

FUJIFILM FUTURE CHALLENGE 2020



KICK-OFF 1 OCTOBER 2020

Co-funded by the Erasmus+ Programme of the European Union



FUJIFILM FUTURE CHALLENGE 2020



WELCOME !

1. Introduction S4S
2. Practicalities
3. Who is who
4. Program FF Challenge - deliverables, assessment, support
5. Kick-off: 4 blocks

Organizers: Michiel de Hair, Frans Stel Rogier de Jong

Co-funded by the Erasmus+ Programme of the European Union



INTRODUCTION



- 💡 During the 5th edition of the Fujifilm Future Challenge 2020, 11 international teams will develop innovative & feasible “green” ideas and present these to each other and an expert jury.
 - 💡 In total **52** students from **6** different Universities participate ...
 - 💡 ... these will be supported by **5** technical experts from Fujifilm and **7** coaches
 - 💡 the teams collaborate in a learning community and compete at the same time to win the prize: a trip to Barcelona.
 - 💡 an expert jury selects a winner, you assess your colleagues as well.
 - 💡 benefit from each other’s different strengths, background, knowledge and skills.
- 💡 **HAVE FUN**



AIMS



1. Sustainability in practice
2. Co-creation between industry and academia
3. Learning community re International Entrepreneurship
4. European Research based learning program (S4S)



PROGRAM



14:00	30"	Block 1 Introduction <ul style="list-style-type: none">● Technicalities● Program outline: critical success factors, assessment, deliverables● Who is who - team presentations● Questionnaire
14:30	45"	Block 2: Fujifilm <ul style="list-style-type: none">● Introduction quiz● Fujifilm Technologies - membranes, healthcare, energy, water
15:15	10"	SHORT tea / coffee break
15:25	60"	Block 3: Creativity tools: <ul style="list-style-type: none">● DIVERGE: Product DNA, zoom in & out, Value equation● CONVERGE: idea development: Mindmap 5W2H, PMO
16:25	10"	SHORT tea / coffee break
16:35	60"	Block 4: Brainstorming & Feedback (p. team) <ul style="list-style-type: none">● Develop potential innovative ideas: technology brain storming● Feedback from Fujifilm staff (rotating)● First selection of ideas
17:35	10"	Wrap up of afternoon : conclusions, next steps, dates & milestones
17:45		End of program



5

PRACTICALITIES



Enable your camera

Mute your mic (except during the Q&A and team sessions)

Questions via chat

Block 4: =plenary start, -> breakout rooms, ask for tech experts via chat

Be in time after the breaks !!



6

WHO is WHO



Vennebroek
Academic
Services



Frans Stel

Visiting Professor Yamaguchi Uni.
Research ass. University Twente
Managing Consultant VAS

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Rogier de Jong

Trainer / Consultant / Lecturer Avans
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only use WhatsApp



7

WHO is WHO FUJIFILM



Michiel de Hair
★ Open innovation HUB manager at FUJIFILM ★

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MERT COLAKOGLU, MSc. · 2nd
New Business Development Officer - FUJIFILM
Manufacturing Europe B.V.



Anton in 't Groen · 1st
Senior Treasury Officer and Presenter Open Innovation Hub
at FUJIFILM



Paris Rallis · 1st
New Business Development | Front End Innovation at
FUJIFILM Manufacturing Europe B.V.



Satoshi Sano · 1st
FUJIFILM Manufacturing Europe B.V. - Senior Liaison
Manager Innovation & Strategy Planning



8

WHO is WHO

avans

University of Applied Science



Esther Fijneman

Coach
Innovative Studio

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Avans Innovative Studios

University of Applied Science



Team 1: Fujivators

Jelle	Wels	integrale veiligheid
Kelvin	Wardenaar	commerciële economie
Sam	Bosma	foodinnovation
Vincent	Savelkouls	communicatie multimedia design



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Team 2: Prototypers

Boaz		Frey	business it en management
Daan	van	Egmond	communicatie multimedia design
Lynn	van	Sundert	industrieel product ontwerp
Wesley		Aarden	bestuurlijke informatica



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Team 3: The Lost Astronauts

Jasper	de	Veer	communicatie multimedia design
Kas		Peters	communicatie multimedia design
Sanne	van de	Plas	chemical technology
Yvonne	de	Rijck	food innovation



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Team 4: Swaggerlicious

Lauren		Berting	building construction
Sam	van	Lieshout	communicatie multimedia design
Tom	de	Leeuw	communicatie multimedia design
Wessel		Clarijs	business it en management



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Team 5: Spyoneers

Jasmin		Einollahi Shakiba	product design
Renske	de	Korte	bussiness innovation
Sander	de	Ridder	chemical technology
Tim		Herwig	communicatie multimedia design



WHO is WHO



Avans School of Int. Studies



Rogier de Jong

Lecturer

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Wisdom Kanda

Researcher & lecturer

wisdom.kanda@liu.se



WHO is WHO



Avans School of International Studies (ASIS)



University of Applied Science

Team 6: InPrimis

Bas	van	Schajjk	international finance & control
Kelly		Shan	international business
Luiza		Cumpanasu	international business
Vasil		Zhiliev	international business
Zhongtong		Yang	Linköping University



WHO is WHO



Understanding Society



James Small

Scientific Director CoE
Sustainable Entrepreneurship

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Anne Seela

Research assistant

anne.seela@uni-oldenburg.de



WHO is WHO



Understanding Society

Team 7: Virtual Brainz

Laura		Koss	Oldenburg University
Merel	de	Niet	Tilburg University
Nicole		Eichholz	Oldenburg University
Peer		Voltmann	Oldenburg University
Tim		Lösche	Oldenburg University



WHO is WHO

THOMAS
MORE



Marc Clerkx

Lecturer Marketing & Entrepreneurship
Thomas More University of Applied Sciences

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WHO is WHO

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Team 8: Futureous

Erona	Hajdini	Technology
Anna	Haselberger	Business/Star-Track
Emma	Stevens	Marketing
Chloë	Peeters	Business & Entrepreneurship
Siebe	Smeyers	Marketing
Michaël	van Beek	Logistic Management



WHO is WHO

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Team 9: Yellow Internationalists

Celik		Hasanaj	Technology
Shauni		Buelens	Legal Practice
Julia		Kröss	Business/Star-Track
Lisa		Naert	Marketing
Roel	van	Beurden	Marketing
Stephanie		Janssens	Logistic Management



WHO is WHO

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Team 10: Just another team

Anton		Kog	Logistic Management
Maciej		Tomkowiak	Business/Star-Track
Nadir		Aksu	Marketing
Verona		Kolgeci	Technology
Yana	van	Roey	Marketing



