

# Advanced Innovation & Design

<https://www.youtube.com/watch?v=xv979hNqMQ4>



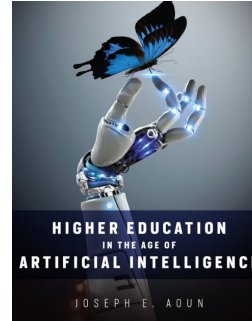
# Agenda for Tonight

- Welcome!
- Why iAID?
- Community Partnerships
- UWM Activity - Think Differently
- iAID Overview, Benefits, Expectations
- Testimonials
- Next Steps

# Resulted from Regional Collaboration

Entrepreneurial education is increasingly becoming a priority to address perceived gaps in student preparation for the 21st Century Innovation Economy. The course is designed to act as a **skills accelerator** in the areas of:

- systems design thinking
- creative problem solving
- collaboration and communication
- project management





# Community Partnerships



*Partnerships  
provide  
opportunities to  
learn from one  
another, develop  
regional supports,  
and inspire and  
support future  
innovators!*



LUBAR  
ENTREPRENEURSHIP  
CENTER

## UWM: iAID Sample Activity

# Pizza My Heart!





*WHO IS THE CUSTOMER?*

*WHY DO THEY CARE?*





# Product Market Fit

Customer  
Segment

\_\_\_\_\_

*Customer Segment: Which People, Be Specific*

Value  
Proposition

Would pay to

\_\_\_\_\_

*Value Prop: Solve this Problem*

In a way that

\_\_\_\_\_

*Verb (reduces, increases, etc.)*

\_\_\_\_\_

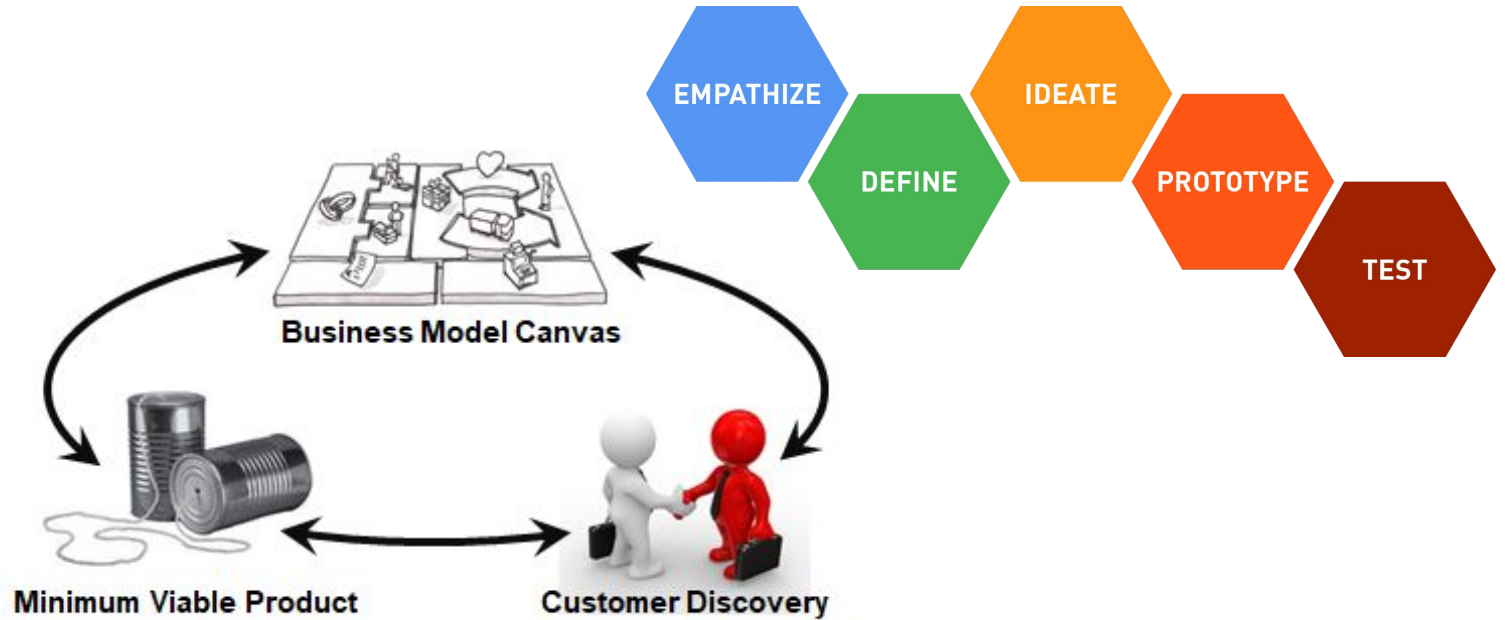
*A specific customer Pain or Gain*

*(unlike \_\_\_\_\_)*

\_\_\_\_\_

*Extra Credit: How is it different than the competition*

# Lean Launch





# LUBAR ENTREPRENEURSHIP CENTER

- Consultation on curriculum, instructional strategy
- UWM staff to deliver pop-up classes
- Off site collaboration space
- Student mentorship
- Participation in student “pitch” review



Sheldon B. Lubar  
School of Business

- College level portfolio rubric to inform work
- Portfolio review by UWM professor
