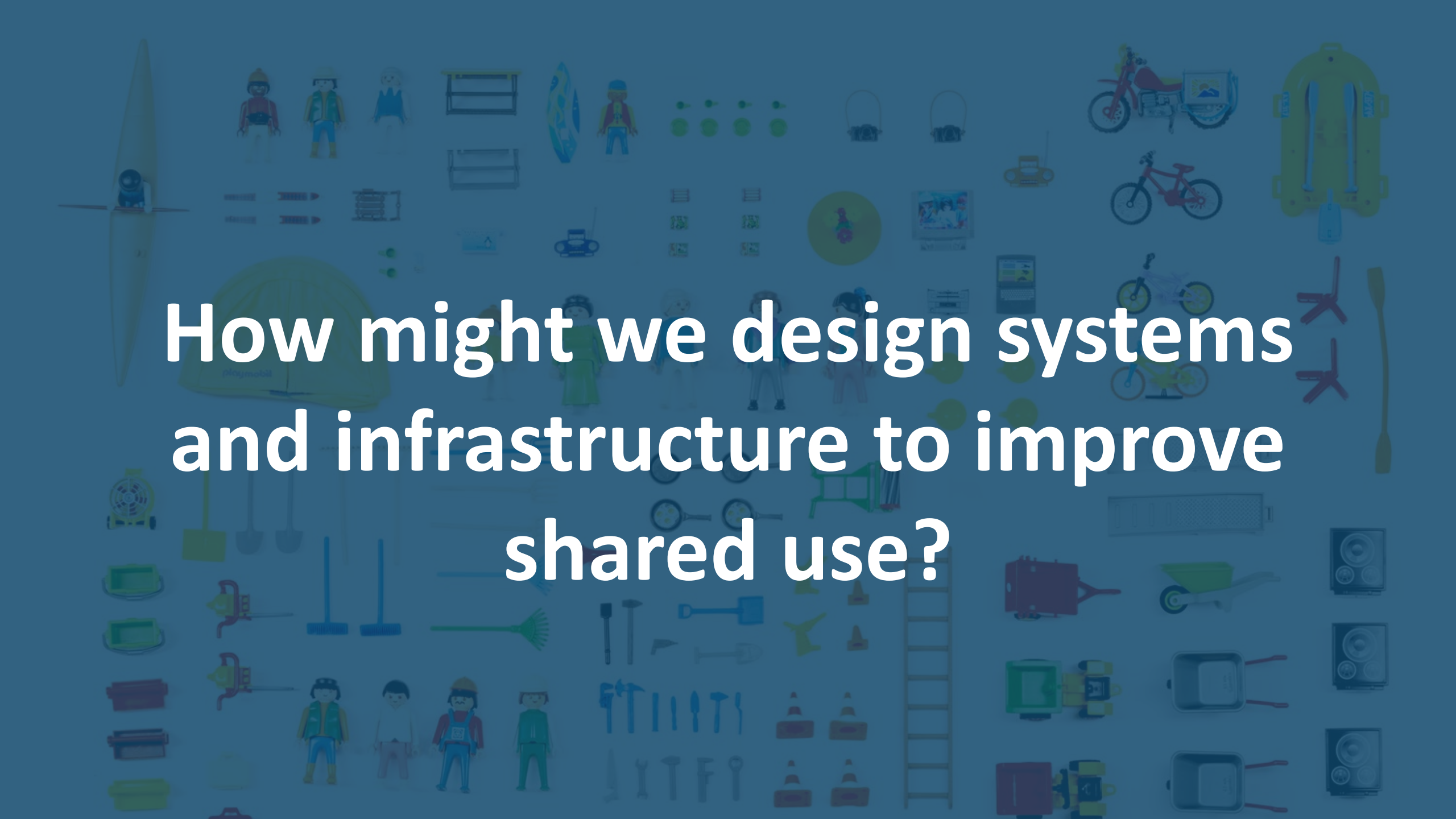
Day 1
The Sharing Challenge

16 October 2024





How might we design systems and infrastructure to improve shared use?

