SP.723: D-Lab III: Disseminating Innovations for the Common Good
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Lecture Notes

Session 4, 2/15/07

- What is the status of all the teams at this point?
    - Logistics, coordination
    - IDEAS submission, 100K Executive Summary
    - Meeting and coordination with groups.
    - Accepting invitations to join pre-existing teams
    - Everyone's in an organized team now
    - Consider keeping a journal/diary of your progress as a team
    - It's ok to use projects that you're also working on for other classes

- This class should be customized to your needs as we go through the learning process.
    - I have experience with both large scale innovations and with diffusion of innovation, implementation practice, so I can share experience about both approaches
    - The course is only in its second year. Therefore, the syllabus is not cast in stone. We can be flexible, if a topic comes up and we decide that it would be meaningful to focus on it, we can do that.
    - The final deliverable from this class is the proposal that you're going to submit to the IDEAS competition and/or other competitions
    - However, if you're in a group with two or three other people who are all in the class with you, then your group is going to need to submit more than one proposal (multiple competitions), so that every individual in this course gets to write one proposal.
    - You need to show that every class member in the group has participated and contributed to at least one proposal
    - A course MIT Server is available for sharing course materials.

- Grading
    - We can change the grading percentage breakdown to suit the preferences of the class
    - Last year, the class chose this grading breakdown:
        - Class participation (30%)
        - Case study tutorial (15%)
        - Online discussion board (15%)
        - Team project/Social business plan (written report and Power Point show) (35%)
        - Pitch (5%)
    - The MIT Server online discussion board is useful as a way of encouraging the class to talk about the readings

- o Do people have any ideas for other items that they'd like to be included in the grading?
  - ▪ Simulation, prototype, or model
  - ▪ Poster or display (IDEAS)
  - ▪ Case studies involving problems with diffusion. Research tools for anticipating problems in the diffusion of innovation and challenges to implementation. How can you do sufficient research to be able to predict how your project might be received in a community?
    - • How can we turn this focus into an assignment?
    - • We could definitely benefit from doing an assignment that involves some sort of community research, such as a 5-10 page paper on the needs of the community.
    - • Doing diffusion research before you put your project out there could save a lot of wasted money and effort.
  - ▪ Track how our proposals are doing over time.
  - o Learn from the past
    - ▪ I can give you examples of proposals that have won in the past, and I also have examples of proposals that have done badly in the past. You should be able to learn useful things from both
  - o Grading for this year (after class discussion):
    - ▪ Class participation: you will be graded on this
    - ▪ Case study
      - • You will choose an example of an issue that matters to you
    - ▪ Online Discussion
    - ▪ Team projects
      - • Pitch
      - • Track your progress

- Which competition are you planning to enter?
  - o Deshpande?
  - o Ignite?
  - o 100K
  - o IDEAS

- Suggested proposal outline
  - o Problem statement – the need?
  - o Prior art – current solution?
  - o Benefits and drawbacks of current solution?
  - o New idea/innovation
  - o Benefits
  - o Community partner and/or social, cultural, geographic context
  - o Implementation-work to date or implementation plan
  - o Challenges
  - o Impact
  - o Project timeline
  - o Short team biographies

- o Budget

- Being clear about the challenges and impact of your project is often very useful. You don't have to be afraid of showing your weaknesses – you should be honest of what you've done well and what you've done poorly, but how you are moving forward based on lessons learned.

- For 100K, financial and budget information is important

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- Presentation (Murcott) and discussion of Rogers, <u>Diffusion of Innovation</u> (DOI), Chapter 3.

- Discussion of the meaning of "development": four main elements
    - o Economic growth through industrialization and urbanization
    - o Capital-intensive, laborsaving technology, mainly transferred from industrialized nations
    - o Centralized planning, mainly by government economists and bankers
    - o Cause of development lies mainly with developing nations, rather than in their trade or external relationships with industrialized countries (individual blame rather than world-system blame)

- What do you think about development?
    - o Changing ideas
    - o Choice of technology (clusters/origins have huge impact)
    - o Human development index

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