10 DAYS
100 CHALLENGES

handbook

Haaga-Helia
University of Applied Sciences

Metropolia

LAU REA

Contents

Introduction

This manual has been created to describe the key components of the 10 days 100 challenges concept. It enables others (possibly you) to organize a similar open innovation event for a varied group of participants, students and professionals alike. It will go into detail about what aspects needs to be considered and why doing this kind of event is not only tangibly beneficial to all, but also very inspiring. Throughout this manual you will see event production information but then in some places, you will see how this manifested itself during the 2018 event we organised. This gives both general and specific guidance in producing a great event.

Vision of 10 days 100 challenges

The 10 days 100 challenges concept was created to effectively leverage the knowledge and networks of all contributors. This unique 10-day programme aims to develop methods for solving real-life problems with leading companies, professional experts, students, and inspiring coaches. It also enables new connections between companies and individuals, innovators and students for fast problem solving via lean service co-creation processes. Students learn to solve real world problems within multi-disciplinary teams, using lean methodologies and team building principles,

while professionals are able to update their skills and companies get access to fresh ideas and potential new talent.

At the same time, a new culture of operation and mutual, genuine co-operation will be developed that aims to transform the various degree structures to enable entrepreneurial and lean methodological learning. This is done by enriching the facilitation training that is open to all university teachers and expanding the curricula to include events such as this to be credit bearing.

Organisers

This event was an effort undertaken by 3AMK. That is a semi-structured collaboration between 3 Universities of Applied Sciences (Ammattikorkeakoulu in Finnish): Laurea, Metropolia, and Haaga-Helia. All of these are located in the Helsinki Metropolitan area.

Together they represent over 100 different degree programs as varied as social services to engineering and software development to design and business. One of the key elements of the 10 Days 100 Challenges concept is the opportunity to enhance work-life skills of students, providing the environment and methods that are strengthening students´ skills of working in multi-disciplinary teams and people with different

backgrounds. In this context, the 3AMK approach provided added value as compared to the setup of arranging the program by one university.

This concept brings multiple benefits to the educational institutions involved such as: expanding course availability to the summer, improving teachers' skills to teach (and to use new methods for) entrepreneurship, service design, lean service creation, open innovation, etc. The skills could slightly differ depending on the theme chosen and the tasks assigned. In addition, this kind of event is helpful in identifying the knowledge gap that exists between higher education institutions and company needs.

TOGETHER #3UAS

Goal & Key Elements

Goals for Individuals

Companies and organisations

- innovation
- co-create new ideas
- employee branding
- test new talent
- explore new technologies

Professionals

- peer to peer learning
- networking
- upskilling
- doing something different
- co-creation experience

Students

- Work-life skills
- networking
- exposure
- Lean methods
- open innovation
- co-creation

Goals for the Organisers

Just as the participants, professionals, and companies want to expand and learn new things, so do the organisations running it. This event was used as a means to broaden and deepen the three higher education institutions running it. These included:

- Making innovation skills part of the mandatory curriculum for students

- Expanding the academic year to include a third semester option for students to earn credits

- Increased collaboration with companies and organisations which supported up-to-date themes and current relevant skill-building

- Tools for teachers to update their professional development via new learning models

- A path into working life for attendees to connect with companies on a different level

- Promoting self-driven, diverse (ethnically and educationally) teamwork

- Providing employers opportunities to present their companies and enrich their recruitment
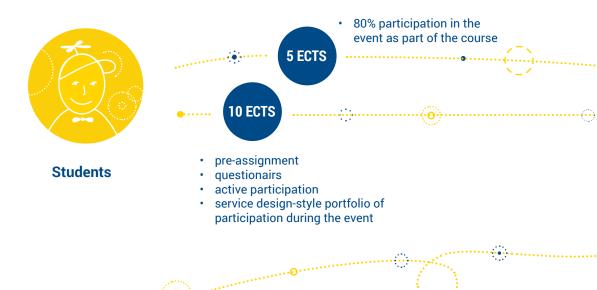
Who is Involved?

Participants

These are the students, professionals, and highly educated immigrants without work or networks. This kind of programme appeals to these individuals because they seek the possibility to learn new skills, to earn credits, to get in closer contact with possible employers, to broaden their professional and personal networks, and to take part in meaningful, fun experiences.

