

# CBI A<sup>3</sup> Jam



# Today's Schedule:

WEDNESDAY, 5 DECEMBER



**08:30** → 09:00 **Teaching team meeting**

🕒 30m 📍 3179-R-E06

**09:00** → 09:30 **Warm-up and instructions for the day**

🕒 30m 📍 3179-R-E06

**09:30** → 12:30 **PD3 round 1 - 3-hour Jam Session, idea development & prototyping**

🕒 3h 📍 3179-R-E06

**12:30** → 13:30

**Lunch**

🕒 1h

**13:30** → 16:30 **PD3 round 2 - 3-hour Jam Session, idea development & prototyping**

🕒 3h 📍 3179-R-E06

**16:30** → 17:00 **Preparation for Thursday: guidance on format & expectations**

🕒 30m 📍 3179-R-E06

**17:00** → 17:30 **Daily reflection**

🕒 30m 📍 3179-R-E06

**18:30** → 19:00 **Soup dinner @ IdeaSquare (Teaching team to prepare)**

🕒 30m 📍 3179-R-E06



## 2 x PD3 – jam session

*Consider greater detail: SDG, 2030 future & technology*

# Jam session - idea 1

**Develop your ideas (approx. 1.5 hrs)**

*Is this transformative innovation? 2030 horizon*

*Develop a stakeholder map & explore different users*

*What systems are you making obsolete?*

*When, where, how, why, what, who...*

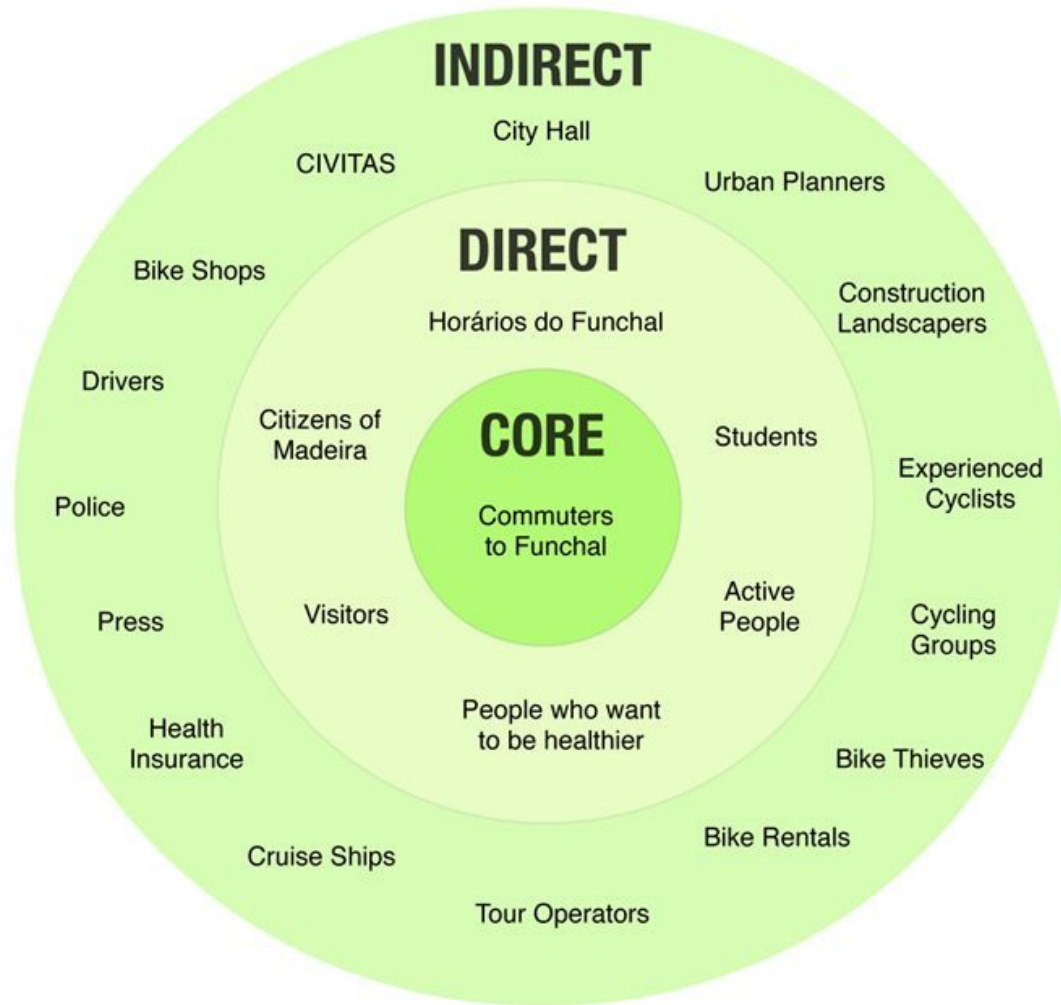
*What is the value of your design to society?*