WHO is WHO

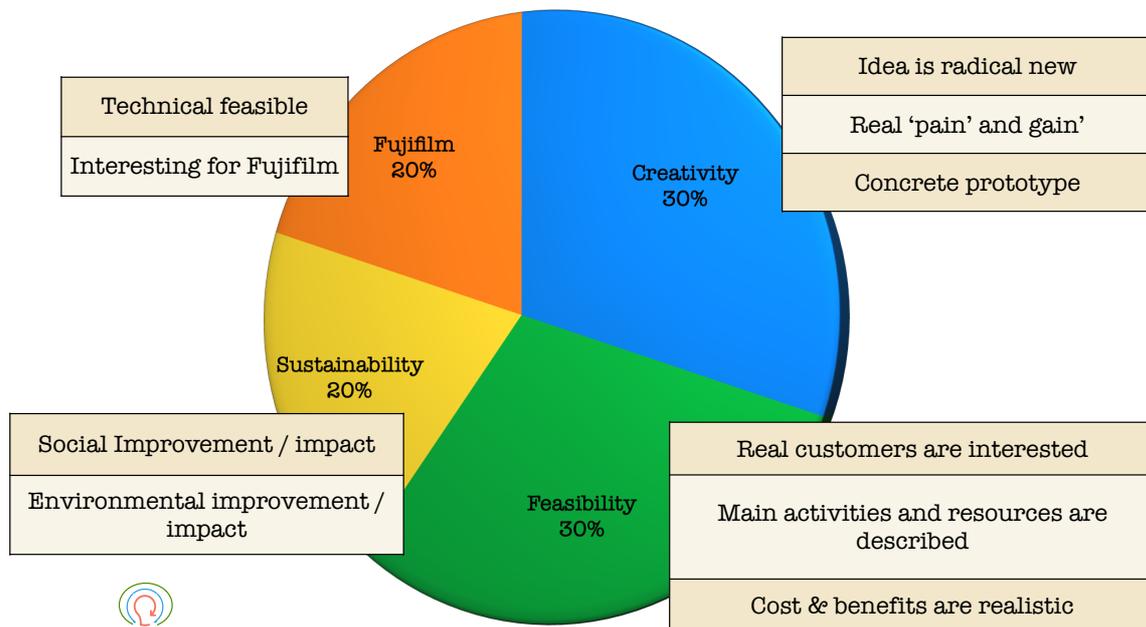


Team 11: Brave revolutionaries

Astrid	Helsen	Logistic Management
Isabeau	Meeus	Marketing
Paula	Radnitz	Business/Star-Track
Robbe	Diels	Logistic Management
Rudi	Oemajl	Technology



ASSESSMENT CRITERIA



SUCCESS FACTORS

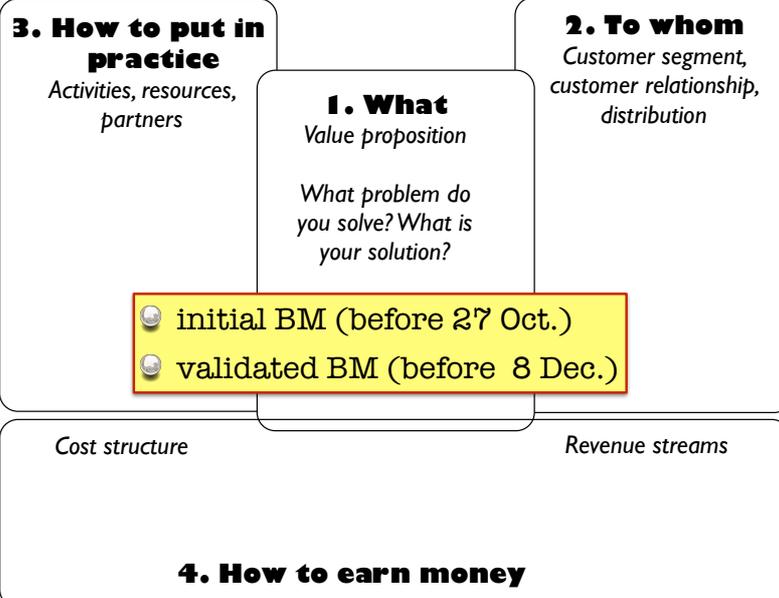


1. Initiative!
2. Team effort
3. Resilience & flexibility



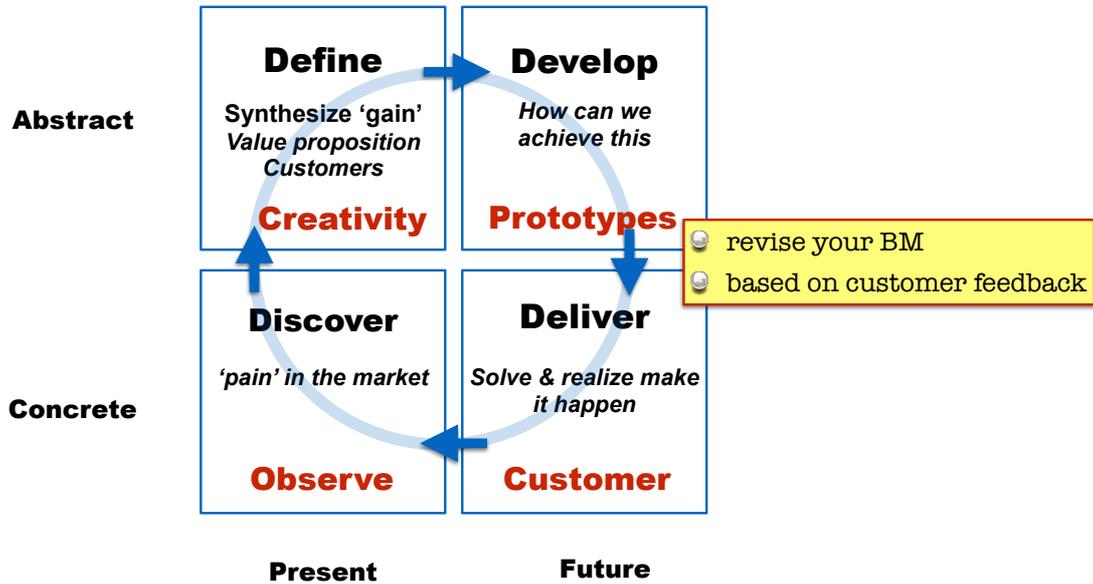
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Business Model



26

4D - Design thinking



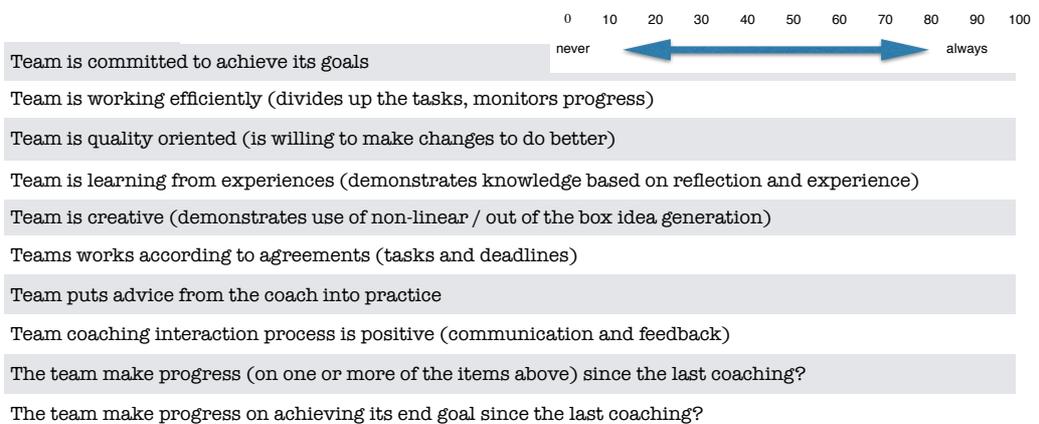
Adapted from: Gruber et al., 2015



PROGRESS MONITOR



Please rate progress of the team:



Did the team make progress since the last coaching?

Y/N



What is your main advice to the team?