Non-Students

Other Contributors

- incubators
- Aalto AI Society
- unemployment office
- Learning Centre of Aalto University
- municipal economic development centres (Elinkeinotoimi) from the capital region
- local entrepreneur-promoting organisation

5 ECTS

10 ECTS

- 80% participation in the event as part of the course

Students

- pre-assignment
- questionairs
- active participation
- service design-style portfolio of participation during the event

10 DAYS
100 CHALLENGES

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Partners

For companies, 10 Days 100 Challenges is a unique opportunity for open innovation, employer branding and recruitment of new talent. We had two categories of partners, the first was a Challenge partner and the other was a Cooperation partner. These categories are not exclusive as there were companies that provided both challenges and cooperation support. For the 2018 event, we set out to get a maximum of 15 innovative partner companies.

Challenge companies

- participating for a fee
- involved in sponsoring
- provided theme related (max. 3) challenges
- real business challenges
- company coaches for teams
- provided guidance, expertise and data

Cooperation companies

- supported with technology, facilities and processes
- virtual workspaces/platforms
- knowledge-based contributions
- mentors / coaches, volunteers, speakers or advisors

Who is Involved?

Why companies partner for these events?

For companies, the program represents an open innovation and learning environment in which participants and companies form an ecosystem that solves the challenges of business tomorrow. When choosing partners it is important to be clear about what your theme is and the help you are going to need to make this an excellent experience for all participants and partners. When you are choosing your partners, it is important to note why they are involved.

Five great important reasons why they will be doing this are (but are not limited to):

- An opportunity to test and observe potential new talent

- Reflects their corporate social responsibility commitments

- Employee branding

- A view of how new technologies and new ideas can support new growth areas for companies

- To see what new skills are needed to use new technologies

It is important to note that the intense interest and participation of the company representatives and coaches made this event special. There was real, active co-creation happening during this event and the participants were really working closely with the companies.

Partner agreements

Creating agreements with large companies can be burdensome. When a challenge partnership was agreed, it was confirmed by standard email confirmations with additional instructions including logistics, guidance on how to publish their challenges in the open ecosystem platform, the schedule and registration process.

There were no NDAs (non-disclosure agreements) made between the event and the companies. The challenge was uploaded to an open platform (provided by one company that was both a cooperation and a challenge partner) and therefore, the challenge itself was not protected and did not include any proprietary information.

When the challenge partners had their teams together, some signed NDAs directly with the participants because of their access to internal data that may to be used to create their solution. It should be noted that the teams themselves that produced the solutions owned the ideas, not the companies sponsoring the challenge. Therefore, it was up to the company at the end of the challenge to make further agreements if they wanted to pursue the idea and to make contracts with those team members.

Event Production and Experience

This section will look at both the experience of the organisers and the participants. Therefore this includes the backstage production and the front stage experience. There is a timeline approach to the event planning and execution.

Backstage- Key Milestones Timeline

This kind of event takes months of planning and preparation. But how much and when? That is what we will look at now. Ideally the execution cycle is about 9 months. That is 9 months from idea to post event feedback. Once the organising team has been formed, then you start with the planning.

1st 3 months- 'All About Company Collaboration'

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- Determine your theme (what is in the news right now?, what research is your organisation known for?, what talent/knowledge are the companies in your region looking for?, etc.)

- Identify companies of interest regarding your theme (and identify how you would like them to support your event)

- Create materials for company communication and make direct contact with the companies to gauge interest- for more information see the Marketing section later

- Plan and attend company meetings

- Book follow-up meetings with additional materials or requests

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- Book and finalise facilities (this may be one of the contributions of one of the companies)

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- Start the conversation with the organising team about what would be considered a success in terms of the event. These aren't necessarily KPIs. Some metrics will be measurable but some will not. These can include a certain number of participants, the quality of company challenges, the number of company interviews the participants get, the general happiness of the attendees (companies and participants).

- Start working on how you will make this event credit-bearing for the students who wish to gain credits

- Create a website or landing page

2nd 3 months- 'All about Participants'

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- Participants marketing messages and materials should be determined- what are your promises?, what are the benefits of attending? How will you connect with them- paper brochures, SoMe campaign, posters, etc.