*What undesirable side effects might occur?*

*Describe the journey of using your design idea.*

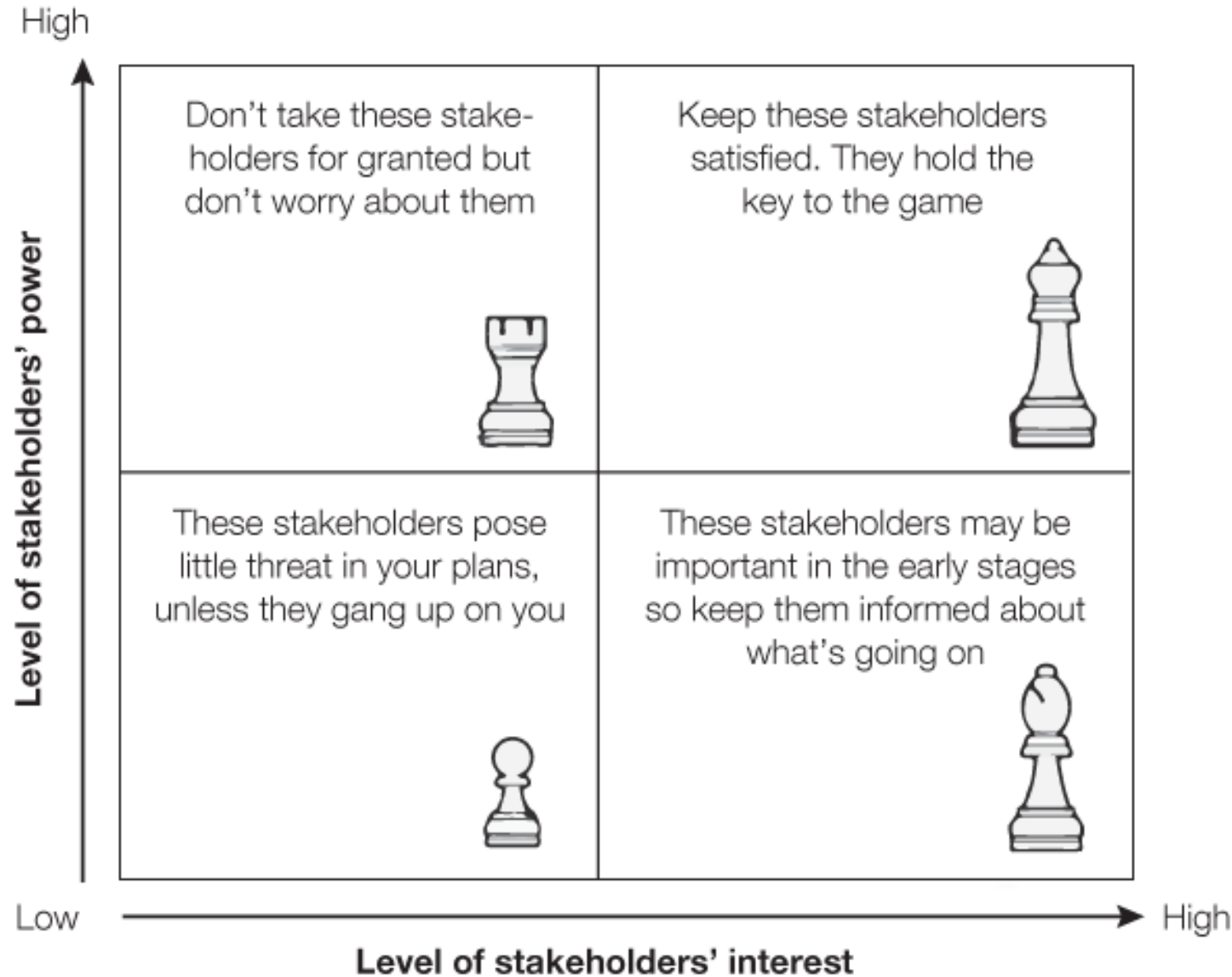
**Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)**