Motivate



PROGRESS MONITOR



1. Results: only to be used at **team** level for research and improving FFC program
2. Weekly Email with **personalised** link to coaches and participants
(only for personal use [=do not share] - can be used several times)
3. Please respond **direct** after your coaching session



DELIVERABLES



1. Attendance: 3x present: today, 29 October, 10 December
2. Questionnaires: before / after (research & assessment)
3. Video pitches / documents p. team to google drive:
 - a. introduction video of the team (max. 1”)
 - b. 2x Business model charts: initial before 28 Oct.; tested before 8 Dec.
 - c. Progress Monitor after each coaching session (weekly/daily)
 - d. Sales pitch video (max. 3” in wk **before** 8 Dec.)
 - e. Poster presentation (A4 to G-drive; A1 to endgame)
4. Consent to use the photo's /video's (1st questionnaire)
5. Have fun!

1+2+3=



CERTIFICATE OF PARTICIPATION / WINNING

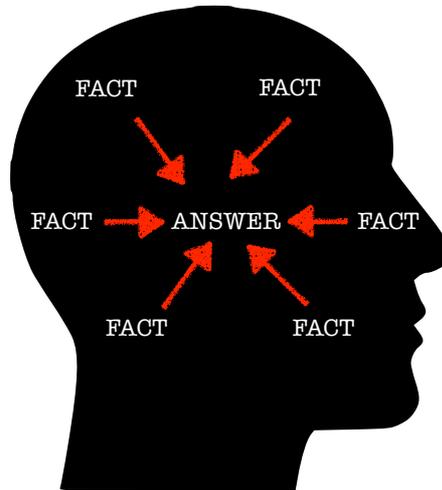
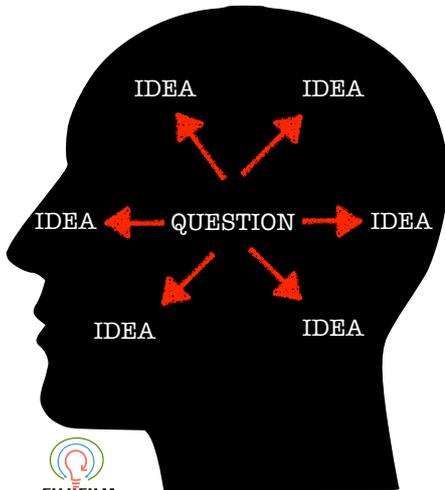


DIVERGENT -> CONVERGENT