- Reach out to places where attendees live, work, have fun. How can you get your message out in these places? Are there any organisation that you can cooperate with to reach them?

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- Can you reach them directly? Remember, you need to consider GDPR if you are in Europe. In our case, with the collaboration of three institutions, each institution needs to do its own marketing on campus(es). So extra coordi nation will be required about messaging and timing, etc.

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• Keep an eye on the registrations- is there a segment of people that would be needed that you don't have? Coders or designers or people with a business focus? React to this immediately- brainstorm how to reach those people and get to work.

Last 3 months- 'Event production and Feedback' (2 months before event to 1 month after)

Pre-event

• Before now, you should have finalised the physical location where your event will be held in order to put that in the marketing materials, etc. And now that you have that, you need to make sure that you have enough of everything (chairs, tables, sponsors, participants, food and drinks, etc).

• In the run up to the event, there will be many smaller details that will need to be organised- keep a note of all of them.

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• Finalise the programme of events (if not done already) and make sure everyone speaking, knows their schedule and what is expected of them and that you know what equipment they will need.

• 4 weeks before the event, make the challenges available to the participants. It is important that the participants have time to think about the challenges posted. Companies were able to modify descriptions until the event.

• For students who will receive credit for participating in this event as a credit-bearing course, pre-assignments

are sent out via email or posted on the education platform you are using. They must be returned by the student at least 2 weeks in advance in order to allocate grades before they can attend the event.

• Decide on an event communications tool. Our 2018 event would used Slack as we found it the best free method.

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Event

• Find a communication tool that everyone has access to and can use. Using Slack facilitated multiple levels of communication during the event. It allowed:

- The organisers to communicate with all attendees
- The companies to communicate with their teams
- The teams to communicate amongst themselves
- All material were distributed to participants via Slack

• Try to foster inspiration at the beginning of each day. Start each day off with a speaker that lifts people up.

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• Produce the final version of the challenges in poster format so that they can be referred to and read on the first day in the selection process (as some of the challenges may have been updated since the participant last accessed them online).

Post-event

Certificates of participation

For some of the participants these will be important. These are good to have for people's CVs or LinkedIn profiles. These can either be prepared for the last day of the event and passed out after the teams do their final pitch or they can be sent later. Having them ready for the last day will eliminate most postal charges and admin

for getting them to the correct addresses. One idea is to create a pdf certificate that can be filled in and emailed to them immediately upon completion.

Feedback

Feedback is vital to any event. This event is particularly long and therefore there is a lot more that could go wrong (and right!). Two things will be happening, if it is poor quality, people will not continue to invest their time.
You are asking people to give up 2 weeks of their time, so make it as good as you can. Feedback helps you do this.

• Send an email to all attendees with a form attached. It could be a Google Form, surveymonkey, surveypal, whatever your organisation uses. This is an easy way to get feedback as they can just click a link and fill it in. Try to make this process as simple and painless as possible to maximise your return percentage.

PRO TIP!

You may need to ask a few times to get enough responses for them to be validated. But also, if you are an educational institution, you can link receiving credits to returning feedback.

Student credit requirements

With the pre-assignments, post-event assignments and attendance completed, the final grade/credit needs to be collected and recorded in the records system.

Front Stage- The Event

The key principles of Lean Service Creation and Open innovation were the basis for the programme. It informed how the challenges were tackled.
The challenges were posted online a month before the start date. The hope is that the participants will come to the event having reviewed the challenges (and possibly chosen one) but they still have time to listen to the reverse pitches and decide by the time they need to commit to a challenge on Day 2.

Ideally participants work in teams of 4-6 people (although more people may be interested in an individual challenge, in this case, you can split them into multiple teams tackling the same challenge). The teams are formed on the second day. Each team will choose a name (identity) for their team. Each team member will have a specific role in the team. These roles were discussed and decided within the team where people put forward their skills and abilities.

The roles decided were:

• Facilitator
• Product Manager
• Engineer
• UX Designer
• Marketer
• User Researcher
• Decider

They will get support in team building as well as support from a coach during the 10 day sprint. Teams must create their own 'Slack Channel' in the event's own 'Slack Workspace' and invite their company coaches to the team channel.