# Stakeholder maps



**Use stakeholder maps to create hierarchy and start to understand relationships between stakeholders (actors in your ecosystem)**

# Stakeholder maps



## Interest and Influence

(Johnson, Scholes, Wittingham)

A photograph of a band performing on stage. In the foreground, a man in a plaid shirt is playing a bass guitar. Behind him, another man is singing into a microphone. The background is dark with stage lights.

# Present your idea

## 5 minute pitch format

What is the challenge you are addressing?

Clearly describe your idea.

How is it valuable for society?

How does it use CERN technology?

Start with **Can you imagine...**

*Consider the narrative to engage your audience*

# Pitch narrative

A person is silhouetted against a vast, starry night sky. The person stands on a dark rock in the foreground. The sky is filled with numerous stars, and the Milky Way galaxy is visible as a bright, hazy band of light stretching across the upper portion of the frame. The overall scene is dark and atmospheric, with a focus on the celestial elements.

**Can you imagine?**

a world where...

... what if...

**Pixar storytelling**



P  X A R



PIP video: <https://www.youtube.com/watch?v=07d2dXHYb94>

Voice over video: <https://www.youtube.com/watch?v=v2CB8Snq5Zw>



Introduction

Building Empathy

Turn of Events

Call to Action

The Quest

The Crisis

Personal Growth

Showdown

The Resolution

# Pixar storytelling

*Once upon a time there was.....*

*Every day.....*

*One day.....*

*Because of that.....*

*Because of that.....*

*Until finally.....*



# CBI A<sup>3</sup> Jam



**Energizer**

A group of people are gathered around a white table, playing a card game. The woman in the center is laughing joyfully. The table is covered with several small, square cards featuring various images. A white mug and a smartphone are also on the table. The background shows a modern office or meeting room setting with a grey sofa and a whiteboard.

**CBingo!**



# Let's Play **CBIngo!**

Find a different person for each of the squares!

Write their name in the square.

First to fill the card wins!

A photograph of two women shaking hands in an office setting. The woman on the left has dark curly hair and is wearing a light-colored, textured long-sleeved shirt. The woman on the right has long brown hair and is wearing a grey ribbed turtleneck sweater and a dark skirt with white vertical stripes. The background is a blurred office environment with a yellow sticky note on a wall.

# Let's Play **CBIngo!**

However, you can only ask one question to each person at a time.



# Jam session - idea 2

**Develop your ideas (approx.1.5 hrs)**

*Is this transformative innovation? 2030 horizon*

*Develop a stakeholder map & explore different users*

*What systems are you making obsolete?*

*When, where, how, why, what, who...*

*What is the value of your design to society?*

*What undesirable side effects might occur?*

*Describe the journey of using your design idea.*

**Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)**

**Name your concept**



A photograph of a band performing on stage. In the foreground, a man with dark hair is playing a black electric bass guitar. He is wearing a blue and white plaid shirt. Behind him, another man with long brown hair is singing into a microphone on a stand. He is wearing a dark jacket over a patterned shirt. The background is a dark stage with warm, glowing lights.

# Present your concept

**5 minute pitch format**

Start with **Can you imagine...**

*Consider the narrative to engage your audience*

What is the challenge you are addressing? SDG + 2030?

Clearly describe your concept (+ **give it a name**)

How does it use CERN technology?

How is it valuable for society?

