BACKGROUND INFORMATION:
IDEO, the widely admired and award winning design and development firm that brought the world the Apple Mouse, the Polaroid instant camera and hundreds of other cutting edge products believes great projects are achieved by great teams (Kelly, 2001). IDEO employs what they call Hot Teams or Hot Groups to accomplish their goals. Hot project teams start with a clear goal and a serious deadline.

Kelly states the following about IDEO’s Hot Groups:

The hot group knows that it might disband after the goal is reached and reform the next week to slay another dragon. The difference between a dull group and a hot group... It’s the difference [for IDEO] between administrating a trust fund and making an MTV video... hot groups are infused with purpose and personality. (p. 70)

As transformational leaders you will be called upon to form teams within your organizations to solve difficult problems, often requiring creative solutions. You will also be charged with innovative thinking and project delivery. In this assignment, VALUE THIS! you will experience, first hand, what it’s like to participate in a HOT TEAM, very much like one that IDEO employs on a consistent basis. At the Fall Immersion you will be assigned to a HOT TEAM and engage in an exciting Innovation Tournament, called VALUE THIS! You will have time during the Immersion to work in your teams to complete much of this project!

ASSIGNMENT 3.0: VALUE THIS! Innovation Tournament

THE CHALLENGE:
Each HOT TEAM is charged with coming up with an idea for a new venture using an everyday object that will create wealth or change the world by creating the most value possible. You are encouraged to come up with a product, service, experiences, or anything else you can imagine. Feel free to act locally or globally, and to think small or BIG.
EVERYDAY OBJECT:
Object will be announced at Immersion

HOW IS "VALUE" DEFINED?
That's a good question and one of the toughest parts of this challenge! Since it's your job to create value out of almost nothing at all, it's also your job to decide how you're going to do it. Your team has to decide how you'll measure the value you create and how you'll communicate that value to others.

SUGGESTED CATEGORIES (Venture Design Studio, 2013)
There are many ways to create value and change the world. Use these suggested categories below when you think about how your venture will create value:

- **Community**: How can we help connect people, build communities and protect unique cultures?
- **Opportunity**: How can we help people better provide for themselves and their families?
- **Energy**: How can we help move the world toward safe, clean, inexpensive energy?
- **Environment**: How can we help promote a cleaner and more sustainable global ecosystem?
- **Health**: How can we help individuals lead longer, healthier lives?
- **Education**: How can we help more people get more access to better education?
- **Shelter**: How can we help ensure that everyone has a safe place to live?

Additional Categories: (Global Issues Network Conference 2015)
There is a wealth of social and environmental challenges facing our world and potentially in your communities. You may want to consider these problems which span a wide spectrum and include issues such as:

1. Ensuring environmental sustainability
2. Peacekeeping, Conflict Prevention, Combating Terrorism
3. Global Infectious Diseases
4. Digital Divide
5. Biotechnology Rules
7. Illegal Drugs
8. Trade, Investment, and Competition Rules
9. Intellectual Property Rights
10. E-Commerce Rules
11. International Labor and Migration Rules
12. Promoting gender equality and empowering woman
13. Reducing child mortality rates
14. Eradicating extreme poverty and hunger
FREQUENTLY ASKED QUESTIONS
Adapted from Global Innovation Toolkit (Stanford Technology Ventures Program)

Why an Innovation Tournament?

An Innovation tournament is a fun and effective way to experience the entrepreneurial process, including seizing opportunities, leveraging limited resources, and bringing ideas to life (Global Innovation Tournament Toolkit). Specifically this tournament aims to:

- Allow participants to practice entrepreneurship;
- Teach and promote teamwork and creativity;
- Provide participants opportunities to reflect upon a leader’s role in creativity and innovation;
- Unleash personal creativity;
- Focus on FUN and friendly competition.

WHAT ARE THE GOALS?