- Opportunity for 'credit for prior learning'



## THE COMMONS

- Regional Collaboration
- Mentor Network
- Staff Development
- Practice Pitch Nights
- Pitch Judges



# iAID Overview



# iAID Overview

- iAID as a Capstone Experience
- Connections to the Vision of the Graduate
- What will students be learning and doing?
- The iAID Advantage



# Capstone Experiences in the SDNB

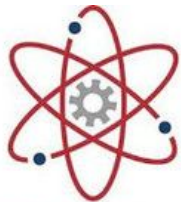
“Serves as a culminating **interdisciplinary** learning experience that allows students to reflect on what they have learned and **apply their knowledge, skills and dispositions** in a manner that reflects what they will experience in their **life after high school.**”



Advanced Innovation & Design



Career and Service Based Learning



PROJECT LEAD THE WAY  
**PLTW**  
Preparing students for the global economy

Engineering Design & Development

*For more information:*  
<http://www.nbexcellence.org/district/capstone.cfm>



AP Research and Seminar





# Connections: iAID and the Graduate

## CONNECTION TO THE GRADUATE

All students will graduate “College and Career Ready” which means:

- Develop a general understanding of how the problem-solving process has been applied to innovate, invent, design, and build products and systems in a variety of environments/industries.



We Support the Vision of our Graduate by:

- Providing developmentally appropriate opportunities to learn and demonstrate required/ desired knowledge, skills and dispositions
- Collaborating with partners to provide exposure to a wide range of industries and careers
- Aligning curriculum to a variety of post-secondary opportunities.

# What Will iAID Students Do?

Team Building!  
Ideation!  
Interact with Real Stakeholders!  
Creative Problem Solving!  
Prototyping!