Explore possibilities
 Subjective intuition
 Imagination & Creativity
 Outside the box

Select possibilities
 Objective Analytics
 Logical reasoning



DIVERGENT -> CONVERGENT



Expand the playing field

strive for quantity



Dare to be
Different



walk away from the usual !!!



DIVERGENT -> CONVERGENT



Expand the playing field

strive for quantity



Narrow the playing field

strive for quality



33

ABC AVALANCHE



1. write down the central question
2. write down the letters of the alphabet in two columns (A-M and N-Z)
3. generate many ideas
4. sort them by their first letters
5. complete the alphabet

Write down some IDEAS to SOLVE CLIMATE CHANGE (A,B, C)



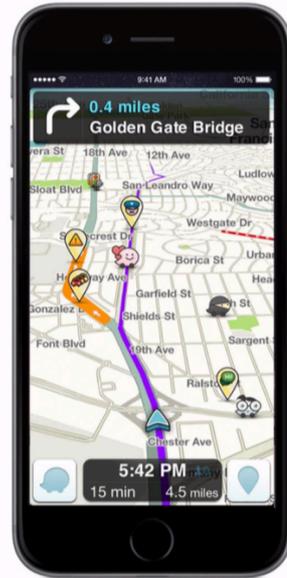
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34

FINDING A ROUTE



"India?"



PROBLEMS STAY

SOLUTIONS CHANGE



FINDING

INSPIRATION

OTHER DOMAINS

FUNCTIONS

PROPERTIES

PRODUCT or
PROCESS

1. ANALOGY

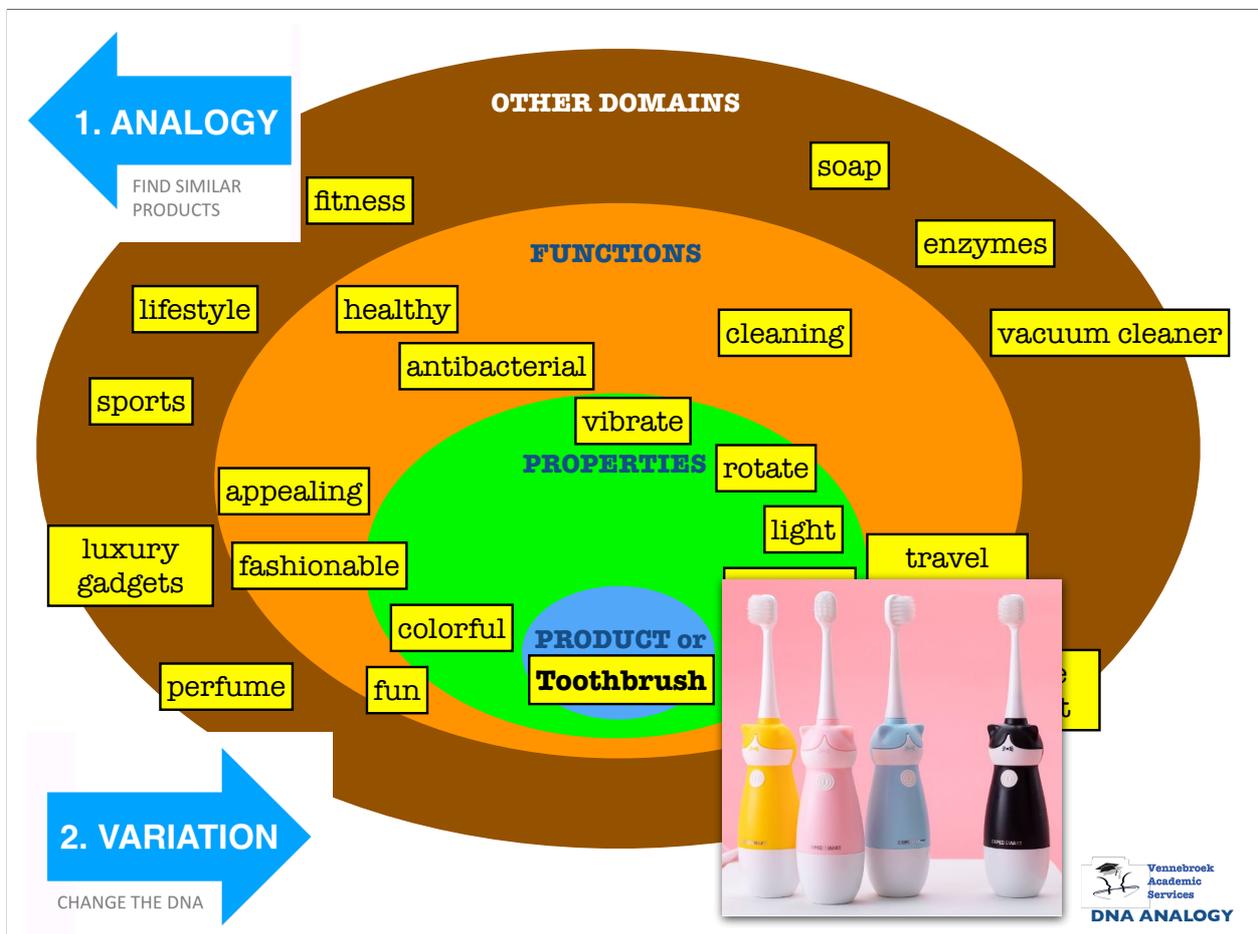
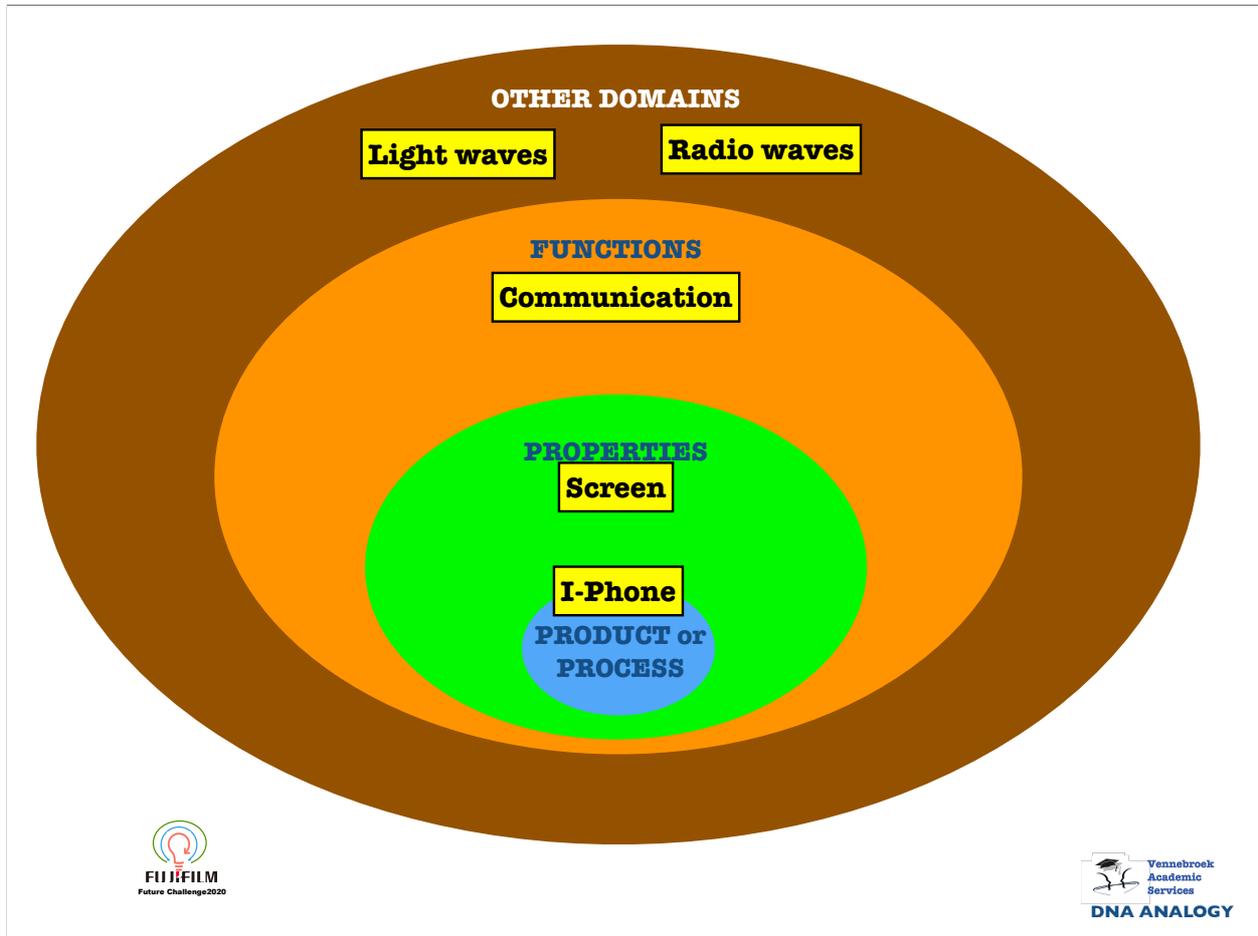
FIND SIMILAR
PRODUCTS