1. To create as much value as possible using an everyday object.
2. To develop an idea for a new venture
3. To measure the value you create in a reasonable way.
4. To report on the idea and value created in a creative and impactful 3-minute video.

WHAT’S THIS INNOVATION TOURNAMENT ALL ABOUT?

This Tournament is modeled in part after other tournaments and challenges, such as Stanford’s Global Innovation Tournament and YOU Innovate! hosted nationally by the Canadian Business Foundation (CYBF). The key learning objective is to gain a deep understanding of what it’s like to create something significant out of almost nothing at all – a fundamental skill relevant to any career. This Tournament shows that the spark of a great idea simply comes from looking at an ordinary object in an extraordinary way, an entrepreneurial way. Past challenges include creating as much value from a pack of post-it-notes, water bottles, rags, or rubber bands. Successful completion of the challenge requires creativity, teamwork, execution, and value creation.

WHO WILL BE GRADING OUR PROJECTS?

Each HOT TEAM will be responsible for submitting one video to their EDOL 720 instructor (end of Week 8) for grading. Up to 25 points will be awarded to each team member (see grading rubric). Students are also required to submit a reflection piece at the conclusion of the project.

HOW LONG CAN OUR VIDEOS BE?

The maximum length is 3 minutes, but keep in mind that sometimes shorter is better. Projects that go over 3 minutes will lose assignment points and also be disqualified from the overall tournament. (Note: Credits and/or acknowledgments do not count as part of the 3 minutes).
WHAT IF WE DON’T KNOW HOW TO MAKE A GOOD LOOKING VIDEO OR HAVE ACCESS TO THAT KIND OF SOFTWARE OR EQUIPMENT?

Many students have ways to produce videos from their personal computers, smart phones, etc. If that is not the case for your group, one suggestion is to find volunteers with video cameras who would be willing to tape your submissions.

WHEN WILL THE PROJECTS BE JUDGED?

After grading, and at the conclusion of the course, instructors will forward all Hot Team video links (absent points/grade) to the Value This! Project Coordinator. Projects will be judged after the course is completed during the month of November. Prior grades will not affect the judging.

WHO WILL JUDGE OUR PROJECTS?

The ED.D. Core Planning Team will convene a panel of judges from among Brandman faculty and entrepreneurial leaders in Orange County in addition to some East Coast judges.

HOW MANY WINNERS WILL BE SELECTED AFTER THE PROJECTS ARE GRADED?

Typically, in these tournaments the number of awards and categories is at the discretion of the judges. We plan to follow that format.

WHAT ARE THE JUDGING CRITERIA?

Just like in real life and true entrepreneurial environments, there are many ways to define value/impact, and measurement is very subjective. The criteria will be at the discretion of the judges however, a rubric for assessing value will guide the process. One guideline we are offering will be for judges to give more weight to projects in which teams actually implement their ideas rather than simply talk about their ideas.

DOES IT COST ANYTHING TO DO THIS?

Participation in the tournament is free since it is connected to EDOL 720 as an assignment. Should teams desire to purchase additional materials to enhance their projects all funds spent should be noted and subtracted from any profits made from the project. All additional money made as a result of this project must be donated to a reliable charity and noted at the end of the presentation.

ARE THERE PRIZES?

Yes, commendations will be awarded to the various Brandman Hot Teams who win the
competition or place in an acknowledged category. We are encouraging students, however to place their *emphasis on having fun and unleashing their creativity rather than on any competitive aspects of the tournament*. Winning teams and their videos will be showcased at the January 2018 Immersion.

**WHERE CAN I SEE WINNING PROJECTS FROM FORMER ED.D COHORTS?**

[http://digitalcommons.brandman.edu/edd_innovation/](http://digitalcommons.brandman.edu/edd_innovation/)

**References:**


Stanford Technology Ventures Program (Global Innovation Tournament Organizer Toolkit) Retrieved from stvp.stanford.edu/...Innovation_Tournament_Toolkit-Jan_2012.pdf · PDF file