Renting travel gear



Sharing tools/partysupplies



PROGRAM 16/10/2024

Bar Bricolage

08u30- 09u00	Doors open
09u00 - 09u30	Welcome – brainstorm tools
09u30 - MILESTONE 1 - Scope + product category	
09u30 - 12u30	Brainstorm
12u30 - MILESTONE 2 - Flipchart full of ideas	
12u30 - 13u00	Lunch break
13u00 - 17u00	Idea selection + consult experts
17u00 - MILESTONE 3 - Submit idea online	

PROGRAM 17/10/2024

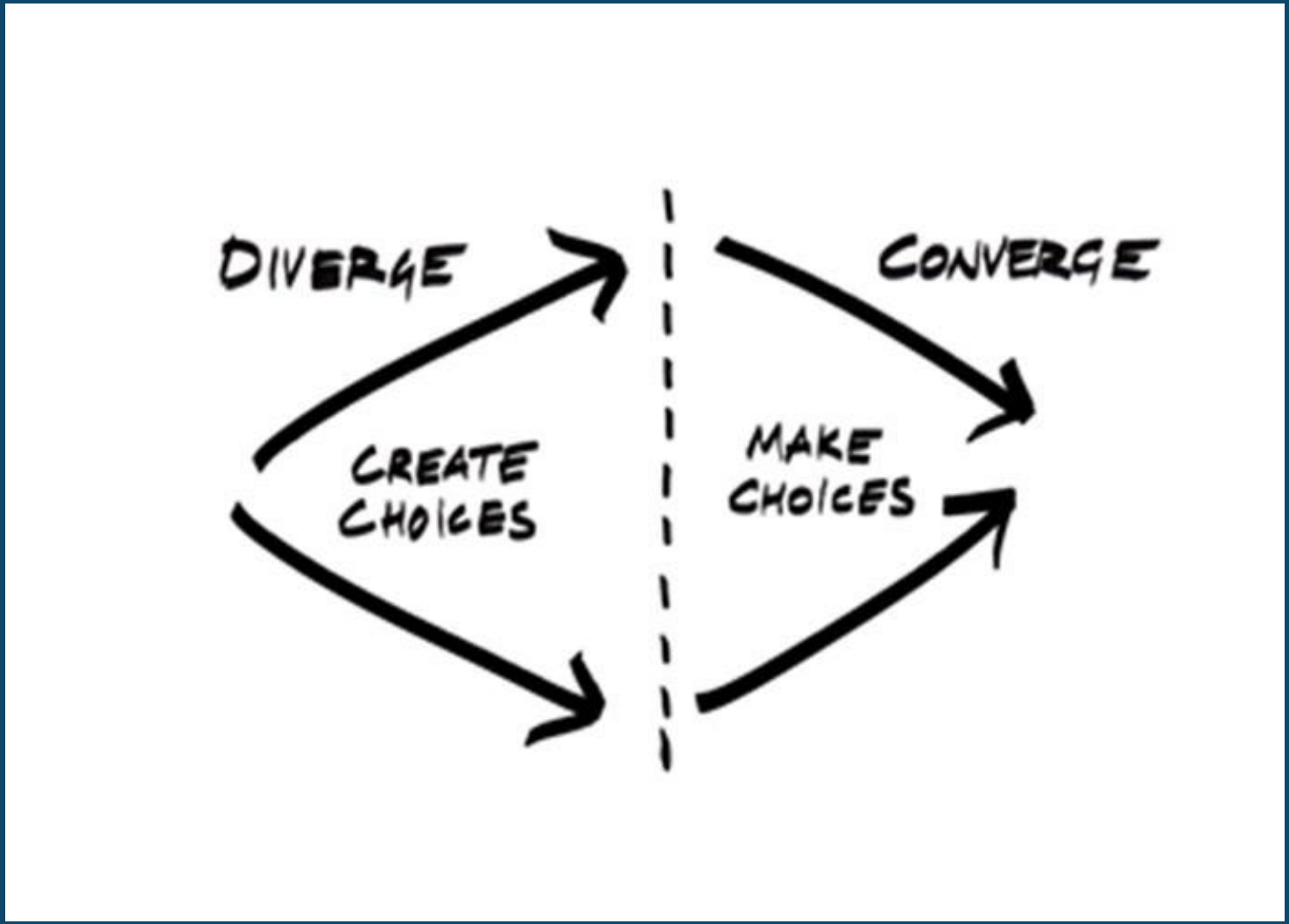
08u30 - 09u00	Doors open - Bar Bricolage
09u00 - 10u00	‘Workshop pitching’
10u00 - 12u30	Prepare pitch
MILESTONE 4	**12u30 Upload pitch**
12u30 - 13u00	Lunch break
13u00 - 15u00	**Pitching semi-finals**
15u00 - 15u30	Jury discussions/ Break
15u30 - 16u30	**Pitching finals 6 best groups**
17u00	**Reveal winner + reception**