Over the 10 days of the event, the aim was to start the day off with something inspiring. So every few days there was a talk of some kind. Check out the Content section below to see more in-depth review of the content.

• On the first day the companies participate in a reverse pitch. The companies prepare a 2 minute pitch of their challenge to entice people to choose their challenge. During this time, it is still possible for the participant to choose a different challenge (if they already had chosen one prior to Day 2).

Marketing

Messages, Channels, Materials

Marketing has different purposes depending on where you are in the 9-month process. This section will help you to plan your marketing for this event. It is important to create a landing page or website early in the process and it is very important to keep it updated. This allows there to be one source of information that is kept up-to-date and this will be the home of your event.

Marketing to companies

At first you need to create materials and messages that are targeted for getting companies on board. You will also be determining what the best channels are for doing that. This could include paper information sheets, targeted emails, personal contacts via face-to-face meetings or phone calls.

Marketing to participants

It will be the good quality challenges that the companies will produce that will inspire the participants to join. So having those confirmed is vital to attracting participants. Therefore you need to craft the messages that convey your theme and the benefits of participating and direct people to the challenges. You need to create interesting information in channels that your target participants use. The channels are both the types of media you use but also the connections and cooperation partners you have. For our 2018 event, because one of our goals was to target highly educated unemployed immigrants, we worked with the unemployment office who allowed us to promote the event at one of their recruiting events for unemployed jobseekers. This helped to secure some expert participants that we

may not have been able to reach through our own channels.

Using social media is also a good way to build anticipation through speaker teasers, behind the scenes reveals, etc.

Things that attract attendees:

- Keynote Speakers
- Inspiring Challenges
- Industry experts
- Interesting companies

Marketing during event

During the event the marketing focus shifts again. At this point you are looking to increase visibility through social media- both yours and your participants. This can be done with speaker's quotes, photos, and experiences. Make sure that you have a designated hashtag (#) for your event and how to otherwise tag the event (and possibly the companies that are supporting your event if they wish). You can also make sure that everyone knows the various media that you are using- such as Instagram, LinkedIn, Facebook, Twitter, etc.

It is also a good idea to produce a press release *during* the event. Each of the organising parties can use their own channels to

promote it individually in addition to doing it together. Media can also be invited to cover the event. When inviting media it is very important to find a fresh approach that will add value for them otherwise it will most likely be skipped.

PRO TIP!

Everyday we chose the best social media post from them previous day and rewarded them with a gift card. This incentive worked well.

Marketing/exposure after the event

After the event is over there will still be some buzz about what has happened. For many participants this will be the first time they have attended an event like this and they will continue to feel the effects of this experience. They will want to put out photos they didn't have time to use during the event on SoMe, it is possible that the media could be talking about your event. Your institution or organisation may want to put out a press release about the results and the collaboration that happened. After receiving the feedback, you can

identify where you really excelled and highlight that in social media posts. There are many ways to continue the conversation.

If there is enough money in the budget, a good tool for videography that we used was the OSMO mobile 2. This handheld video stabiliser worked really well for amateur videography.

Content of the Program

The Challenges

After being posted online for almost a month, at the event all challenges are made into posters and presented in the venue on the first day so that people can come and read them onsite. Another reason that this is important is because the challenges that arrive on the first day of the event may be different than the ones that were originally posted online. This is because the companies, for whatever reason, have the chance to edit the challenges even after they have been posted.

An important note here is that while the theme of the event was AI, and the companies were strongly encouraged to present challenges with and AI theme, it was not mandatory for the challenge to be AI related. Therefore, there were a couple of challenges that were not AI related. This is something for your organising team to think about- How closely do you expect the companies to stick to your chosen theme?

Innovation

Nokia | 04 Jun 2018 – 15 Jun 2018

Create value from open data in 5G

5G, Open API, Business Model, Student Challenges

Innovation

Telia | 01 Jun 2018 – 15 Jun 2018

Telia 5G Finland Urban Challenge

5G, Analytics, Smart City

pivo

Innovation

OP | 04 Jun 2018 – 15 Jun 2018

Pivo Student Services

Services

Example of Challenges

The Schedule

This event is 10 full days. There is a lot to learn, a lot to create and a lot of time spent together. Therefore the overarching job of the organisers is to INSPIRE. In addition, it is also our role to give the participants the tools to create solutions. Next we will go through the 10 day schedule highlighting how we fulfilled our role of providing inspiration and teaching new methods.

