Take the challenge for Sustainable Global Venture Design - Fall 2015
INTB-3060 Section 001  -  Fall Semester 2015 (2:00-3:20 PM)

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Office Hours: After class and by appointment

We all have the potential to create a company, service or business with a 10 to the 9th power (power to touch a billion people)
– we are democratizing the ability to change the world

Introduction:
The course provides a unique opportunity for students to get involved in sustainable venture design and develop businesses models for social change. There is a one week study abroad component to this class. Successful students will have the opportunity to visit the project sites and assess their plans and create prototypes.

What is Sustainable Global Venture Design – What Impact Will You Make?
The course is interdisciplinary, global, entrepreneurial, experiential, project-based and team-oriented. In the course you will:

- identify a wicked grand challenge
- design a social venture solution
- collaborate on an interdisciplinary project team
- be mentored by business professionals
- pitch your venture before judges

In this UC forward Class you have the opportunity to work on multidisciplinary teams of 4-5 students to develop scalable venture solutions to address a global environmental or social challenge. The Fall 2015 course will focus on developing venture solutions to address water, energy, food/agriculture, health, education and livelihoods challenges locally as well as in developing economies like India. It is up to each team to identify the specific problem and develop a venture solution to that problem. In the course teams will create a financially-sustainable business to address an identified social-environmental problem and market opportunity.
When does the course meet?
The Fall 2015 class will meet Tuesdays and Thursdays at 2PM. There will also be an optional evening impact studio session with professional mentors to work on your venture.

What should I expect from the course?
Each interdisciplinary team will gain experience with business model generation and venture plan creation. The outcome of the course will be a well-designed business plan and presentation delivered to a panel of entrepreneurs/potential investors. The best teams will have the opportunity to pursue incubation support and seed funding through submission of their work to venture plan competitions to pilot and launch their business ideas.

What are the course objectives?
The course is designed to give you a fresh look at the dimensions of creativity, design thinking, and innovation, in creating a sustainable business for social change. We will focus on helping you discover these elements within each of you, so that you are inspired to both dream and do, and to imagine and implement. You are encouraged to think boldly and to break with convention and rules.

During the course, student teams will design a product or service and develop a business model around that product or service. You will engage in a multidisciplinary, multi-country collaboration to develop sustainable solutions and business models to address global challenges. You will learn to apply your creativity to solve problems and together with multi-disciplinary students here or from the leading partner school of IIT in India your team will compete with each other. Students will take part in a local competition. Winners of the challenge will have the opportunity (if they choose) to incubate and implement the winning plans into successful sustainable social businesses. Students who wish to travel to India can do so in December to visit project sites and assess some of the issues facing developing economies.

Course Standards
Students are expected to attend class sessions, bring a positive attitude to class and have fun learning and interacting with international team members.

| Class Participation, Minor Assignments, Quizzes on Text material covered | 20 % |
| Problem Definition & Preliminary draft plan of solution [In Week 5] | 10% |
| First Draft of Business Plan [Presentation in Week 9] (will be judged) | 20% |
| Final Draft Business Plan [Presentation in Week 13] ( will be judged by external judges) | 20% |
| Written Report | 30% |

Attendance: Missing more than 3 classes will result in a 5% loss of grade for each class. Medical emergencies must be documented with a note from your doctor indicating which day you missed and why. If you have any special needs please discuss your needs with the instructor.

Your learning objectives
1. Applying creative problem solving to major global issues. Students are given a problem, and they learn to apply creativity and innovation to solve that problem. The problems/issues that are tackled are large
and poorly characterized. Students are expected to chip away at the issue and come up with a problem definition. An important first stage in working on open-ended problems is learning to identify what is the “right” problem to solve.

2. Application of design thinking to develop solutions
3. Evaluation of technologies and design not just in terms of their performance, but also based on social, cultural, historical, and other contexts.
4. Identification, investigation, and evaluation of business opportunities. This course focuses on a segment of society that is often overlooked by the global marketplace. Students must analyze observational data and evaluate their proposed solution to see if it is financially sustainable.
5. Working effectively in multi-disciplinary, international teams.