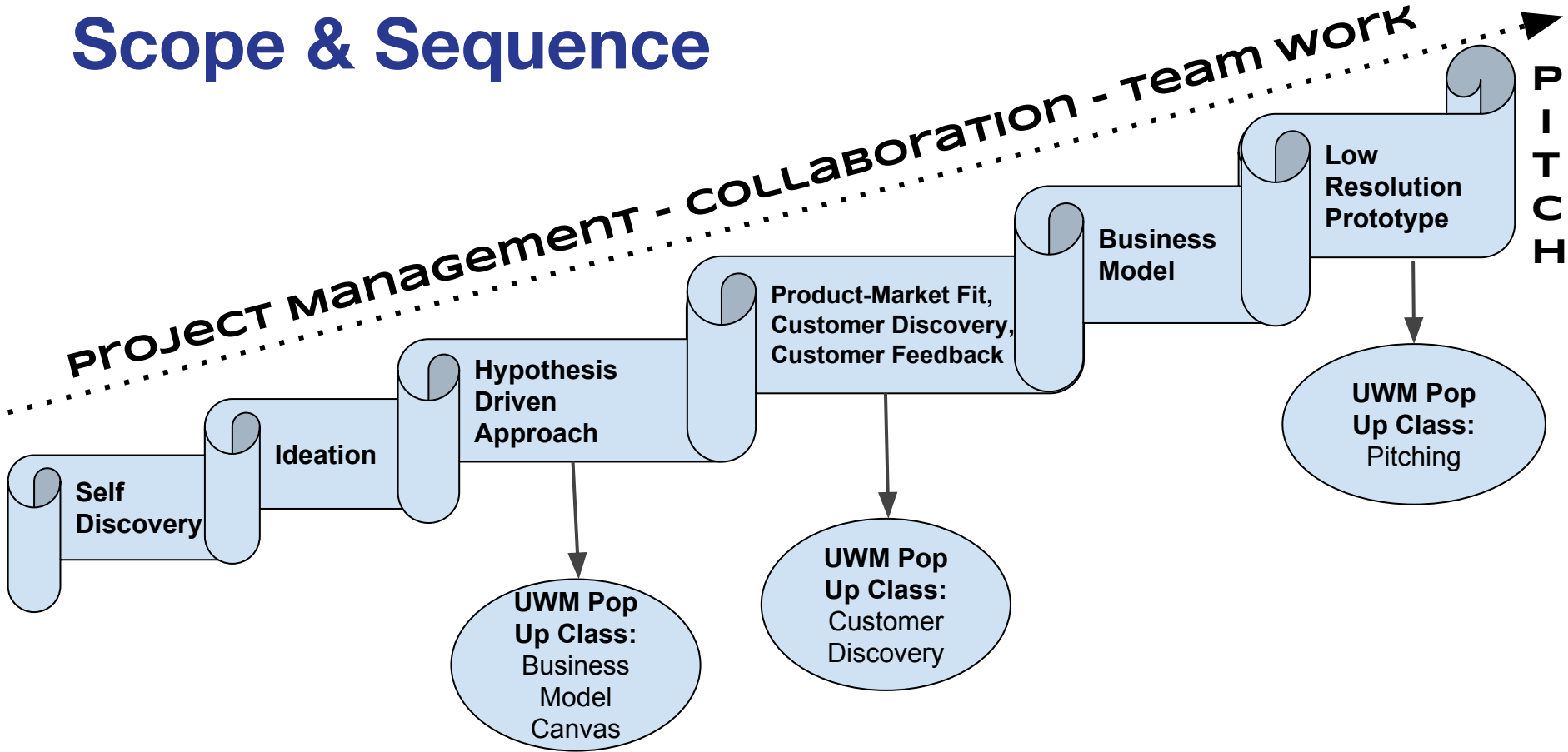
Guiding Questions:

- Who are the customers for this problem/opportunity?
- How do we communicate with the customers?
- How does my solution solve a problem and/or deliver value?
- How will we engage others in the value of our solution?
- What is the best way to pitch the idea to others?

