

## SEED SPOT'S Design Challenge, Spring 2019

At SEED SPOT, we are on a mission to educate, accelerate, and invest in entrepreneurs. We believe in the power of entrepreneurship to solve some of the world's greatest challenges.

Our Design Challenge is intended to be a 2-3 hour experience with the purpose of exposing this generation of innovators to social entrepreneurship. This guide provides you with some additional resources and information to help facilitate the Design Challenge.

Design Challenge: Food Security and Nutrition	
<b>Resources</b>	<p><b>Overview of Food Security</b></p> <ul style="list-style-type: none"> <li>• <i>Sustainable Development Goals - Goal 2. Zero Hunger:</i> <a href="https://www.un.org/sustainabledevelopment/hunger/">https://www.un.org/sustainabledevelopment/hunger/</a></li> <li>• <i>Food Insecurity in the US:</i> <a href="https://hungerandhealth.feedingamerica.org/understand-food-insecurity/">https://hungerandhealth.feedingamerica.org/understand-food-insecurity/</a></li> <li>• <i>Agriculture and Food Security:</i> <a href="https://www.usaid.gov/what-we-do/agriculture-and-food-security">https://www.usaid.gov/what-we-do/agriculture-and-food-security</a></li> </ul> <p><b>Innovation and Food Security</b></p> <ul style="list-style-type: none"> <li>• <i>Misfit Foods</i> <a href="https://misfitoddsquad.com/about">https://misfitoddsquad.com/about</a></li> <li>• <i>The Impossible Burger:</i> <a href="https://impossiblefoods.com/mission/">https://impossiblefoods.com/mission/</a></li> </ul>
<b>Overview of the Problem</b>	<p><b>Start with this video to give an overview of the problem with food security today:</b> <b>Agriculture and Food Security:</b> <a href="https://www.youtube.com/watch?v=krU01hCdxo">https://www.youtube.com/watch?v=krU01hCdxo</a></p> <p><i>How might we feed the 40 million Americans who do not have access to AFFORDABLE, NUTRITIOUS, and SUFFICIENT food?</i></p> <ul style="list-style-type: none"> <li>• Today, <b>1 in 8 people</b> in the United States are <u>food insecure</u>, meaning they do not have access to affordable, nutritious, or sufficient food. This includes more than <b>12 million children</b> who are food insecure.</li> <li>• Food security encompasses:             <ul style="list-style-type: none"> <li>○ Access to food all year around</li> <li>○ Access to nutritious food</li> <li>○ Sustainable food systems</li> <li>○ Zero food loss or food waste</li> </ul> </li> </ul> <p>Food insecurity affects people in all parts of our nation, including people in your community.</p> <p><b>We at SEED SPOT need you to help solve this issue for your school or community.</b></p> <p><b>How would you do this?</b></p>

## Step 1 - Define the Problem

<b>Resources</b>	<ul style="list-style-type: none"><li>• Can you Define your Startup in One Sentence?: <a href="https://innovation.kaust.edu.sa/can-you-define-your-startup-in-one-sentence/">https://innovation.kaust.edu.sa/can-you-define-your-startup-in-one-sentence/</a></li></ul>
<b>Instructions</b>	<p>Think about this problem of food insecurity and how it may relate to your school or community. Think back to the video to some of the factors that contribute to food security, whether it be through providing access to nutritious food, affordable food, or addressing food loss or food waste.</p> <p>Consider the problem you want to tackle for your school or community. Now, in one sentence, write out the problem statement you are trying to solve for in your school or community.</p>

## Step 2 - Who are you Solving for?

<b>Resources</b>	<ul style="list-style-type: none"><li>• Empathy Maps: <a href="https://www.youtube.com/watch?time_continue=184&amp;v=P4peaTRJu7Y">https://www.youtube.com/watch?time_continue=184&amp;v=P4peaTRJu7Y</a></li><li>• Empathy Maps: Why and How to Use it <a href="https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it">https://www.interaction-design.org/literature/article/empathy-map-why-and-how-to-use-it</a></li></ul>
<b>Instructions</b>	<p>Think about your stakeholder. Who are they exactly? Think about their needs, wants, and fears. How does this affect what they think, say, do and feel?</p> <p>At SEED SPOT, we use an Empathy Map to clearly outline what a stakeholder needs, wants, thinks, and fears as it relates to the problem we are trying to solve for. Fill out one for your stakeholder.</p>