DEADLINE scope + team name 9h30

Good luck!



BRAINSTORM TOOLS



BRAINSTORM

1. PURGING

- Silent purge = solo, ideas on post-its (5-10’)
- All ideas on flipchart + explanation
- Ask as little as possible!
- Continue on the ideas of others
- Write down the new ideas

BRAINSTORM

2. RANDOM STIMULATION

- Everyone chooses ‘blindly’ an image-card
- Create some ‘force-to-fits’ (subject question image-card)
- Write down these new, crazy, original ideas
- Repeat often

BRAINSTORM

3. BRAINWRITING

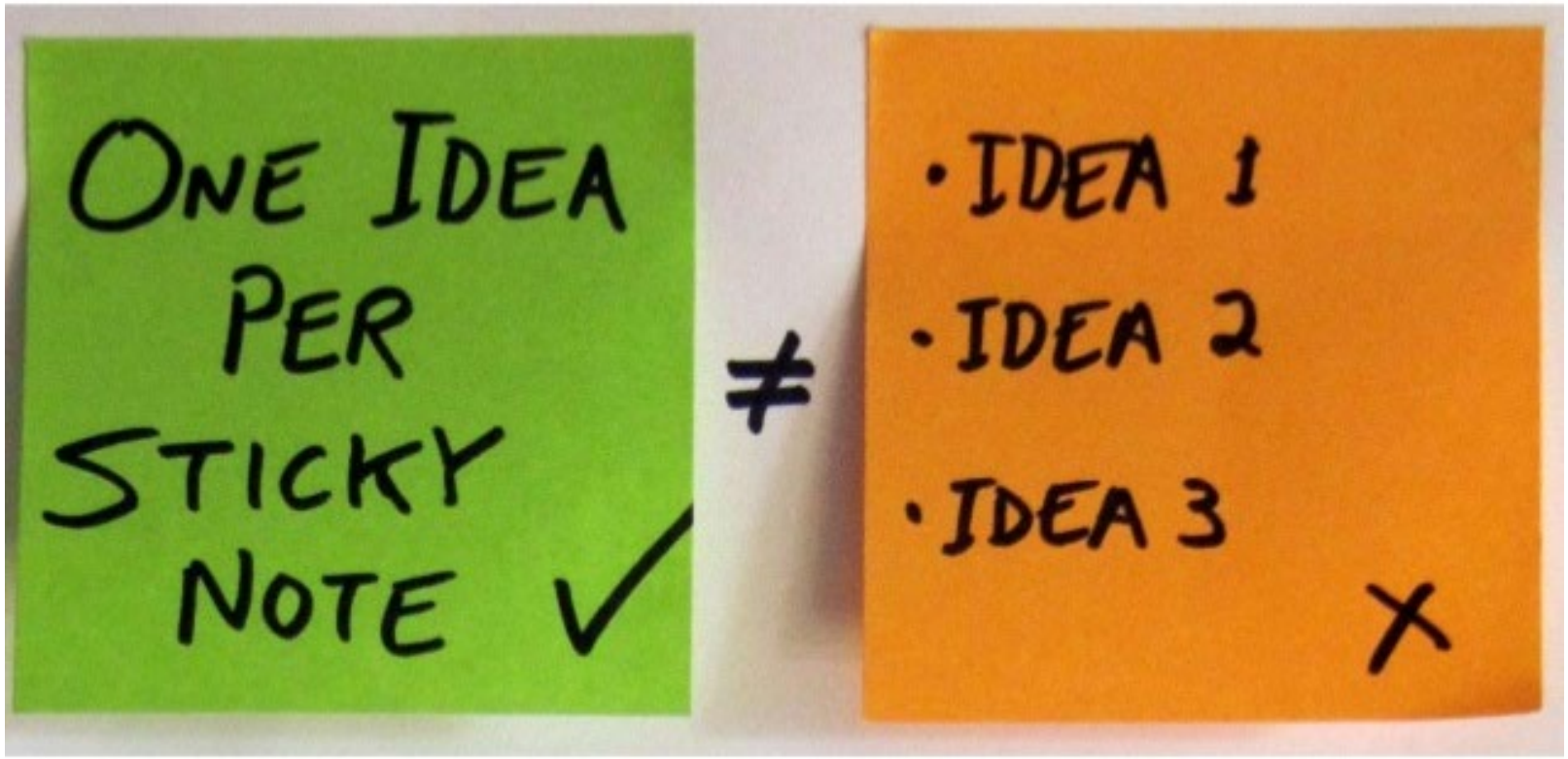
- Everyone writes down 3 ideas on paper
- Pass the paper to the person left to you and continue writing
- Repeat untill everyone has their original paper
- Select 3-5 ideas and put them on the flipchart

