

wicked^o acceleration labs

WICKED IMPERIAL MODULE

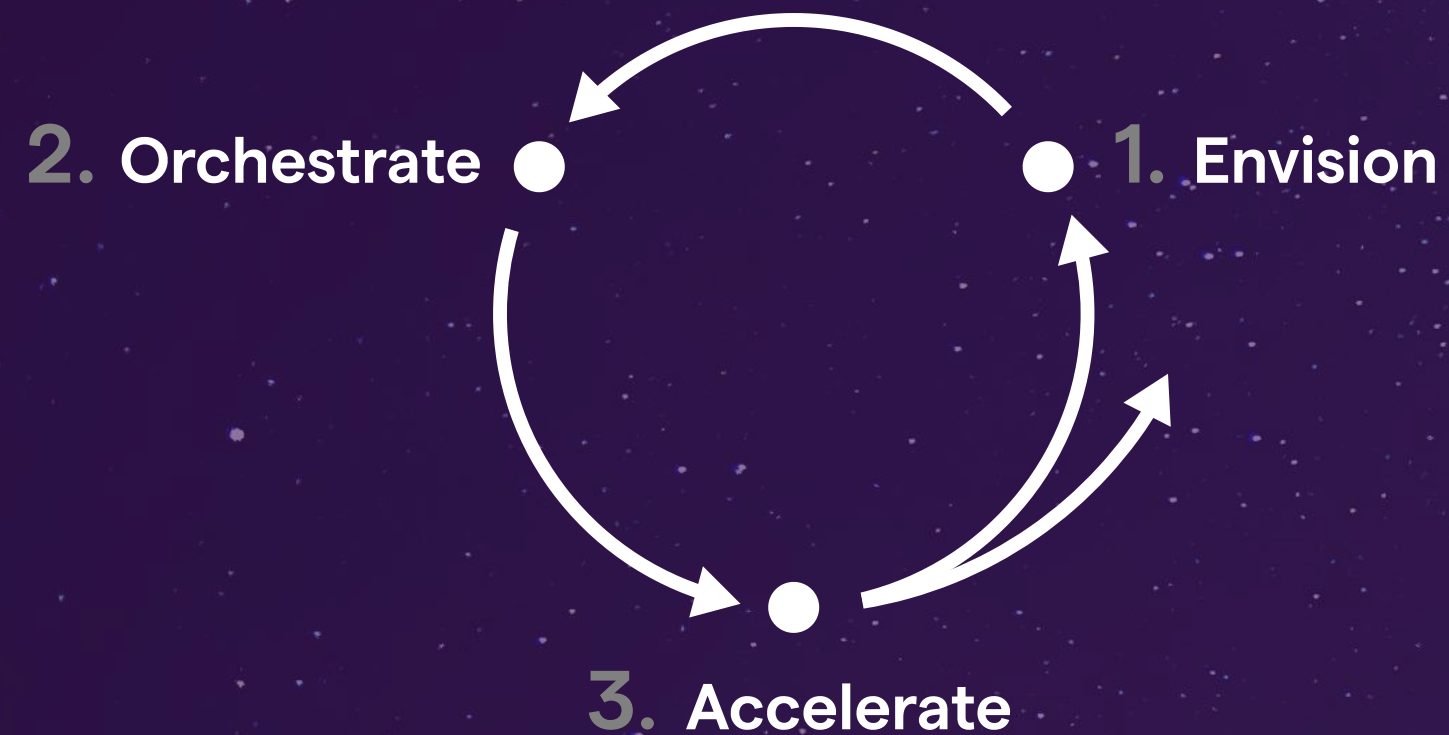
Official Sponsorship Guide

wicked^o
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labs

B Imperial College
Business School



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Wicked Acceleration Labs design, develop and deploy novel frameworks, tools, and methods for complex multi-stakeholder scenarios to better address today's pressing systemic challenges around the planet.

Our mission is to help **envision, orchestrate and accelerate** desirable futures by addressing complex systems-level challenges at the intersection of **academia, industry, and policy**.