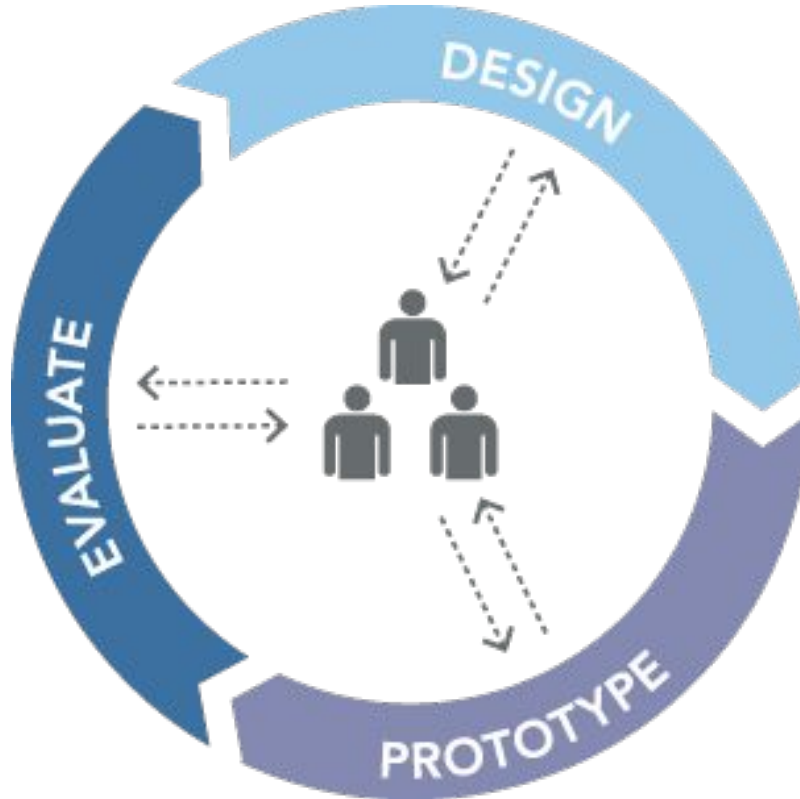


2016-17 Recap Video

# Scope & Sequence











# Iterative/Agile Development



- Customers and mentors will provide input to help improve each iteration and/or sprint.
- Teams may or may not produce a product/idea with a significant value proposition. That is OK!
- Students and teams assessed on their application of process, skills and dispositions.
- Teams who want to continue to advance their solution will be connected to programs, supports and resources that can help them.

# Business Model Canvas - Example

The Business Model Canvas		Designed for: Crate & Create	Designed by: Dan Schneider, Eric Tutkowski, Zach Brandt	On: 08/04/18
<b>Key Partners</b>  Home Depot  Milwaukee tools  Lumber shops  Google Adsense  	<b>Key Activities</b>  Research   Website Developing And updates  Brainstorm Events	<b>Value Propositions</b>    Hands on experience Knowledge Advancement in subjects such as math, reading, and problem solving Product to play with  Allows them to learn how to follow instructions	<b>Customer Relationships</b>  Personal assistance- Talk to real people if you are missing parts  Automated service- Easy to order our product 	<b>Customer Segments</b>    Busy, tired and overworked  30's - 50's  Can be inexperienced or not  They want kids to stay off technology
	<b>Key Resources</b>  Design team/ Engineers  Warehouse to hold the products   Capital Shipment options?		<b>Channels</b>  Awareness- Ads for our product on social media  Delivery- Shows when next shipment is coming  Purchasing- Provided on our website  After sales- Complaints can be written down on our website	
<b>Cost Structure</b> Box Costs \$30 Can be sold in stores for around \$35-40 Cost for box \$15 Box shipping \$5 		<b>Revenue Streams</b> Buying at stores such as Home Depot Subscription service 		

# Team Formation

Based on...

- Student pitch on area of interest (Hcare, Eng, Biz, Tech)
- Use of interest/skill inventories
- Student feedback
- Diverse roles