BRAINSTORM

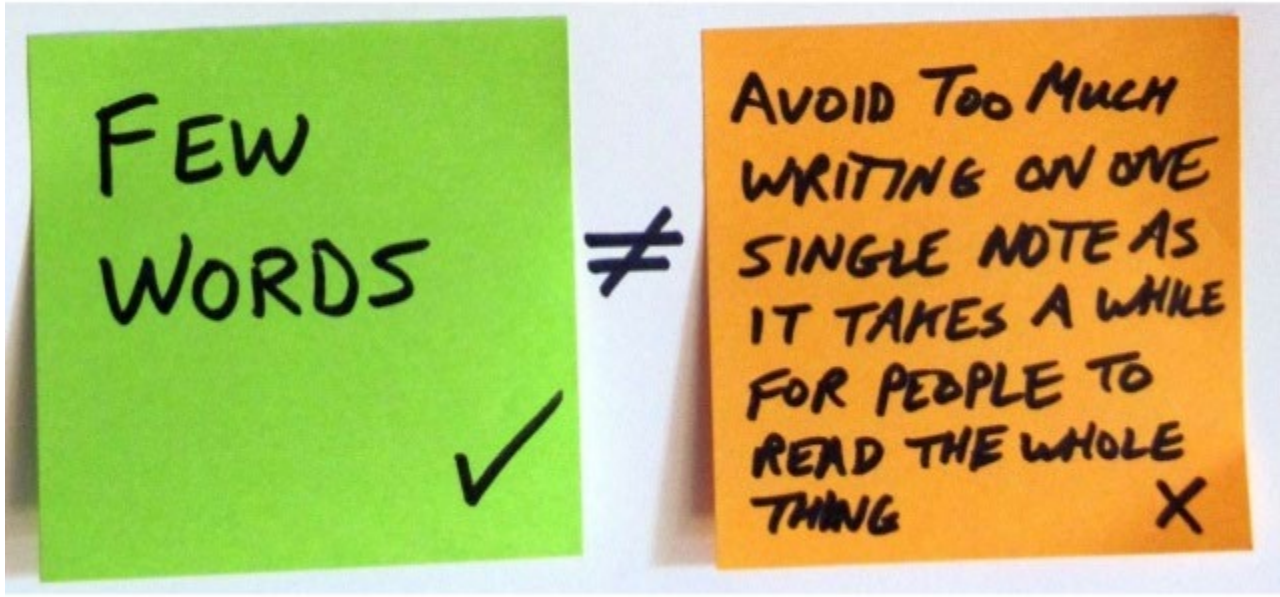
4. The worst ever…

- Reverse the design challenge:
  ‘What is the worst way ever to stimulate shared use of products?’
- Write down these worst ideas
- Reverse these ideas so they become good ideas for the initial challenge