Course method
First, you will be formed into teams with 3-5 members from your class. As you learn about customer value propositions in class you will coordinate with your team and international counterparts and work with them on Problem Articulation and Problem Definition. All communications with your international partners will be via Skype, telephone, or video-conferencing during the duration of this semester.

Next you will work to brainstorm and identify a social problem or challenge faced in a setting (rural or urban) that is accessible to your international partners. With the assistance of your international partners you will do field research in the “problem area” and use a human centered design process to come up with a tentative solution for the problem you identified. If you chose to do a local issue, you will team up with community partners and interdisciplinary students.

At this point the team begins to work on the business model surrounding the tentative solution. The business model developed could be either for a for-profit organization or a non-profit organization, but in either case the same sustainability criteria is important. Teams will continually iterate between reading, research, field study, and the design of the business model. Your team will present its work at several key milestones along the way: (i) Problem definition and preliminary solution (ii) First draft of business plan (iii) Final draft of business plan

Each team will produce a written report with a maximum page limit of 15 pages including figures, tables and executive summary. The report will need to be concise yet provide sufficient detail so that the solution can be demonstrated. The report can also be provided as supplemental material for submission to other national venture challenges.

Team presentations will be judged. Winning teams will receive financial support to visit India in December. In Bangalore India, students will have the opportunity to visit project sites, receive mentorship, training, and access to venture capital organizations. A student may choose not to attend for various reasons.

Who should participate?
The course is open to all students and is intended to cut across disciplines – from the arts, to engineering, economics and science – and to appeal to students who have a broad interest in the creative process, design-thinking, innovation and entrepreneurship.
Required Text:

Pedagogy
1. This class is run in a studio format. What does that mean? The instructor’s role in this class is not as the guardian of information but more as a facilitator. You will have some lectures in the first two to three weeks, following which discussion will be based on readings, material in the book and preparing for the challenge in your teams.
2. Weekly discussion/interaction between instructors, mentors and team members.
3. Feedback on written documents and oral presentations from instructors, and mentors.
4. In-class discussions.
5. Online collaboration with teams in India through Wiki, Skype, e-mail and where possible video conferencing.