Example of 10 Days 100 Challenges schedule 2018

This day is all about introductions- to potential new teammates, the AI theme, and new concepts and methods of working. Questions that will need answering (with any theme) are:

• what changes will this theme bring in the future?

• how can we see this theme influencing what is happening already?

• what do these trends/technological changes mean for us as individuals?

• what do these changes mean for business?

It is vital to have relevant and inspirational keynote speakers. It is also important to have a balance between personable experts and real world use cases. In our AI theme, it was necessary for the participants to learn more specifically about AI because it is a difficult topic to understand. Bringing in a local use case example really helped them understand how AI can be used in a company. We featured a local Health AI startup to come and talk about

how they have been able to use AI to provide better services for their customers. We also had the Google's Country Manager for Finland come to talk about how AI is used already and how it can transform businesses.

At the end of Day 1 the companies pitched their problem to interested participants. They formed teams during the morning of Day 2.

DAY 2

The first hour of Day 2 was forming the teams. Each challenge poster was placed on a different table. Participants sat at the table of the challenge they wanted to participate in. During this they had to determine each member's

role in the team. The roles are listed The Front Stage section above.

The next thing the teams did was that everyone (yes everyone!) joined Slack and create

their team channel. This was the only way we communicated with the participants. It was how we shared updates, changes to the schedule, presentations that were just made, etc. We found Slack to be a fantastic way to communicate. The rest of the day was spent deep diving into a concentrated version of the coming two weeks. This provided not only an overview of what was expected of the teams, but also more about working with AI solutions. Day 2 provided a look at the tools needed,

the goal for the 2 weeks and how to get to the outcome. This was a taylored 1 day package from one design company who specifically has a toolkit for working with AI.

This was a very intensive day and probably the most exhausting day of the whole 2 weeks. Participants will learn a lot of new methods, technologies and about their team members. For us, this was the most challenging day for participants.

DAY 3

The morning was spent learning about customer empathy tools (that are used in service design) such as personas and customer interviews and observation, etc. They looked at what the deep needs are for the customer and how to identify them. After the

morning of learning tools, part of the teams went out to conduct customer interviews while the technical team members stayed for a more scientific and programming focused talk on AI problem definitions.

DAY 4

We started the day with an inspiring futurist expert talking about future trends. She looked at the possible and probable futures. After this talk, everyone got to work on their challenges. Company coaches came to the venue to work on problem definitions.

Now that they had some customer research, they could narrow down and figure out what the real problem was that they were solving. Some of the companies took the teams to their own premises for this day.

At 4pm we held a barbeque. This was the first real social event. These are important to give the individuals time to connect with

a larger group of participants and to help them to grow their networks and to have fun after some hard days!

DAY 5

Now that each team had defined the problem and they had some customer interview data, the morning was spent working on their solution. After lunch the first round of presentations were done. This was a good chance for other teams to comment and give feedback on other's solutions. This step is helpful for everyone.

If you have many teams like we did (18), it is best to split the teams into two presentation groups. This saves time for the teams so they can get back to work more quickly but still have enough feedback to think about.

PRO TIP!

DAY 6

Day 6 started the second week with insights and methods into experimenting and prototyping with a 3 hour hands-on workshop. As the theme was AI, it was deemed that a digital prototyping tool was the most relevant to learn. Specifically the tool that was taught was the Marvel App. Although this was just one

option, for many it was the first time they had been introduced to this fast prototyping tool. This is a prototyping tool that requires no coding skills at all that can produce low-to-high fidelity prototype applications. The rest of the day was used for applying these tools and methods to their own solutions.

DAY 7

Now that we were well into the event schedule, teams were well practiced in self-regulating their work. So this day was spent working hard on their prototypes.

This was also a company coaching day, so someone from the company came in for the afternoon if they weren't there already in the morning as well.

DAY 8

We started this day with an inspirational talk. For one hour we took a break from the prototypes and listened to an issue that affects anyone looking for a job in the age of AI recruitment. So since our participants were students who will be going out into the job market soon and highly skilled unemployed immigrants, the topic of how AI is affecting the recruitment of talent for companies is highly relevant. This was the best-rated talk of the en-

tire event as it was very practical and an issue even for those who are already in employment.