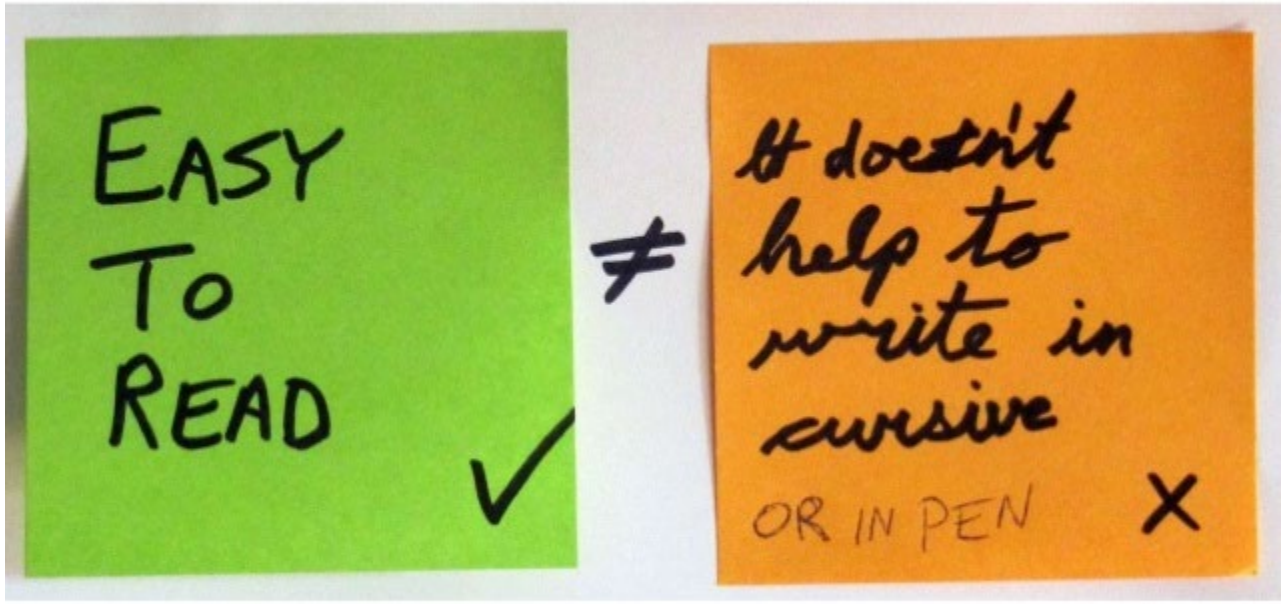
Guidelines post-its



Guidelines post-its



Guidelines post-its