# Jam session - idea 2

**Develop your ideas (approx. 1.5 hrs)**

*Is this transformative innovation? 2030 horizon*

*Develop a stakeholder map & explore different users*

*What systems are you making obsolete?*

*When, where, how, why, what, who...*

*What is the value of your design to society?*

*What undesirable side effects might occur?*

*Describe the journey of using your design idea.*

**Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)**

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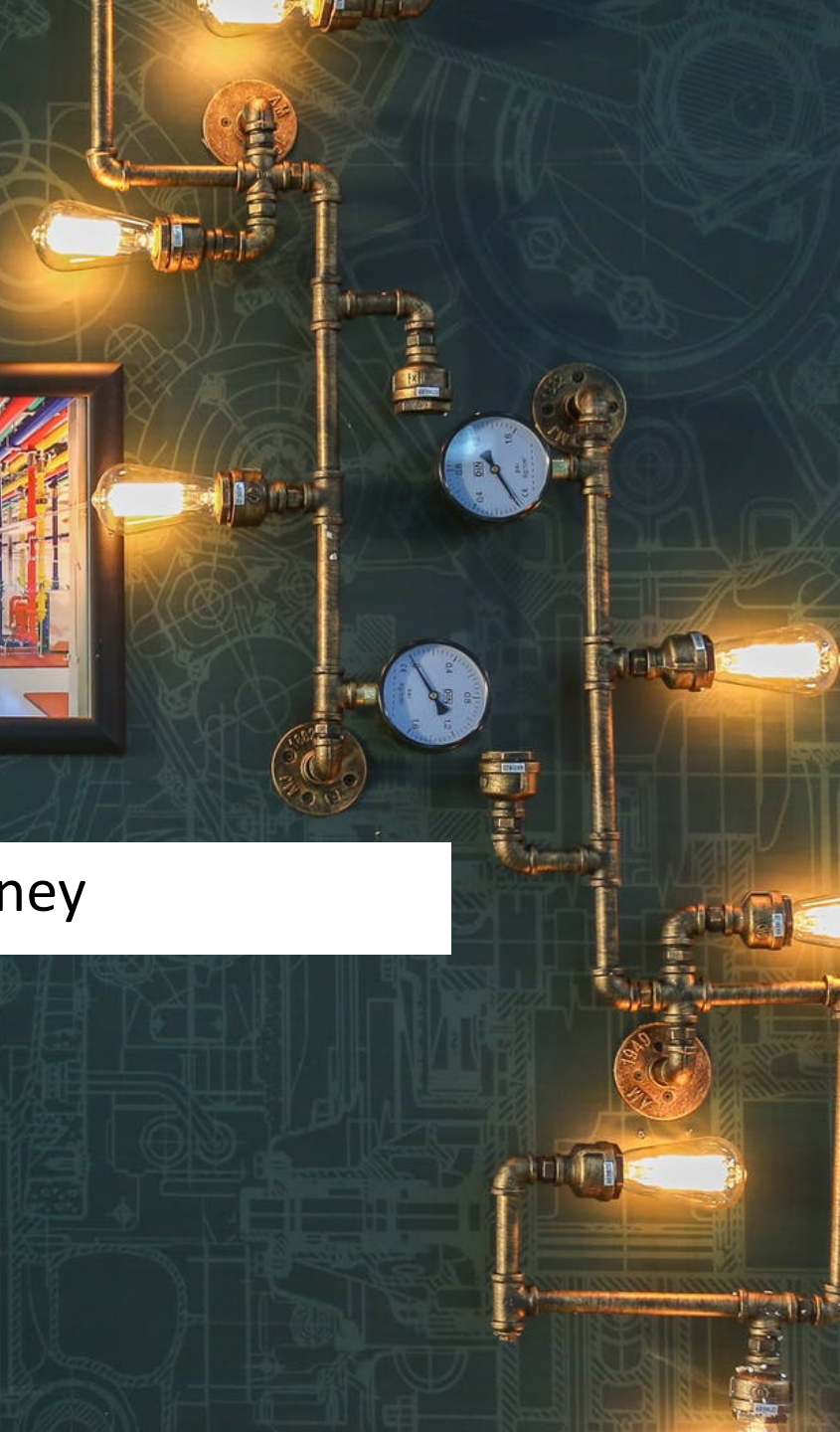
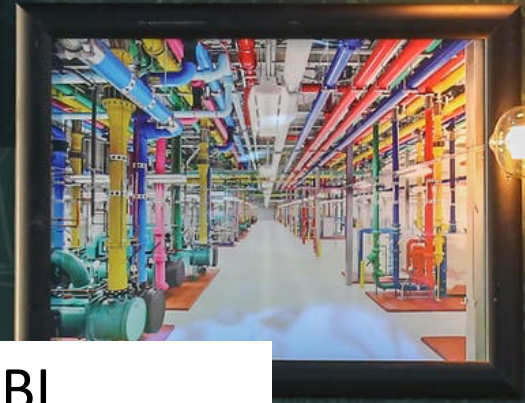