2. VARIATION

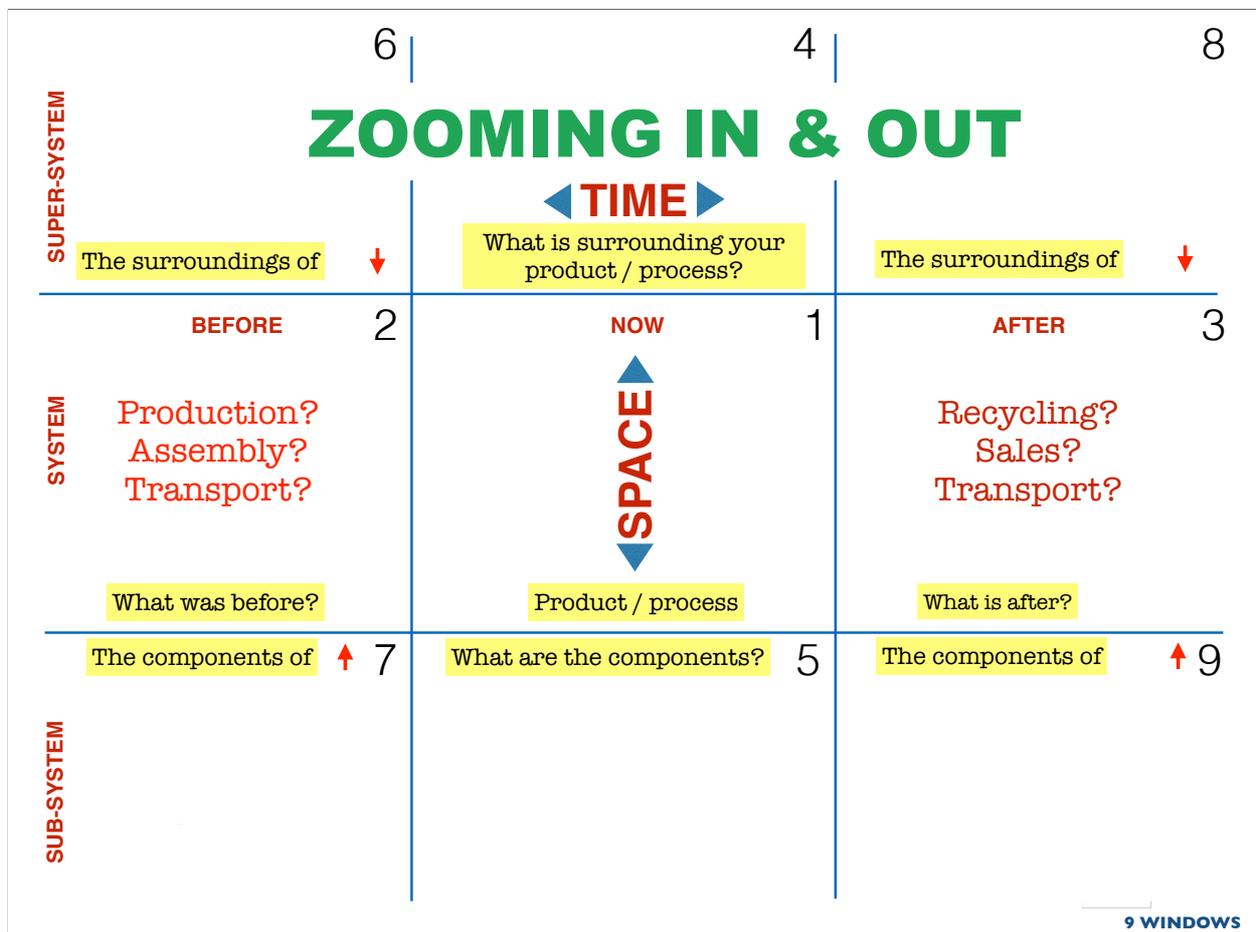
CHANGE THE DNA

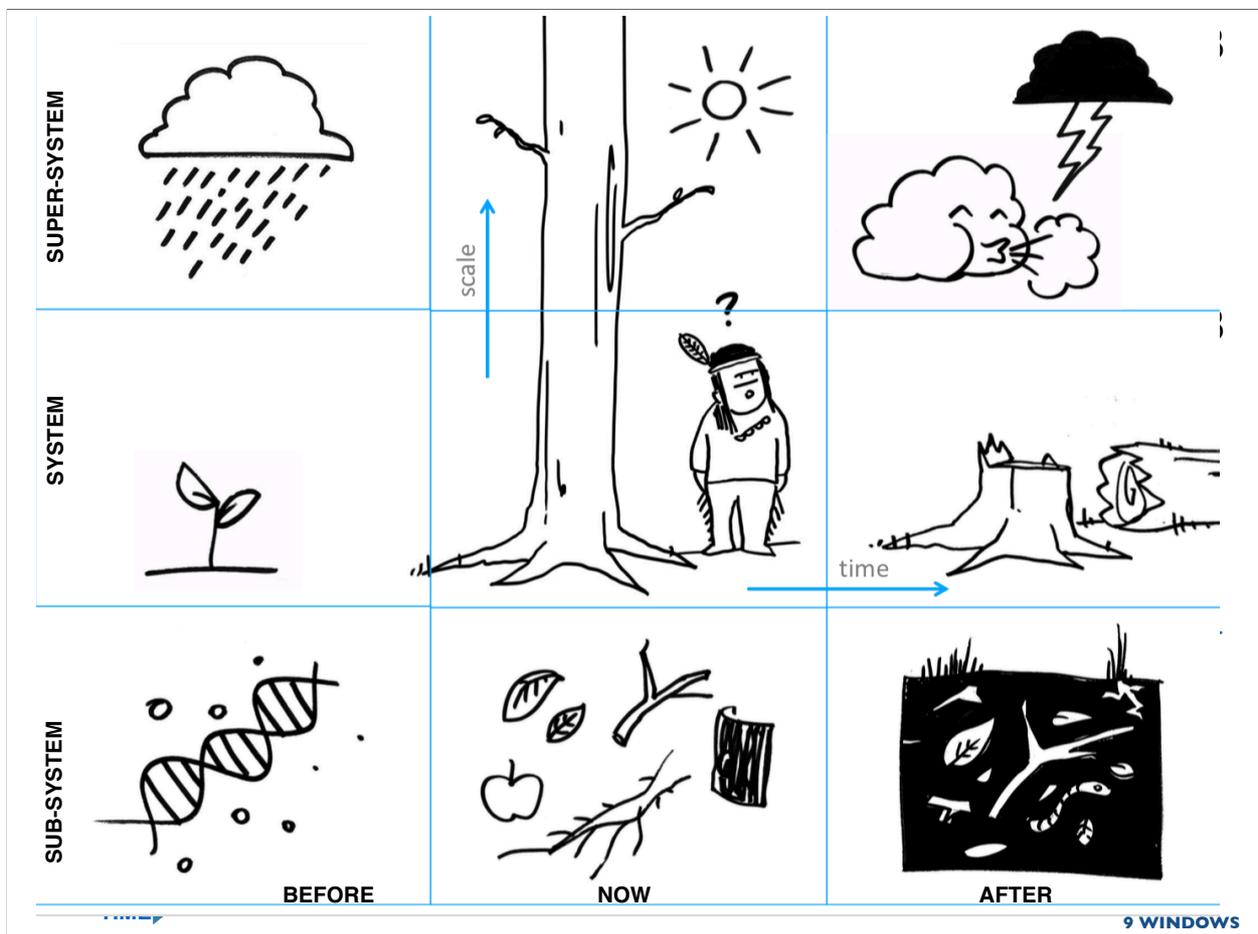
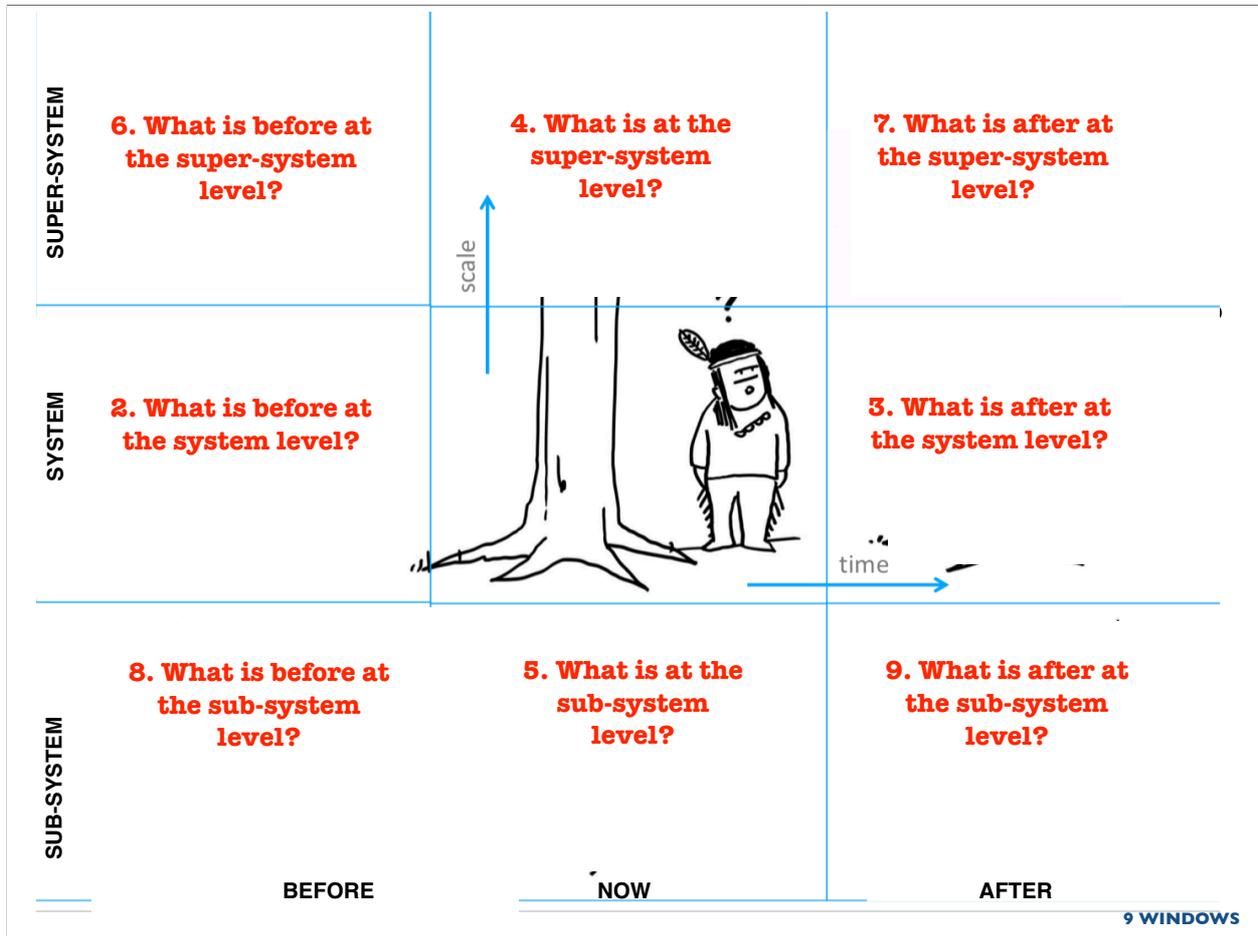