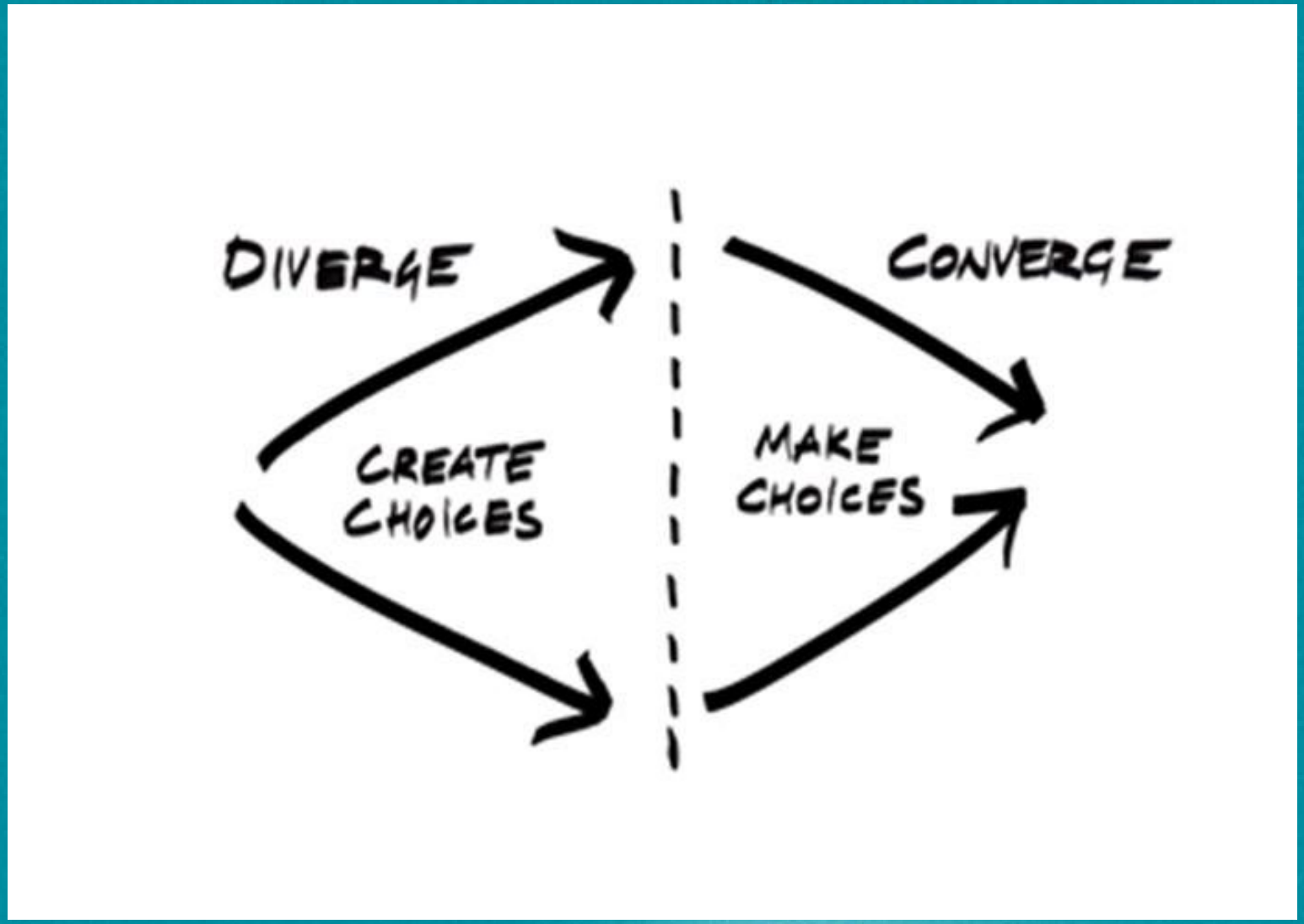


DEADLINE
flipchart with ideas
12h30

Good luck!