# A<sup>3</sup> Presentation

To start with:

Harri/Santeri will introduce IdeaSquare/CBI

Christine will introduce CBI A<sup>3</sup> and mid-way through journey



# A<sup>3</sup> Presentation

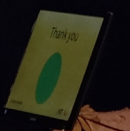
5 min presentation

Present 1 idea

5 min feedback



SUGAR



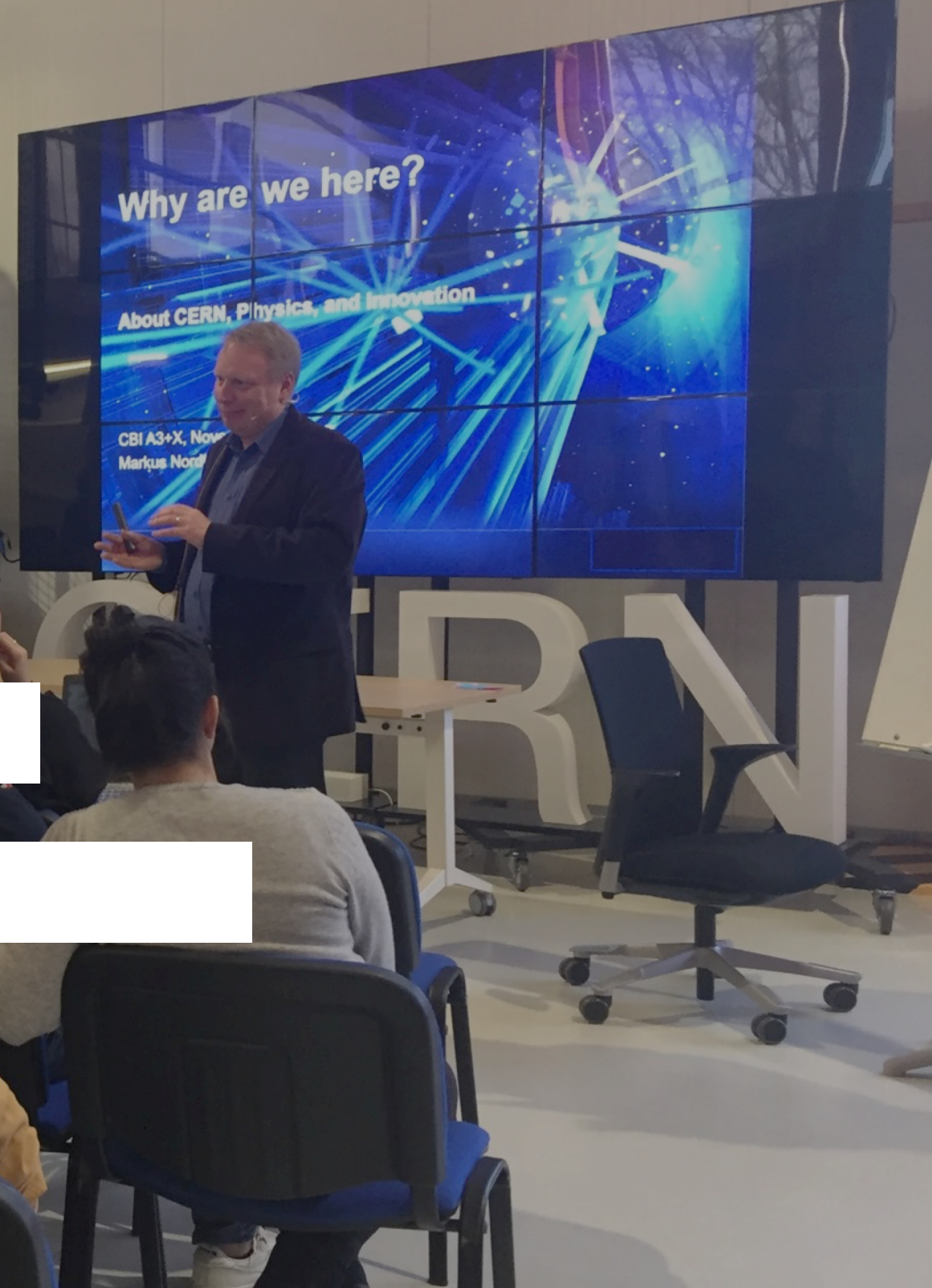