DNA ANALOGY



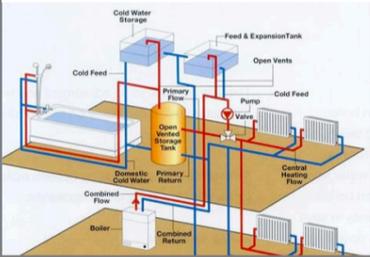
SOME EXAMPLES



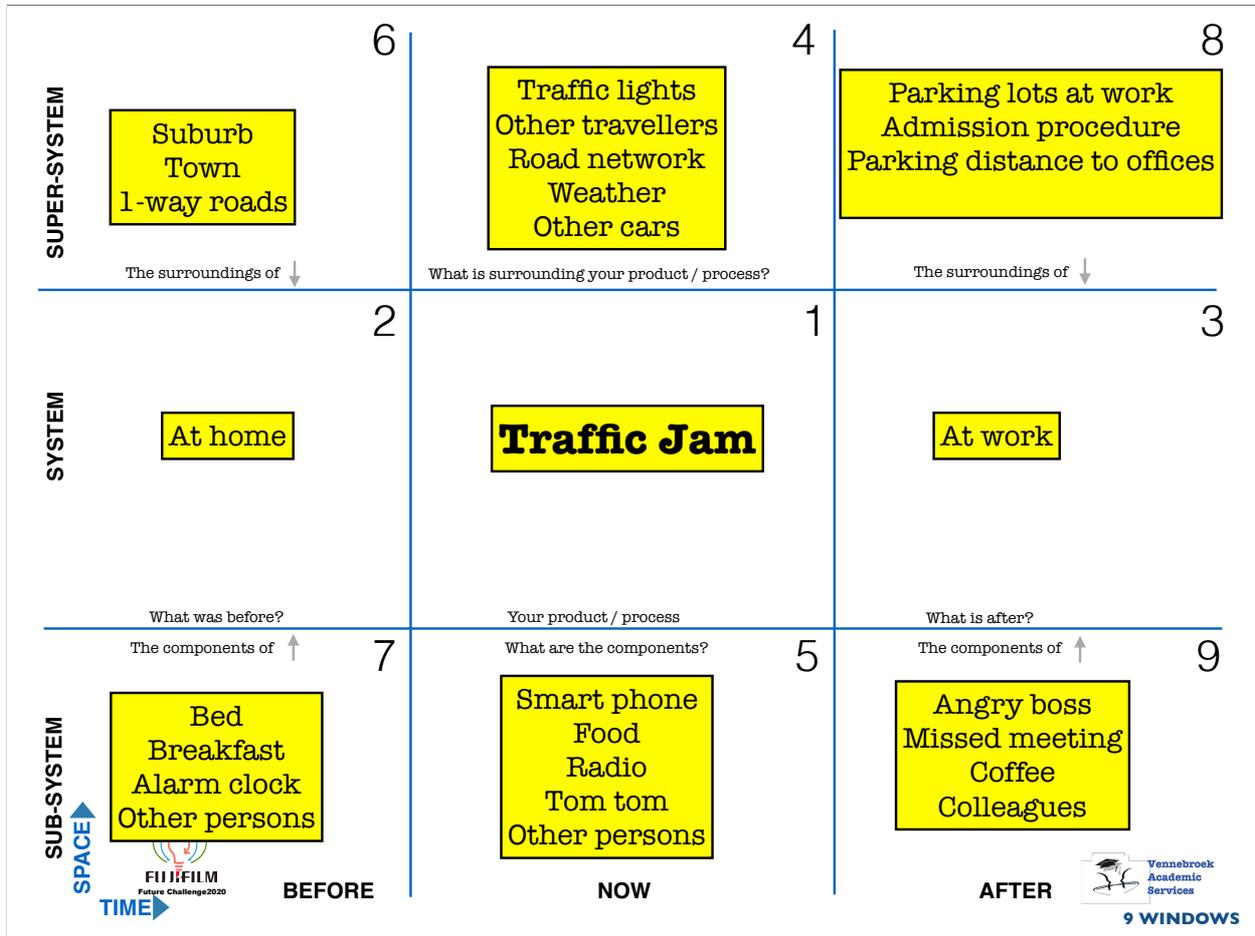


SUPER-SYSTEM ↑	6. What is before at the super-system level?	4. What is at the super-system level?	7. What is after at the super-system level?
	2. What is before at the system level?		3. What is after at the system level?
	8. What is before at the sub-system level?	5. What is at the sub-system level?	9. What is after at the sub-system level?
S TIME	BEFORE	NOW	AFTER TIME Services 9 WINDOWS