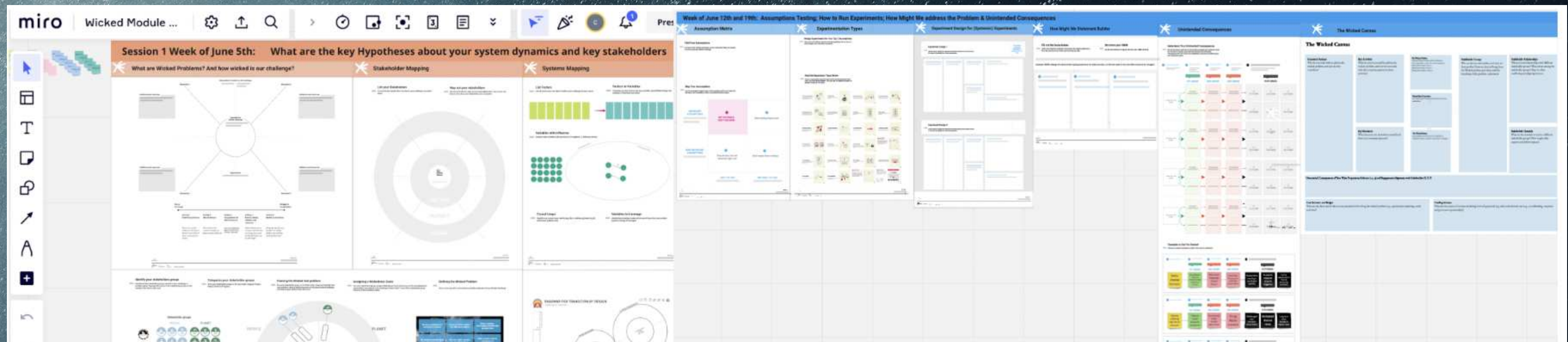
WICKED PROBLEMS, SYSTEMS DYNAMICS & ENTREPRENEURIAL INNOVATION

WITH STEVE BLANK

11TH JUNE - 12TH JULY 2024



REAL WORLD WICKED CHALLENGE-DRIVEN, FAST-PACED, TEAM-BASED, DIGITALLY-SUPPORTED
USING LEAN + SYSTEMS THINKING & WICKED ACCELERATION



WHAT TO EXPECT

To embark on this journey, our first step involves collaborating with our team to craft a compelling challenge and assembling a concise one-page brief. This brief should encompass relevant focus areas, background information, and project objectives. Once we've defined this focus area, your role will be to submit the problem space, allowing the student team to kickstart their research.

Following this initial phase, throughout the initial weeks of the module, the student team will engage in customer and stakeholder discovery interviews, delving deeper into the intricacies of your problem, its stakeholders, and the criteria for a potential yet initial solution. They will also embark on developing and testing a Minimum Viable Solution to gain valuable insights into adoption patterns and the needs of end-users, customers and stakeholders. During class sessions, the student teams will deliver weekly presentations on their findings, receiving ongoing feedback from their instructors, the Alumni mentors, experts and sponsors.

Active involvement from sponsors is pivotal to the success of the student teams and the calibre of their outcomes. The specific deliverables from the Wicked Module courses vary depending on the “wickedness” of the problem. Past problem sponsors have received top-tier market research, strategic insights, actionable pathways forward, and operational prototypes.

In light of this, we seek problem sponsors who are dedicated to collaborating with the student teams and who relish the opportunity to work with university students. If you're interested in learning more about the problem sponsor experience and course outcomes, feel free to reach out.

RESPONSIBILITIES OF THE SPONSOR

The responsibility of the Wicked Sponsor encompasses two key aspects: **serving as both the client and intermediary**. As the client, the Wicked Sponsor takes ownership of the issue the students aim to address, steering their proposed solutions and aiding their exploration into its underlying causes. Given the fast-paced and compressed nature of the Imperial Wicked Module, Wicked Sponsors must be prompt in their responsiveness, address inquiries, and assist in connecting students with relevant stakeholders.

For global challenges, we expect partners to curate itineraries, help with logistics and provide accommodations for students conducting customer/stakeholder discovery outside of the UK. This ensures smooth and productive exploration and validation of the challenging landscape across diverse geographical contexts.