TENTATIVE COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics, Content, &amp; Milestones</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>First Day: Introduction of the course.</td>
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<tr>
<td>Week of 8/24</td>
<td>For week 2 complete readings from your text pages (1-107) before class on 8/31</td>
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<td>Week 2</td>
<td>Why Do Human-Centered Design? The Three Lenses of Human-Centered Design. The HCD Process. Students are introduced to thinking creatively through a series of exercises and in class activities. Ideation concepts. Form Teams. Think about various social causes/ideas you can work on. Interaction and exchange of views. Narrow down on 1 or 2 ideas and identify “value proposition” that you are offering through your project. Understanding ethnography and culture. Customer segments, Ideation. Make contact with team partners Read pages (107-171) for next week.</td>
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<tr>
<td>Week of 8/31</td>
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<td>Week 3</td>
<td>Learn how to effectively work as a team and develop a preliminary work plan. What is the Base of the Pyramid (BOP)? Examples of business models that successfully serve the base of the pyramid. Explore the social business model. Continuing with Ideation and value proposition. Read pages (171-239) for next week.</td>
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<tr>
<td>Week of 9/7</td>
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<tr>
<td>Labor Day</td>
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<td>Week 4</td>
<td>Design Thinking /Voice of the customer. The problem starts with understanding your customer and the customer’s environment. Blue Ocean strategy, exchange of ideas, empathy map. Assessment on TESCO strategy in South Korea (5 Building Blocks/ SWOT/ Blue Ocean/Empathy Map). Students present their innovation ideas. Submit preliminary work plan. Read pages 240-end for next week.</td>
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<tr>
<td>Week of 9/14</td>
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<td>Week 5</td>
<td>Discuss (a) possible formats for the presentations, and (b) ways in which it might be</td>
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| Week of 9/21 | possible to protect confidential information if any about the project subjects in such presentations.  
Blackboard Discussion:  
Why social ventures? What is social value and how do you measure it? What is market segmentation? Learn techniques of good digital presentations. Submit draft plan of your solution. Students present their innovation ideas. Submit Problem Definition and Preliminary Draft plan. |
|---|---|
| Week 6  
Week of 9/28 | Assessment of design research results. Discuss your business plan and how to make an effective video/multimedia presentation of your business plan. Student teams will work on developing their innovations and a short business plan. **Continuation of the ideation process with each team having interaction and idea exchange through skype sessions.** Each team narrowed down on 1-2 ideas and tried to work out a business plan around it. Review of innovation process with students, faculty, what worked, and what didn’t, what were the difficulties, what were the pleasant surprises. Work with teams on developing solutions and presentations. **How to write a business plan, points to be considered and steps leading to building the same.** Individual teams working on the workbook "Breakthrough by Design". Value Propositions, Fair Value Line and the evaluation grid on "Performance" & "Cost" elements for the product vis-a-vis competition. |
| Week 7  
Week of 10/5 | 10/9 Reading Day – UC Holiday  
10/10 Reading Day – UC Holiday  
**First presentation on Tuesday** |
| Week 8  
Week of 10/12  
(Fall’s reading days:  
**Thursday - Friday, October 15 – 16** | Students will share Business Plan ideas with the class. |
| Week 9  
Week of 10/19 | **Submit First Draft of Business Plan** |
| Week 10  
Week of 10/26 | **Work on Business Plan**  
**Work on solution and presentations with the help of feedback from the instructor** |
| Week 11  
Week of 11/2 | **Work on Business Plan** |
| Week 12  
Week of 11/9  
**Veterans Day(11/11)** | **Work on Business Plan and Written Report** |
| Week 13  
Week of 11/16 | **Submit Final Draft Business Plan**  
**Present your business pitch for critique.** |
| Week of 11/23  
**Thanksgiving Weekend (Thursday - Sunday,** | **Work on Written Report** |
November 26 - November 29

Week 14
Week of 11/30
Submit Written Report  Competition will be Judged

Classroom expectations

Attend classes
Make friends in class so you can email them when you miss a class.
Respect your fellow students and your teacher, be kind, be courteous and open to others ideas.
Complete your reading and homework on time
Provide feedback to the instructor during the semester.

Student Responsibilities

You are also expected to read the material before each class. You are asked to actively participate in class discussions. Please note that participation includes both completing all assigned readings and chapters and other preparation before class as well as participating actively in discussions during class. In particular, I pay attention to: (a) attendance, (b) preparedness, (c) attentiveness, (d) participation in class discussions (quantity), (e) relevance of comments (quality), and (f) participation in group activities/exercises.

Feedback

A formal evaluation of the course will be requested at the end of the term. However, your comments, suggestions, and criticism are welcome at any time during the course - the earlier the better. In my experience, I have found that classroom dynamics differ each semester so I usually take some formal feedback from you during the semester. This feedback helps me structure the class better as we go along. Please know in advance this class follows the UC forward format. If you are looking for a highly structured class, this is not for you. The class is deliberately designed to allow you the student to work, research and accomplish the goal of the class.

Email Policy

Please use email judiciously. Regarding a missed class, please ask your fellow classmates for this information or look at your schedule. Write your emails as you would any formal business communication; capitalize, check for spelling, punctuation, salutation and who it is from. Also in the subject heading please put your class id. This is important so that I know who the email is from and which class. I check your mails once a day so please address time-sensitive information face to face. I do have an open door policy and you can talk to me in my office. You can expect a reply to mails within
24-32 hours. Also, please note I have a dedicated e mail for my students. Please try to use only this email: intbtacap@gmail.com. I am not responsible for mail sent elsewhere.