# A<sup>3</sup> Presentation

The audience

Feedback panel

Audience appreciates ideas based on facts

Audience appreciates transformative innovation



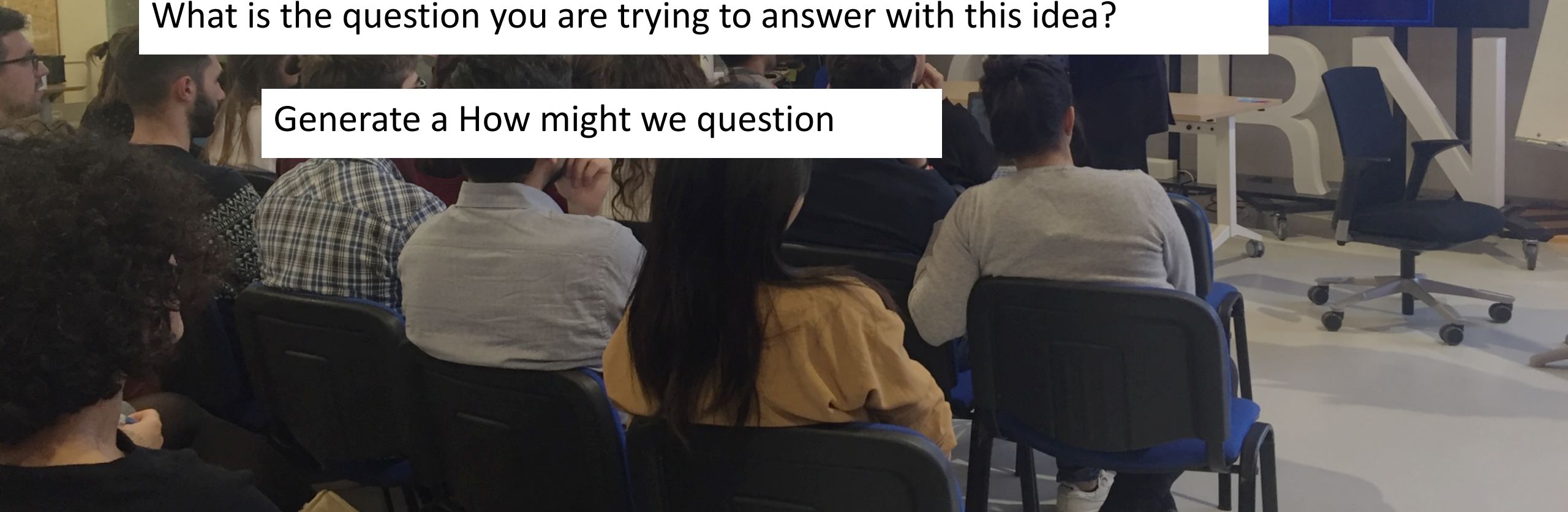


# A<sup>3</sup> Presentation

The starting point

What is the question you are trying to answer with this idea?

