DT2.2.3 - Pilot 1 Mentoring

Pilot Action 1 Mentoring Programme

Version 1
11 2017

1. Mentoring programme timetable

The mentoring program has been performed according to the following timetable:

Monday 9 October Innovation Brief Vittorino Filippas and Sabina Barcucci (MUSE Trento)
Tuesday 10 October Process Design with Andrea Cattabriga (MUSE Trento)
Wednesday 11 October Process Design with Andrea Cattabriga (MUSE Trento)
Thursday 12 October Project development with Daniele Pesaresi (PROM Rovereto)
Friday 13 October Project development with Daniele Pesaresi (PROM Rovereto)
Saturday 14 October Business Design with Jari Ognibeni (Industrio Rovereto)
Sunday 15 October Final Pitch (MUSE Trento)

Daily lessons hours were 9-13 and 14-18, with the exception of Sunday morning.

2. Mentoring programme - summary

The Digital Transformation Camp has been organized developing a week-long Mentoring Program. It has been planned to concentrate the whole program in intensive lessons in one week, instead of 2-hours style meetings in a four month period. This choice comes from the well experienced *hackaton* or other similar event, where a few day brain-burst is more effective than the same amount of time spreaded in a longer period.
Multi-disciplinary design teams have worked together during the Digital Transformation Camp.
The mentoring program is constituted of 5 key phases.

The Innovation Brief

An introductory keynote, held by a prominent personality of the community international innovator, provides participants with a few basic notions about the ongoing digital transformation processes and their impact on the chains handicrafts. Then, a brainstorming phase with partner companies is held, where participants, mentors and enterprises co-design the challenges and topics design.

The Process Design & Concept

The map of the digital transformation process is accompanied by one assessment of technical and functional requirements, in view of the next phase of development and prototyping. Participants acquire knowledge and working methods which promote integration between knowledge and points of view, supporting development solutions that combine technology, craftsmanship and creativity.

The Project Development & Prototyping

Entering the second part of the week. Here the work focuses on the identification of the processes that lead to the development of the products and services needed to realize the process of change. This is through the realization of prototypes and design probe within the real environments where transformation can generate its impact.

The Business Design

The economic model determines the economic sustainability of the solutions developed and their degree and ability to compete on a larger market and / or integrate in the production chain of the value of handicrafts. A business developer expert, member of Industrio, the MUSE FabLab FabLabNet project Associated Partner, helps teams in developing sustainability models and distribution with which to close prototype design.

The final Pitch

At the end of the work week, design teams present the developed projects through a pitch. A jury selects the best projects for concreteness, innovation, functionality, marketability, novelty. This selection is presented in details through a dedicated report (DT225).

3. Summary of the outputs

Here are listed the 4 prototypes outcome from the Digital Transformation Camp.

Prototype **NECTAR**

The main challenges were to try to relocate the brand (Mieli Thun) in areas where the use of honey is considered unsuitable for application difficulties and spreading culture related to honey production / use. The concept is to create a universal cap to apply to honey jars that allows it to be extracted and used in an "ergonomic" manner. It is also designed to release information (audio / photo / video) on the user's smartphone about possible culinary uses as well as geographical origin and production.

Prototype **GRAME**

The company does not have a real brand, but it also produces kitchen accessories for other companies, so the team has devised a not expensive kitchen set for families. The products have the Navarini logo so they are recognizable.

Prototype **CAFFETTEIRA**

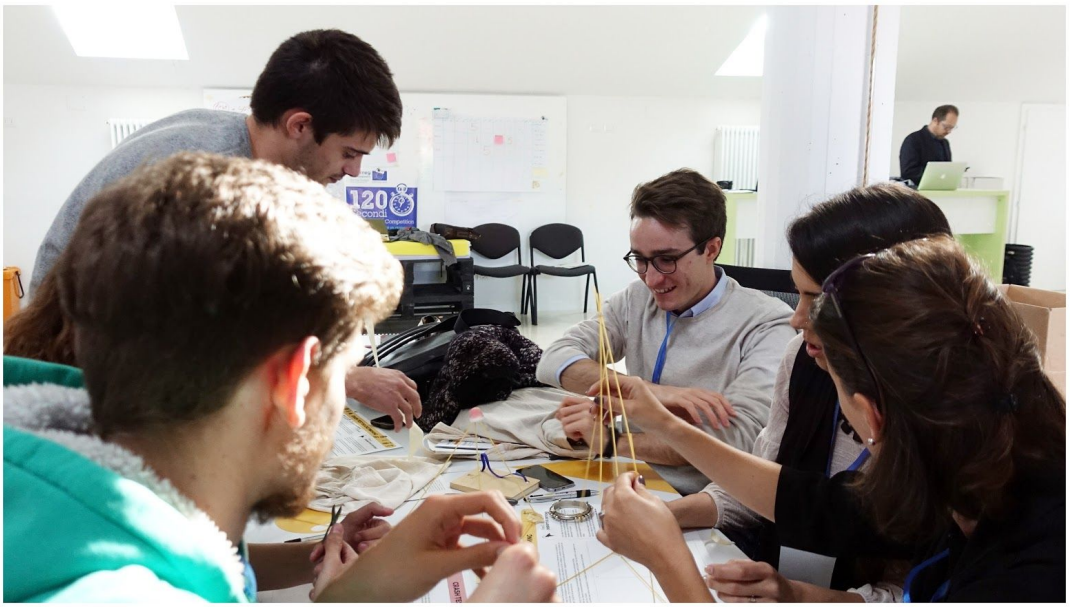
The Navarini company produces very expensive kitchen accessories, so all families can't buy the products. The team has developed a moka, made in italy and affordable by everyone.
The moka "Caffetteira" proposes itself as a cheap bait product through which the company can be known by families. Another important point is the ability to customize the product with decorations through an online platform.

Prototype **APEn**

Today honey identified as a secondary food instead for the company honey is a primary food using.
The team has developed a pen-shaped honey dispenser that can be used in different contexts depending on its size.
The "APEN" dispenser consists of two main blocks: the lower part, interchangeable, consists of a container where honey will be inserted inside; the container will have a hole in the final part to allow the honey to escape. The "smart" base of the pen is the interactive part: when the pen is allocated to the base, the base itself will recognize the container and therefore also the contents of the APEn. The smart base can connect with other devices and show the user information about the honey they are

4. Mentoring programme photos

4.1. Day 1, Innovation Brief



Participants to the Pilot Action during a teambuilding game.

4.2. Day 2, Process Design

Participants to the Pilot Action during the business analysis

4.3. Day 3, Process Design

Participants to the Pilot Action during the design process

4.4. Day 4, Project development

Participants to the Pilot Action during the PROM Facility visit

4.5. Day 5, Project development

Participants to the Pilot Action during the sketching session

4.6. Day 6, Business Design

Participants to the Pilot Action during the business design session

4.7. Day 7, Pitch

Participants to the Pilot Action during the pitch

5. Mentoring programme - attachments

The presentations held during the mentoring program and other relevant material are attached to this document.

1. Vittorino Filippas presentation
2. Andrea Cattabriga presentation
3. Daniele Pesaresi presentation
4. Jari Ognibeni presentation
5. Attendance list
6. Brainstorming flipchart photos