The afternoon was set aside for pitch training. It is important that teams were able to pitch effectively and in various methods. So after the training, they went straight to work on their pitches.

At 4pm, there was another barbeque to round off the day.

DAY 9

This second to last day was spent working on presentations (and the prototypes too). They created a demo of their service or product and they perfected their pitches.

DAY 10

This was only a half day which means that all 18 teams had to have enough time to pitch their product/service. They were each given 2 minutes. In addition to this pitch, many of the teams did individual pitches and demos for their company coaches.

Each person in attendance (and who met the criteria) received a completion certificate that were printed out that morning. Those who earned them but could not be there, were sent them also later in the day. This final day ended with the best team being chosen, lunch, and then an informal social gathering in a nearby pub.

PRO TIP! As each team separately pitched and demoed their solution to their company representative, maybe setting aside some official time in the schedule to do this would be good. Alternatively, you could organise a 'demo day' style event where people can go stand to stand.

Resources

Human Resources- Key Roles

Programme Lead

this person should be expected to allocate 50% of working time to this project for 9 months.

Local, dedicated coordinators

if your event is like this one where it brings together different organising organisations, then each organisation needs to have its own dedicated coordinator. These coordinators will support the overall efforts of the Programme Lead and be the event's one representative and touchpoint for their internal applicants/participants.

Coaches and Mentors

training should be provided in an advanced one day training session that focuses on Lean Service Methods, introducing the programme itself, and the programme goals. The coaches and mentors will be used during the days of the event and expected to help move the participants forward.

Volunteers

these are usually students and at our event they had the possibility of earning some academic credit. Their jobs will be both standard and specialised. They will be required to help set up spaces, help with catering and people management (during meals) but they can also be allocated duties ranging from audio/visual support, videography, post-event video editing, photography, and social media/digital marketing before, during and after the event.

Venue

An event like this, which in 2018 attracted about 100 active participants (creating 18 teams) plus company representatives, organisers, and volunteers, needs to have ample space, both common and private to be productive. The open spaces need to accommodate all participants for the inspiring talks with topics such as design sprint methods, service design tools, prototyping, pitch training, etc. where all participants will be gathered. These same open spaces may need to also accommodate meal setups, coffee stations, and spaces for presentations. In addition, there needs to be smaller dedicated work spaces that can accommodate the number of teams you have.

In addition to the space, you need to have the right kind of audio-visual equipment that will be used. Screens, projectors, connectors, computers, chargers, whiteboards, etc. as well as any other theme-specific needs your event has.

At times this kind of venue may be a challenge to find but since this event is designed to take place outside of the regular academic year, usually facilities at a university are available.

Budget

The primary expense for the 10 days 100 challenges held in 2018 was the human resource to coordinate the entire event. The second most costly item was food and refreshments.

x 10 days

+

x 10 days

x 100 participants

14,000 €

Below are some of the sample budget items that you will need to take into consideration (of course this list is not exhaustive).

- Wages (internal and external)
- Marketing and marketing materials (website, SoMe campaigns, posters, leaflets, handouts, etc.)
- Venue (if not sponsored)
- Food/refreshments
- Audio/visual needs (if necessary)
- Videography/editing

Metrics and Follow Up

The metrics you choose will reflect what is most important to you as the organiser. Was your goal to create a new way of learning? Was one of your goals to introduce students and unemployed professionals to companies? Or was one of your goals to show the possibilities of including a third semester into the school year? All of these goals will need different ways to measure them.

Some of your metrics will require follow up. If you want to measure how well you brought companies and individuals together, you will need to find out how many interviews or conversations were had between the companies and the participants. Was there any real collaboration that came from this event? Did anyone get hired by one of the companies? Asking the companies and the participants to report how many of these they had during and following the event will help you measure the impact of your efforts.

If one of your metrics was to create opportunities to study in the summer, then you will need to keep track of who actually finished their coursework to get the 10 ECTS credits. Or overall, how many credits were awarded to how many students. Did many students drop out? If so, then you need to follow up and see why that was.