Generate a How might we question



# A<sup>3</sup> Presentation

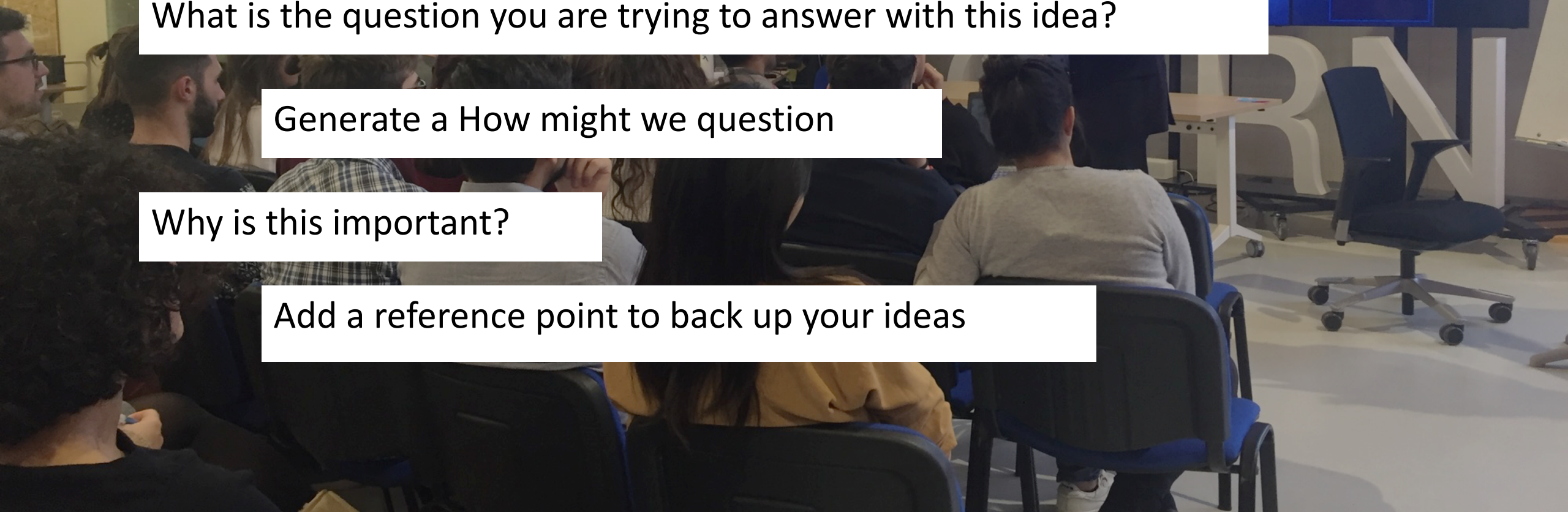
The starting point

What is the question you are trying to answer with this idea?

Generate a How might we question

Why is this important?

Add a reference point to back up your ideas



# A<sup>3</sup> Presentation

A group of approximately ten diverse students are gathered in a classroom or workshop. They are dressed in winter jackets and scarves. Some students are holding up their projects, including a paper airplane, a cardboard box with a fish logo, and a printed map. One student in the foreground is holding a large stuffed animal. The background shows a whiteboard and classroom furniture.

Consider:

This is not a sales pitch. It's telling what you've learned and what you are proposing.

Showing is better than telling

Use slides as an anchor

# A<sup>3</sup> Presentation

A group of approximately ten students are gathered in a classroom or workshop. They are dressed in winter clothing like jackets and scarves. Some students are holding cardboard boxes, one with a fish logo and another with a 'SUPER' logo. One student in the foreground is holding a yellow Piñata. Another student is holding a large printed image of a city or industrial site. The background shows a whiteboard and classroom furniture.

Slides

Use images to help people visualize your challenge

Be careful with your colour choices

Use big fonts

# A<sup>3</sup> Presentation

A group of approximately 15 students are gathered in a classroom or workshop. They are dressed in winter attire like jackets and scarves. Several students are holding up their project models, which include a white architectural structure, a colorful grid-based model, and a cardboard structure with blue and orange elements. One student in the foreground is holding a large printed image of a city or landscape. The background shows a typical classroom environment with desks and a whiteboard.

Make sure:

Show passion!

Have a clear explanation

Practice with others and iterate based on the feedback that you get

# A<sup>3</sup> Presentation



## Feedback

Think before you answer: *Thank you for your question!*

Embrace not knowing

Focus on listening, not on defending your ideas

Keep your answers short