

Concept for TeamLab – Cross-Disciplinary Business Development Workshop

Challenge

Mainly we all are living in parallel worlds. Different schools are teaching different subjects that they are focused on, for example design is taught in art school, technology in university of technology. Very often people don't communicate with the people from other fields, they lack experiences of working with others from different fields.

For starting a new business, you need a team with different competences. For example, if you need to develop a new product, you need a designer who will analyse consumers' experiences, think about the functionality and visuals, etc. You will also need an engineer who is taking care of the technological side, and you need a business manager who creates a business plan and calculates the market possibilities for the product.

TeamLab creates the possibility for people from different fields to co-operate, validate their business idea and to understand if their idea is profitable or not.

Aim

The TeamLab will bring together up to 50 people with different competences. TeamLab is a workshop where ideas meet teams. The teams containing all the different skills are created on the spot, ideas are shared and validated, and the business ideas are discussed in teams where mentors are helping with their knowhow to get the best out of the idea. Goal is to network with different people from different fields of life (designers, engineers and business manager, marketing specialists, IT etc.)

At the end of the day teams will present to panel of experts:

- product/service visual and/or first prototype
- business model
- team

Panel will evaluate:

- innovation and scalability of the business idea
- the need on the market
- team's capability to finalise the idea

Target audience

TeamLab is for you if:

- you are interested in innovation and entrepreneurship
- you have an idea for a product or a service
- have some knowledge in either about design and other creative fields, engineering, marketing, business and finance, or you can write a code (HTML/PHP/JAVASCRIPT etc.)

Mentors:

Teams will be assisted by mentors from different fields:

- design
- engineering
- IT
- Business/Marketing
- etc.

A mentor can be a person who knows his/her field of work in depth and is willing to participate in creating new ideas/products voluntarily.

Moderator of TeamLab

The mentor introduces the format and follows the program. Calling people for lunch and breaks. Keeps everybody happy and boosts motivation for those who need help with something. This person will be taken with us from Estonia.

TeamLab format

Moderator introduces the format, daily schedule and mentors - 20 min

Motivational presentation – 10 min

Idea pitching – 3 min per idea. Introducing the idea, writing down the name of the idea on whiteboard, who they are looking for. Approximately 1 hour - 20 ideas.

Creating teams - in 30 min, open room method (every idea is put on the wall, waiting for participants). During that time moderator will eventually remove ideas that did not attract anybody to join the team. The creators of those ideas that are removed, should join some other team.

Work in teams - idea development with the assistance of mentors. 3 hours for creating a prototype with handy materials and/or visualisation on a computer and/or creating the first or basic IT prototype.

Business plan introduction – 30 min introduction to Osterwalder logic of business planning. The introduction can be made by some of the mentors or additional person will be included.

Business plan creation – teams have approximately 1 hour to create a business plan with the assistance of mentors. Teams will get Osterwalder canvas A2 format.

Getting ready for pitching- teams are preparing to pitch their idea following the logic of Osterwalder model. Teams are presenting their product/service first prototype/visual to the panel. 30min

Pitching – 5 min pitching + 5 min panel discussion/ Q&A. Panel includes mentors and experts outside the program. 1hour.

The logo for TeamLab, consisting of the word "TeamLab" in a bold, black, sans-serif font, centered within a solid yellow square.

TeamLab

While panel is discussing and deciding on the results, there will be a presentation – entrepreneurial story for 30 min.

Panel will announce the winner; awards are given / special prizes etc. 20 min.

PS! Café/tea/water has to be available at any time. Lunch break length – 1.5 hour. Every team can decide their own lunch break time within specific time frame.

For implementing the TeamLab, you will need:

- 1 or 2 rooms, depending on the number of participants and size of the room. Ideally one room for catering and panel work, the other for workshop.
- tables and chairs: every team needs its own table
- whiteboard, markers, post-it notes
- screen and projector
- A2 sized Osterwalder canvas, depending on the number of teams
- At least 1 design mentor
- At least 1 business mentor
- At least 1 engineer mentor
- At least 1 IT mentor
- 1 or 2 inspirational presenters