When it comes to evaluating value for the companies, it is important to know which companies found this a valuable experience. How would they rate this type of experience for their business interests? How many would participate in this kind of event again? And most importantly, what did they feel about the quality of work of the teams they were involved with? Did they hire anyone or were they impressed by the quality of team members they saw? It might also be good to know what was their reason for participating in the first place.

Things to Remember

Some of these learnings have been incorporated into the text of this manual but we also wanted to separate these out so that you can see what we learned during this process.

Operational

- Each participating university need to dedicate human resources for implementation, coaching and assessment
- Companies need to be interesting for the participants: innovative, international, agile
- A multidisciplinary approach is necessary
- The space for the program: innovative/modular, technical support available, practicalities
- Optimum number of participants is 60-100 people
- Secure outside speakers
- Companies need to pay -> enough commitment to co-create with the team
- Don't make the content or learning objectives too complicated
- Needs to be clear ownership of teams by coaches- named coaches would be good for each team as continuity is important
- Feedback is not automatic, you will need to follow up and have someone to conduct interviews

Marketing

- This kind of event is a great opportunity to build relationship with local innovative companies
- This is a great opportunity for teachers to learn facilitation skills
- This event is really rewarding for professionals with experience in the team - not just students
- Diversity is key to the learning experience- professionals, students, backgrounds, industries, nationalities, etc.

Wrap up

What make this event so special was the fact that these were real business challenges being addressed through real, active co-creation. The dedication and the investment the companies made in working with the participants really set this event apart from any other event like it. The length of the event also helped in really creating a relationship between the teams, their company coaches and the companies.

One of the ideas that came out of the feedback was to involve the previous year's participants more actively as coaches. There was one or two former participants that came to talk or to coach a lit-

tle but to have that as a more rigorous and integrative experience would be helpful to all attendees. It is a great idea to take forward.

One of the great things that participants learned in this process is that things can be built and iterated in a short space of time. Even semi-functional prototypes can be created and moved forward in 10 days. This was an inspirational learning for many of the participants who had never tried this before. To know that it is possible to listen, try, test, iterate quickly and effectively, is a skill that they will take with them wherever they go from now on.

Attachments

Screen shot of registration page

10 DAYS 100 CHALLENGES RECAP - video

DAY 1: A Grid, Espoo

DAY 2: Harald Herlin Learning Centre, Espoo

DAY 7: A Grid, Espoo

DAY 3: Harald Herlin Learning Centre, Espoo

DAY 3: Harald Herlin Learning Centre, Espoo

Nokia Happiness Creators concept iteration

10 DAYS
100 CHALLENGES
4.-15.6.2018 A Grid, Otaniemi Espoo

Topi Kottarainen

has participated 10 Days 100 Challenges Program 4th - 15th of June, 2018

Which was organized together by Haaga-Helia University of Applied Sciences, Laurea University of Applied Sciences and Metropolia University of Applied Sciences in Aalto Otaniemi, Espoo.

GRADE: 4 (1-5)

THE PROGRAM (10 ECST)

A Pre-work assignment: What is Service Design?
10 days facilitated program, teambuilding process, service design methods and tools
Working with challenges brought by partner companies within multidisciplinary teams
Theme of the program: How Artificial Intelligence is transforming the way we live and work
After program assignment: An individual portfolio, including description of the challenge, solution and the process

TRAINING TOPICS

Introduction Day including inspirational talks of AI
Company challenges - Nokia, Telia, OP, Kone, City of Helsinki, Careal
Team building process
AI Service Design Sprint Day by Futurice
Problem solving and co-creation process including AI scenarios
Service Innovation process and tools
Coaching by company experts and program organizing team
Pitching

LEARNING OUTCOMES OF THE PROGRAM

Metropolia students are eligible to conduct this program as **10 ECTS Metropolia Innovation Project**. This program aims to facilitate and build up new connections between companies and individuals, innovators and students for fast problem solving and lean service co-creation process. Students learn to solve real world problems within multi-disciplinary teams, lean methodologies and team building principles.

GRADING PRINCIPLES

Pre-work assignment: 10%
Attendance (80% mandatory): 50%
Portfolio: 40%

Helsinki 25.7.2018

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Example of 10 ECTS certificate

10 Days 100 Challenges poster