CONVERGE



CONVERGING TOOL 1

DOT VOTING

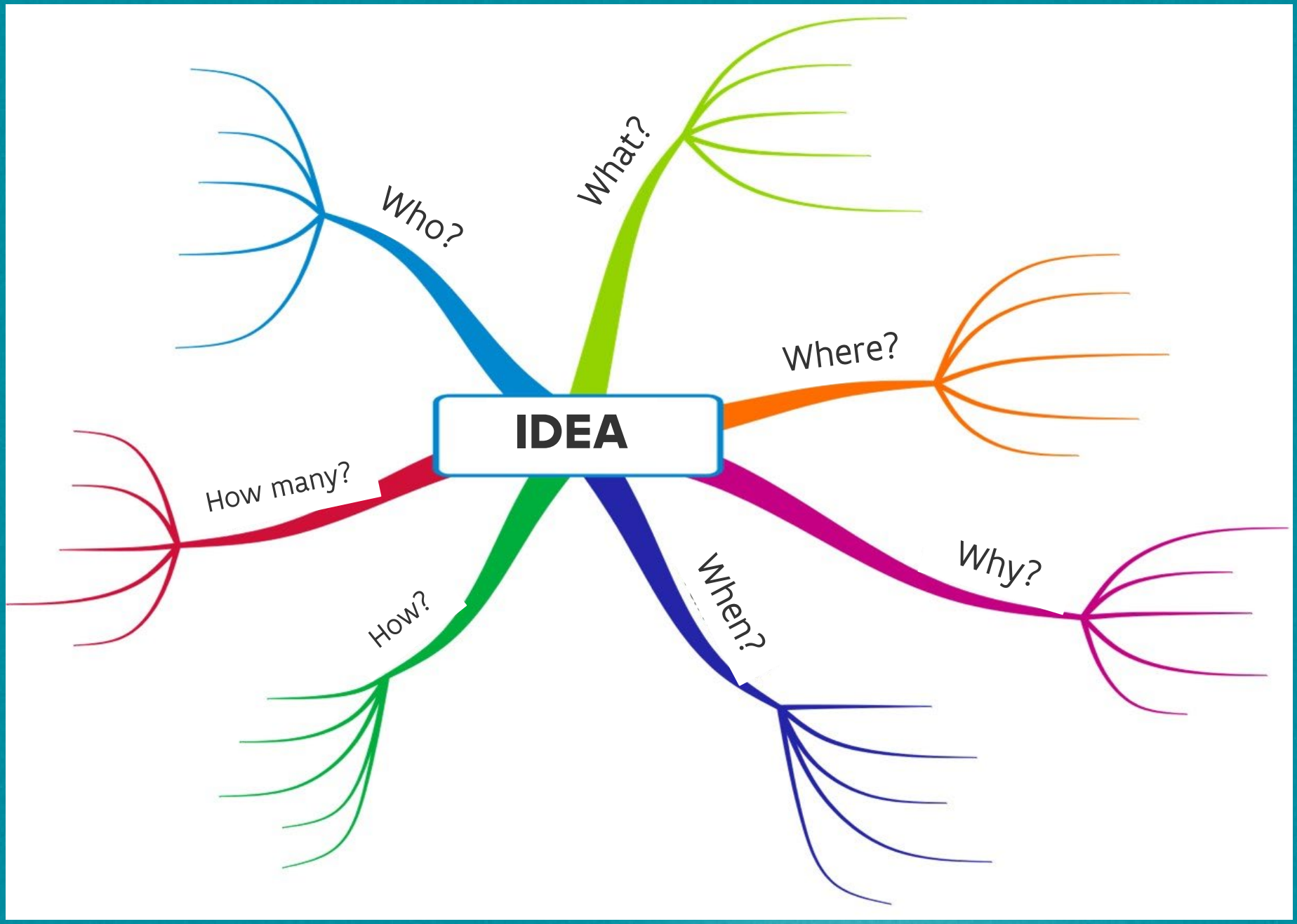
- Every teammember gets equal dot stickers
- Take time to look at all ideas
- ‘Go’ to stick your dots if everyone has seen all ideas
- Choose up front how many ideas you want to keep
- Most dots = winning ideas
- Rewrite the ideas on big post-its or on the flipchart

CONVERGING TOOL 2

100$ technique

- Every teammember gets ‘100$’ to divide over the ideas
- Take time to look at all ideas
- ‘Go’ to start dividing your budget if everyone has seen all ideas
- Choose how to divide your ‘100$’ as you like
- Most money = winning ideas
- Rewrite the ideas on big post-its or on the flipchart

5W2H-MINDMAP



IDEA SHEET



IDEA SHEET SHARING CHALLENGE

TITLE OR NAME OF THE IDEA *

GROUP NUMBER *

DESCRIPTION *

Explain your idea here

POSSIBLE RISKS *

PROS *

CONS *

HOW TURN CONS INTO PROS *

WHO ARE ALLIES? *

WHO ARE OPPONENTS? *

QUOTE YOUR OWN CONCEPT ON

	Very Poor	Poor	Average	Good	Very Good
INNOVATION RATE *	○	○	○	○	○
SURVEYED/EXAMINED *	○	○	○	○	○
POTENTIAL IMPACT *	○	○	○	○	○
TEAM SPIRIT *	○	○	○	○	○

Send

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