PRE-MODULE (BETWEEN MARCH AND 23 MAY, 2024)

Please submit your problem for further curation through a process involving one or two meetings. This interaction typically occurs approximately 2 months before the start of the course. Follow the Template attached at the end of the document, use it as a checklist and feel free to add in additional details.

Please ensure the identification of no fewer than 5 relevant contacts and stakeholders within the Challenge domain and/or your organisation for the Student Team to interview them. Before the commencement of the course on 11 June 2024, kindly provide these contacts to the Wicked Team.

We need the Sponsor to present the Challenge in 5 mins, using 5 slides --either in-person or via online-- on Friday 24 May between 5pm and 6pm UK Time



DURING MODULE (BETWEEN 10 JUNE AND 12 JULY, 2024)

Please ensure timely responses to the student team inquiries, aiming to reply within 48 hours. Conduct weekly check-ins with the student team, dedicating 1 hour per week to engage. You may also participate in the weekly team updates (10 mins) on Tuesday 25 June, July 2 and July 9 between 2pm and 3:30pm UK time.

Please offer guidance on their discovery/validation journey and provide advice on the direction. Attend your team's final presentation on Friday 12 July (time TBD).



POST-MODULE (15 JULY, 2024 ONWARDS)

If there is interest in furthering the research and validation with additional expertise after the Module concludes, feel free to reach out to Wicked Labs. We are available to facilitate continued collaboration and solution of your Challenge with further involvement of both postgraduate students and experts, as needed.

IMPERIAL WICKED MODULE TIMELINE

EVERY TUESDAY FROM 2-6 PM
UNTIL THE 12TH JULY, 2024

30-31ST MAY, 2024

Teams Announcement

11TH JUNE, 2024

Wicked Module Lecture 1
with Steve and Cristobal

Wicked Module Lecture and Sessions
(11th, 18th, 25th June and 2nd, 9th July)

5-7PM, FRIDAY,
24TH MAY, 2024

The 2024 Wicked Challenges
Announcement and Team
formation kick-off (mandatory)

WEEK COMMENCING
3 JUNE

Challenge and Sponsor
Initial Engagement

WEEK COMMENCING
17 JUNE

Customer and Stakeholder
Discovery Week

3-6PM, FRIDAY 12TH
JULY, 2024

Final Presentations

TEMPLATE FOR CHALLENGE CURATION AND PRESENTATION

We have prepared a template for you to explain the challenge offered, the context, relevant stakeholders and impact expected to pitch to our students. This will serve as a brief and guiding document throughout the module.

Download the template here:

https://docs.google.com/document/d/1jf8LOAlrZdEF5a_yII5yW1yfbF4Zx8tH_OjMWfszk58/edit?usp=sharing

Please fill it up and email it back to Mehek Khanna:
10041526@network.rca.ac.uk

THE CHALLENGE

What's the overall context of the Challenge? Who is affected and why? Please provide background information, evidence and data to gauge the importance of the challenge as well as relevant stakeholders.

RELEVANT CONTEXT and SPECIFICITY

- Please provide further specificity of the different layers of the problem, if any.
- You may also specify characteristics of previous suboptimal attempts to address the challenge
- You may also describe the components of the technology that has been used to tackle the challenge
- Please also provide the geographical and industrial context of the Challenge
- Please provide information of relevant stakeholders connected to the Challenge both locally and globally, if apply.

IMPACT

Please estimate the impact (economic, social, environmental) of a potential solution to your Wicked challenge

POTENTIAL BENEFICIARIES

Please briefly elaborate on the potential and Hypothetical beneficiaries of your wicked Solution, including users, customers, suppliers and/or stakeholders

WICKED TEAM RECOMMENDED SKILLSETS

Design research, Programming skills, Business Modelling, etc (example)

RESOURCES

Bibliography, Web resources, etc

THANK YOU!

This folder contains all relevant information on the Wicked Module, including an example of a Completed Template, should you need it.

For additional questions, please visit our website at www.wickedacceleration.org or connect with your point of contact via email.