## Step 3 - Crazy 8 Brainstorm

<b>Resources</b>	<ul style="list-style-type: none"><li>• Brainstorming: <a href="https://www.interaction-design.org/literature/topics/brainstorming">https://www.interaction-design.org/literature/topics/brainstorming</a></li></ul>
<b>Instructions</b>	<p>Now that you have defined your problem and figured out your stakeholder, it's time to start thinking about <i>how</i> you want to solve this problem. The Crazy 8 Brainstorming exercise is a great way to start thinking of many different possible solutions to a problem. The idea is to get as many ideas out there as you can before deciding on the best solution.</p> <p>So, just dream. Write out 8 potential solutions to the problem you want to tackle. These can be anything - a product, technology, application, or service. Don't judge the idea. Just put it down in a box!</p>

## Step 4 - Sketch it out

<b>Resources</b>	<ul style="list-style-type: none"><li>Technology and Food Security: <a href="https://singularityhub.com/2018/09/05/tech-can-sustainably-feed-developing-world-cities-of-the-future-heres-how/#sm.00000sqriad19mfmkxls2zt8m29m2">https://singularityhub.com/2018/09/05/tech-can-sustainably-feed-developing-world-cities-of-the-future-heres-how/#sm.00000sqriad19mfmkxls2zt8m29m2</a></li></ul>
<b>Instructions</b>	<p>We're looking for <b>BOLD</b>, <b>RADICAL</b>, and <b>INNOVATIVE</b> solutions to this problem. So sketch 3 of the most innovative solutions you came up with in the exercise in Step 3.</p> <p><i>Tip! Think about how technology could be used to create a more innovative solution.</i></p> <p>After you've sketched out three possible solutions, pick one! Think about which solution may best address the problem you defined in Step 1 and the needs of your stakeholders in Step 2.</p>

## Step 5 - Pitch it out

<b>Resources</b>	<p>Pitch examples from SEED SPOT Alumni!</p> <ul style="list-style-type: none"><li>Mobile Rain: <a href="https://vimeo.com/album/4258576/video/196985452">https://vimeo.com/album/4258576/video/196985452</a></li><li>Safe Soles: <a href="https://vimeo.com/album/4899478/video/219966794">https://vimeo.com/album/4899478/video/219966794</a></li></ul> <p>Prototyping</p> <ul style="list-style-type: none"><li>What is Prototyping? <a href="https://www.unhcr.org/innovation/what-is-prototyping-anyway/">https://www.unhcr.org/innovation/what-is-prototyping-anyway/</a></li></ul>
<b>Instructions</b>	<p>Communicate your brilliant idea through a short pitch. Pitch in front of an audience or even post your pitch on social media and tag <b>#seedspot</b> to share your solution.</p> <p><i>Tip! Show a sketch or make a prototype to highlight your solution to your audience.</i></p> <p>Include the following in your pitch:</p> <p><b>The Problem:</b> What are you trying to fix? Include facts, data, and or statistics. Who are you solving for?</p> <p><b>Your Solution:</b> What are you offering to fix this problem?</p> <p><b>Impact:</b> How does your solution make an impact on the wants, needs, and fears of your stakeholder? What does success look like?</p> <p><b>Ask:</b> What do you need to be successful?</p> <p>Consider creating a brief slide deck presentation to accompany your pitch!</p>

<b>Additional Information</b>	<p><b>Want to learn more about SEED SPOT?</b></p> <ul style="list-style-type: none"><li><b>SEED SPOT in Communities:</b> <a href="https://seedspot.org/communities/">https://seedspot.org/communities/</a></li></ul>
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|  | <ul style="list-style-type: none"><li>• <b>SEED SPOT in Schools</b> - <i>bring the SEED SPOT curriculum to your school!</i> <a href="https://seedspot.org/schools/">https://seedspot.org/schools/</a></li></ul> |
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