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, experience, 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.

HOT TEAMS: Depending upon the number of students enrolled in each section of EDOL 720 students will be pre-assigned to a HOT TEAM in advance of EDOL 720 and Immersion. While much of the planning for this project will occur during the Fall Immersion, Hot Teams will need to meet virtually (Adobe Connect) or in person at scheduled Cohort Meetings. Every attempt will be made to form teams within Cohorts for efficiency and meeting coordination

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<th>VALUE THIS! INNOVATION TOURNAMENT SCHEDULE</th>
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| August 31- Sept 2, 2019 | • Presentation detailing components of VALUE THIS! Innovation Tournament.  
                          | • Pre-assigned HOT TEAMS revealed.  
                          | • The mystery object is unveiled (everyday object). Object may be replicated or enhanced for use in the overall project delivery but all unintended costs must be entered into the value equation.  
                          | • HOT TEAMS meet during Immersion to begin creative thinking and planning |
| **Sept 3-Oct 27, 2019** | • HOT TEAMS will meet together (throughout the 8 week term) to decide how they will use the mystery object as raw material to create value; It is strongly recommended that teams have an idea and corresponding implementation plan before leaving Immersion.  
                          | • HOT TEAMS shall meet and confer with 720 faculty and Cohort Mentors during Immersion and throughout the course for advice and/or recommendations relative to proposed challenge.  
                          | • HOT TEAMS will meet with Instructor to present project during the course (time determined by teams and instructor) for review and feedback.  
                          | • HOT TEAMS (or a designated member selected by the team) will make an attempt to connect with some facet of the community (website, community project, etc. to help define their innovation’s value.  
                          | • HOT TEAMS must create a video explaining their innovation and showing its value (three minute maximum length) for grading. Rubric detailing guiding principles and grading criteria included for student review. |
| **October 27, 2019** | • Video submissions (YouTube link) due to Blackboard for grading (End of Week 8). Each student must also submit a 1-2 page reflection paper detailing overarching learning from their participation in the tournament. |
| **November 2019** | • A panel of judges selected from the faculty and corporate business community will score the videos and determine the “Showcase” presentations. |
| **January 2020 Immersion** | • *Film Festival* and Awards Ceremony |
**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 Value this! Project Coordinator 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 2020 Immersion.

**WHERE CAN I VIEW SAMPLE INNOVATION TOURNAMENT WINNERS?**
While there are many versions of this tournament online, you can access previous Global Innovation Tournament Winners on You-Tube. When viewing, be sure to select samples that include the “Everyday Object” component as some Innovation tournaments do not support this version.

You can review all of the doctoral top winning Innovation Projects for each class at Digital Commons (see link below).

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