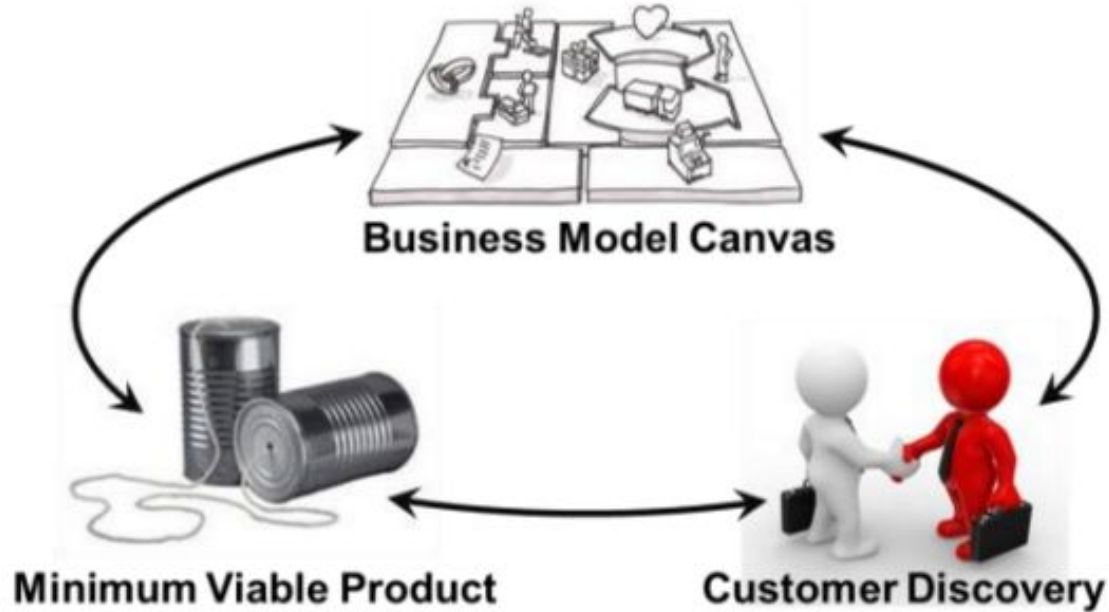


# Class Structure

- Full week of classroom instruction and activities alternating with full week of autonomous project work (Note: autonomy is a privilege!)
- 60% In-class, 40% Project
- On site - UWM pop-up classes to support curriculum
- Off site - Research and customer discovery
- On/Off site - Professional mentorship, tours, etc.



# Lean Launch Methodology





# iAID Portfolio and “Pitch Night”

- Collection of artifacts demonstrating progress
- Highlights activities throughout the course that demonstrate the evolution of the problem solving process
- Final product is a **presentation** (i.e. ‘Pitch’) and a final **portfolio**.
- All mentors, advisors and parents will be invited to iAID ‘Pitch Night’
- Portfolio can be evaluated by UWM (for potential post-secondary credit).



# PITCH NIGHT

Advanced Innovation & Design (AID)

## 2017



2017 Pitch Night Video



# Portfolio Rubric/Review

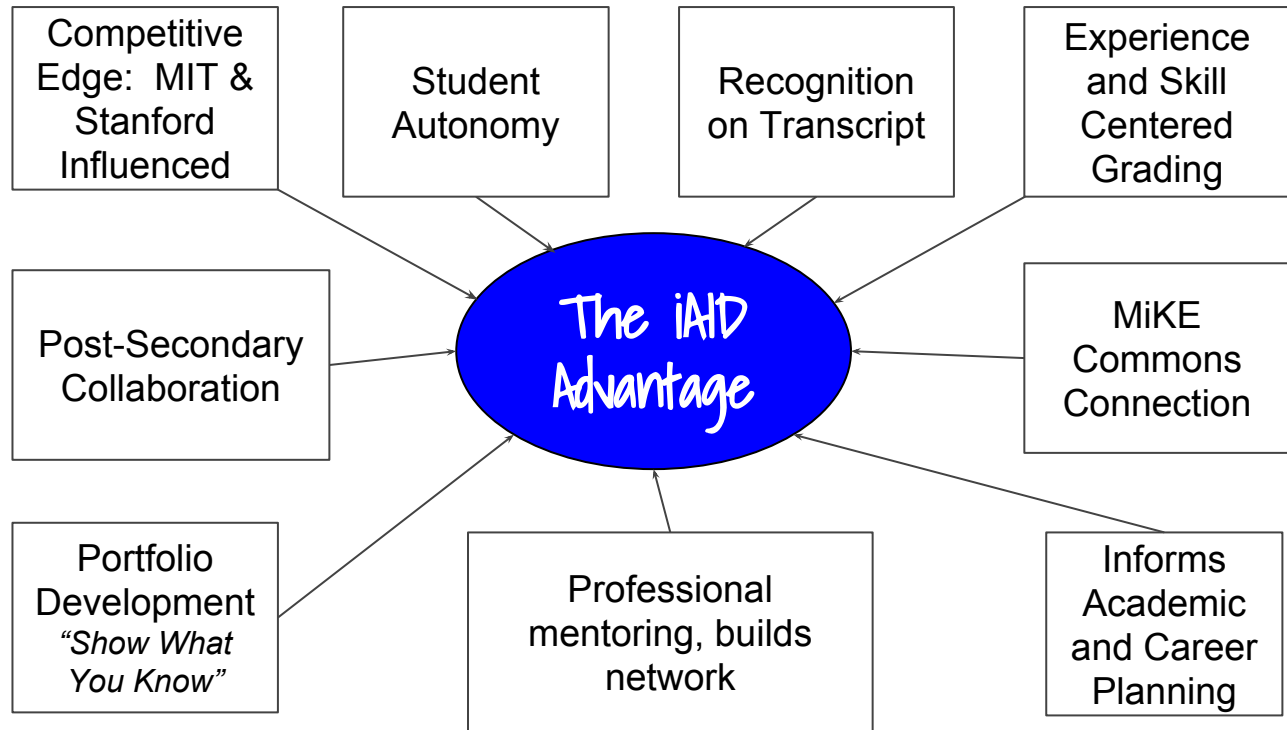
## SDNB Student Resume and Essay Criteria - submitted to UWM