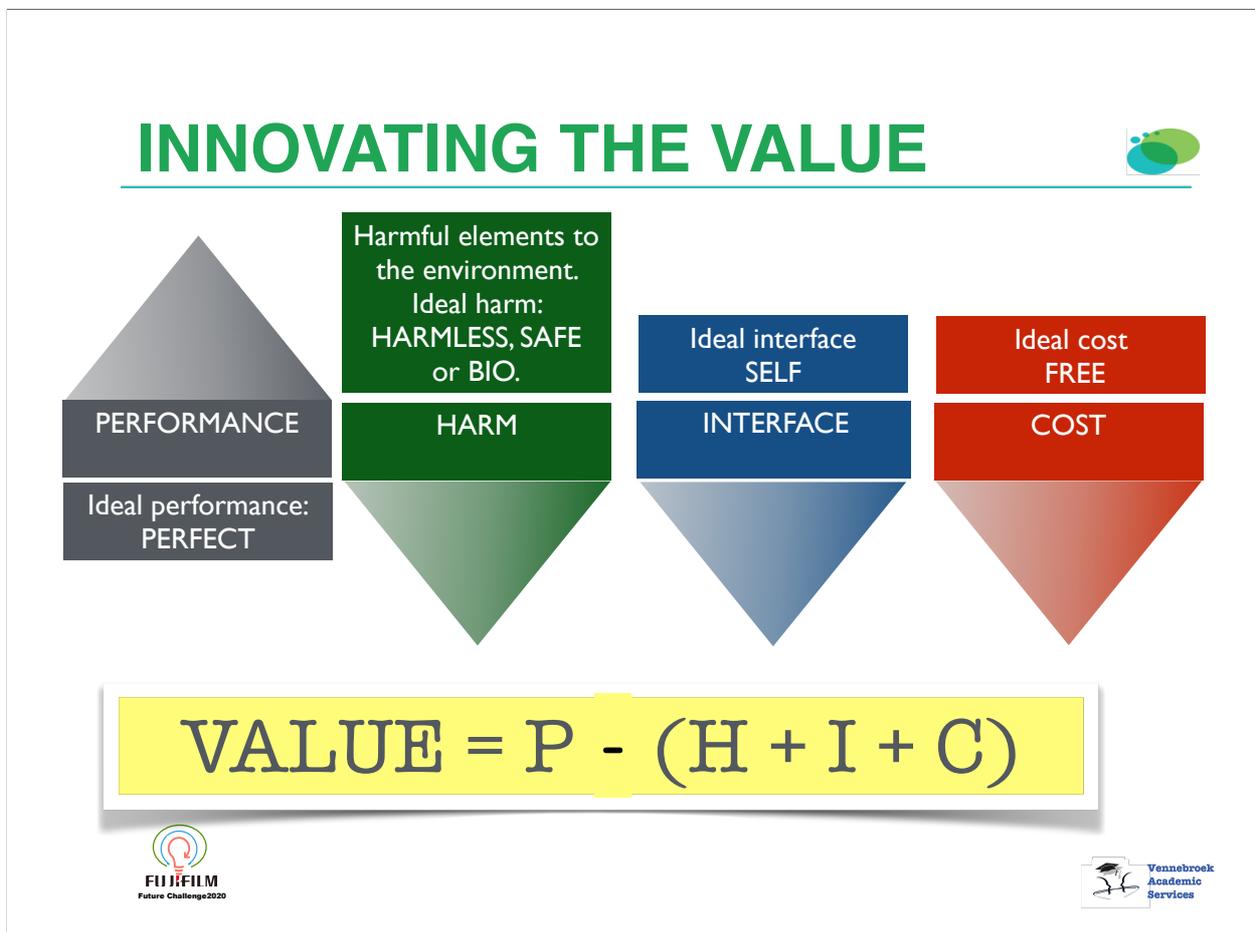
45

SUPER-SYSTEM ↑			
			
			
S TIME	BEFORE	NOW	AFTER TIME Services 9 WINDOWS

46



47



48

INNOVATING THE VALUE OF ...

a lawn mower?
(in the perspective of the customer)



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non growing grass



51

ANOTHER EXAMPLE

What do I
want from

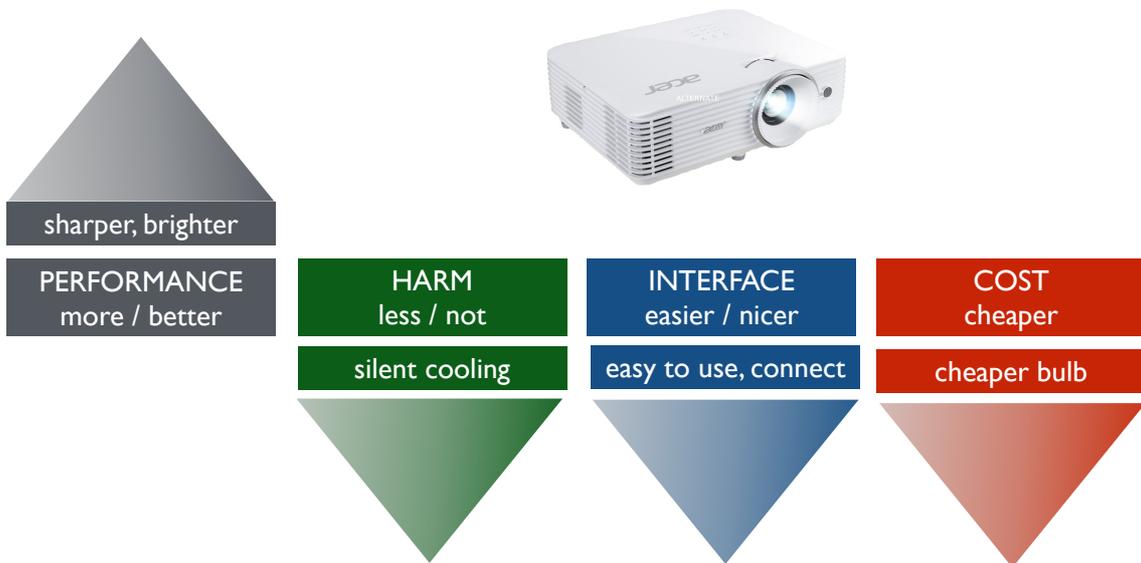


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52

$$\text{VALUE} = P - (H + I + C)$$



VALUE EQUATION EXERCISE



Innovate a tea bag



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Innovate a tea bag (INTERFACE)

Mentimeter

reverse use

sweatshop

different shapes

comfortable label

drinkable glitter

something is growing

fully desolving

sound when fusing

does not absorb water

eatable fruits

closes holes when done

multi flavour

sound effects when using

dissolving tea

produce bags in africa

growing tea at home

cups with instant tea

no waste material

keeping the tea hot

name on the tea bag

rings when done

13



Innovate a tea bag (COST)

