time. Wouldn't it be great if a device could tell me if they are coming close to an area I know is a NO-NO? Think about the Rumba virtual walls but for kids; if a kid goes near them the person(s) in charge receive an alert informing them that their kid's curiosity might be too much to handle. And the system doesn't have to be limited to small children. What about teenagers!!! What if a parent could have a means of being alerted if their kids are approaching an area, leaving school when they are not supposed to, and potentially up to no good. According to a quick search online, preventable injuries are the number one killer of children ages 14 and under in the U.S. Each year one out of every four children is hurt seriously enough to require medical attention. These injuries cost society \$175 billion annually. Ninety percent of these injuries could be prevented if families took the simple steps necessary to protect their children. One last thought: couldn't a similar system be utilized to keep sex offenders away from children and teenagers? If such devices had cross-talk capability wouldn't it possible for the device to issue an alarm if a close encounter were to happen?

ROOMBA+CHILD_CONTROL+LOCATION INFO



+



+





Hand-Free Toothbrush

Illustrative Example

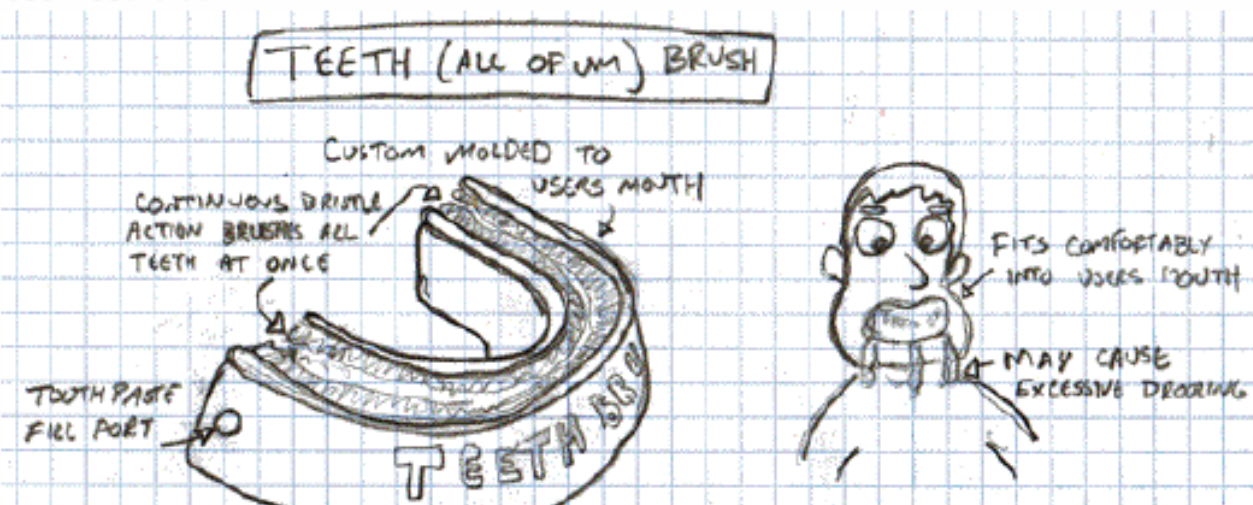
Date submitted: 2013-01-29 13:18:55

Author: You

Description

How about taking battery powered toothbrushes to the next level? Market size is significant as everybody "should" brush their teeth 3 times a day. If anything, battery powered brushes - some worth upwards of \$120 - have proven that there is an appetite for such products.

Cool Toothbrush



Later this week we will evaluate projects

While many companies are rushing to develop devices to monitor home energy consumption, there is still not a convenient way for people to monitor and understand the amount of water they use. It is estimated that most people use between 80 and 100 gallons of water per day, with much of that wasted during tooth brushing and showering. Currently, the only way to know your water consumption is to use your main house water meter, which shows only aggregate usage (and is often located in an inconvenient location) and provides no information to people in apartment complexes with shared water mains. The target market for a home water monitor that is similar to home energy monitor would be all U.S. households with an income of over \$75,000 (about 30,000,000 households).

Date submitted: 2013-01-29 13:45:07

Water Meter



Magnetic Field

Water Tracking Integration



20. Evaluate Idea

How would you rate this proposal?

terrible idea
 1
 2
 3
 4
 5
 6
 7
 8
 9
 great idea

Add extra comments here

Save this evaluation

21. Save your evaluation.