1. Student resume
2. What is the student's GPA?
3. Student interest survey
4. Personal biography
5. Customer archetype
6. Product market fit report
7. Final business model canvas

Essay: Why is the student interested in entrepreneurship? Why is the student interested in enrolling at UWM? Why is the student interested in courses in the Lubar School of Business? What does the student already know about entrepreneurship? What is entrepreneurship? How does entrepreneurship happen? If student has an entrepreneurial idea, what is that idea? If student has an entrepreneurial idea, how thought-through is that idea?



# The iAID Advantage



Please click [here](#) for a more in-depth description of the iAID advantage along with a FAQ about the course.



# Expectations



# iAID Required Dates

- January 17th, 8:30 a.m. - 2:30 p.m., District Office Room E, Student Team Build
- January 23rd, 5:30-7:30 p.m., or January 29 11-1? Eisenhower Commons, Challenge Launch Event
- February 4, 7:50-10:20 a.m., District Office Room E, UWM Popup & Workshop - Business Model Canvas
- February 26, 7:50-10:20 a.m., New Berlin West Room 200, UWM Popup & Workshop - Customer Discovery
- March 22nd, in person during class, Mentor checkpoint
- May 16th, 7:50-10:20 a.m., Lubar Center or UWM Innovation Campus, UWM Popup & Workshop - Pitching
- May 23rd, 10:30 a.m-12:30 p.m., District Office Room E, Practice Pitch Event
- June 3rd, 4:30-8:30 p.m., New Berlin West PAC, 3rd Annual iAID Pitch Night

\*There will also be required check-ins with your team's Mentor. These will be communicated to you in the future and will be an important component of the class.



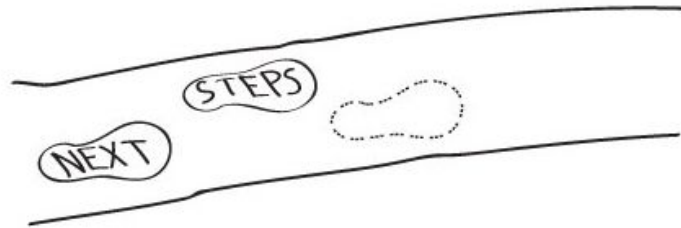


# Open Campus

On occasion, students will be permitted to leave the building during their iAID class period, via Open Campus privilege.

- Students will check out of the main office kiosks as they would during open campus during the class periods they have permission to see their mentor or for customer discovery
- Open Campus Form must be filled out and on file prior to leaving

# Next Steps



# Advanced Innovation & Design (iAID)

Teaching & Learning / College & Career Readiness / Advanced Innovation & Design (iAID)

## Advanced Innovation & Design (iAID)

This course provide high-ability students an opportunity to break out of the traditional classroom constructs, allowing them to "show what they know" by working in collaborative teams alongside professional mentors on real-world challenges. The interdisciplinary, project-based class is one of our district's experiential capstone learning experiences. The course culminates in a "Pitch Night" where students present their solutions to challenges in front of an audience of parents, mentors and corporate partners.

Special thanks to our program partners, the UWM Center for Entrepreneurship, UWM School of Business, and The Commons for collaborating with us to provide such a unique opportunity for students in the School District of New Berlin.

TTA ■■■ | LUBAR

## IAID Parent Information Night

**Save The Date: Thurs.  
Oct 19, 2017 @ 6:30  
P.M. At New Berlin  
West**

**RSVP For Parent  
Information Night**

**IAID FAQ**

<https://www.nbexcellence.org/district/advanced-innovation-and-design-iaid-course.cfm>



# Next Steps:

- If you are interested, please contact your counselor ASAP. Counselors are here tonight!
- All registered students will sign an iAID Open Campus Documentation and Mandatory Date Confirmation by November 15.
- If you are interested in taking this course in 2019-2020, please register for this experience during the 2019-2020 sign up window.



# Thank You! Contact Information

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