Mentimeter

no tea bag

efficient production

child labour

dissolving tea bubble

less shredded tea leaf

better farms

grow tea in your garden

reusable

multiple use of teabags

more intense taste

taste changes after a sip

let people grow thier own

bagless tea

more tea with same leaves

tea concerts material

bigger badges

no individual packaging

more flavors in 1 zakje

government funding

produce bags in africa

trade old bags for new

cheaper packaging

tea for medical use

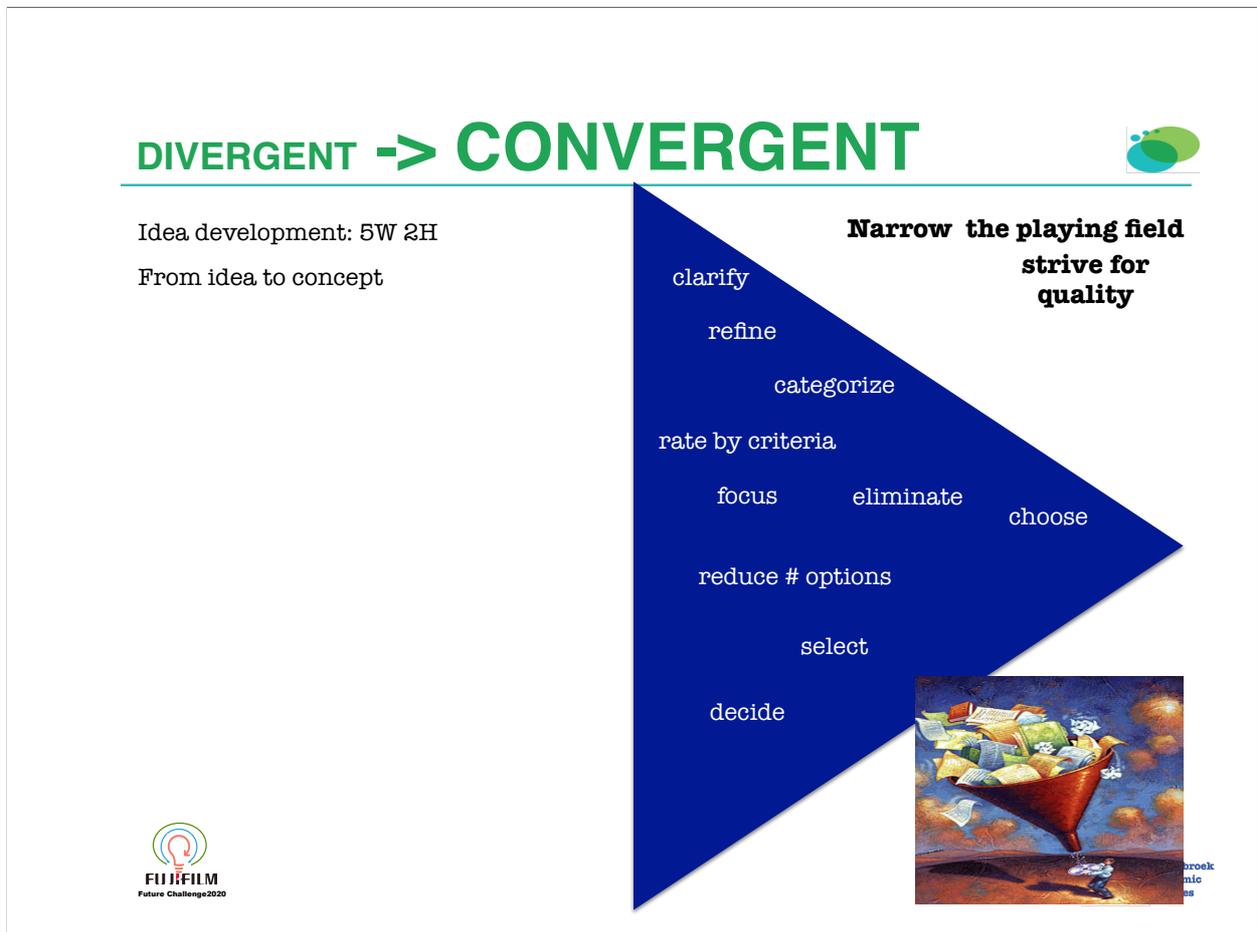
higher efficiency

no packaging

20

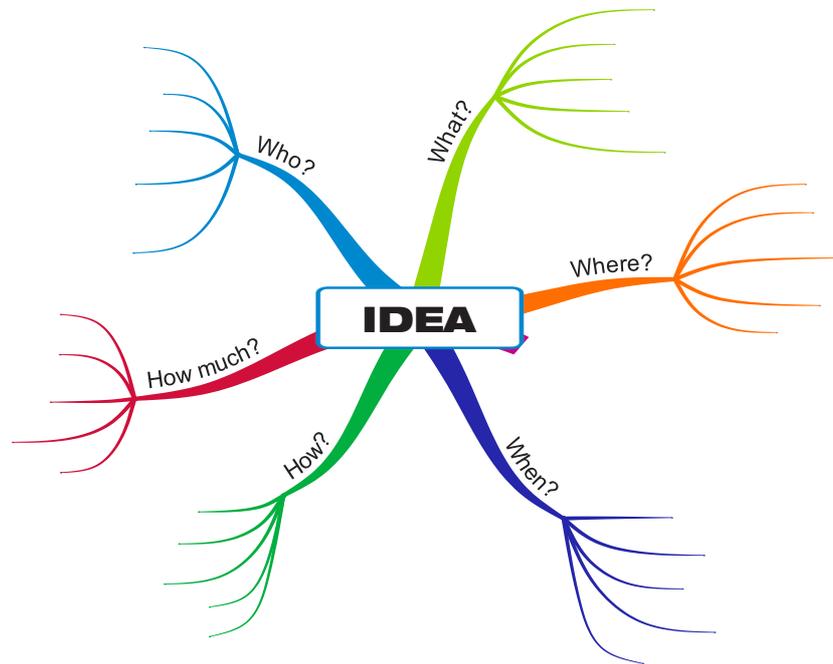


PERFORMANCE more / better	HARM less / not	INTERFACE easier / nicer	COST cheaper
<p>better taste</p> <p>new flavors</p> <p>healthier</p> <p>reduces hunger</p> <p>increases concentration</p> <p>reduces anxiety</p> <p>What the product or process has to do, what it is made for. Make the main function better or more. You can also introduce a new performance. Ideal performance is PERFECT</p>	<p>less waste</p> <p>less resources</p> <p>less stain on teeth</p> <p>fair trade</p> <p>recycable</p> <p>What are the harmful elements in your system. Environment? Pollution? Sound? Heat? Time? Ideally is: HARMLESS, SAFE or BIO system.</p>	<p>easier dipping</p> <p>no boiling water</p> <p>online shop</p> <p>quicker tea making</p> <p>What is the user interface like? Can you make it easier, nicer? What can be a better experience for the user? Ideally, the interface goes to zero and the system to SELF.</p>	<p>no bag</p> <p>no rope</p> <p>no staple</p> <p>no packaging</p> <p>What about the efficiency of the system! Cost components? How can you reduce the cost for the user? Ideally, the cost goes towards FREE!</p>



IDEA DEVELOPMENT

Turn your idea into a concept with this 5W2H method!



63

IDEA -> CONCEPT (PMO)

PLUS - MINUS - OVERCOME

CRITICAL EVALUATION OF MAIN (DIS)ADVANTAGES

1. Explain the idea brief
2. What are the advantages?
3. What are the potential problems?
4. How to overcome these problems?
5. What are potential risks?
6. Who might oppose the idea?
7. How to tackle the opposition?



64

WRAP UP



- Relax! You don't need to come with a brilliant idea today
- Start with the problem you want to solve (not with the technology)
- Don't forget: we're looking for radical new sustainable ideas
- Go outside - connect with others to get new others
- Experiment with getting out-of-your comfort
- Technology is an enabler, not the main goal
- 3 Main eye openers
- 3 Next steps

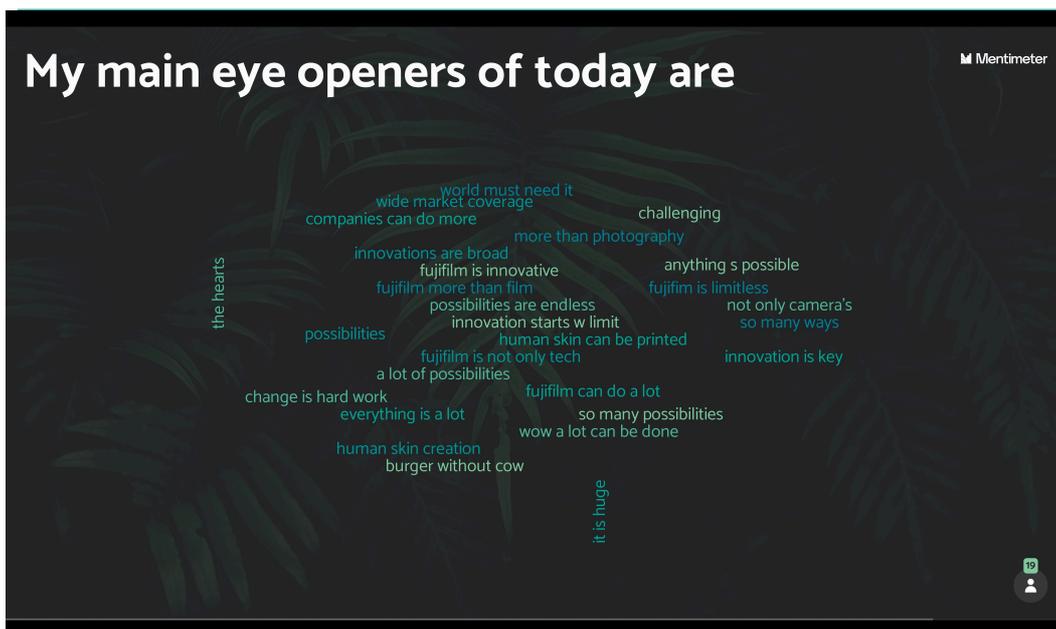


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My main eye openers of today are

Mentimeter





My next steps in the FFC2020 are

Mentimeter

going to barcelona
brainstorm problems
develop final concept
find problems to solve
creative thinking
more brainstorm
don't think too difficult
find problems and pains
have fun with ideas
brainstorming
get inspiration in daily life
let all the info sink in
generate multiple ideas
finding a creative idea
out of the box
eat sushi to inspire
convert into best ones
think in sustainability
make the world better
first concepts
generate crazy ideas
choose a direction
ask the people

14



PLANNING



1. Kick off meeting: 1 October (ideation)
2. **Ideation:** Development of Business Models (Teams)
3. Mid term review: **29 October** (wrap-up & preparation for testing BM)
4. Testing/refining - Customer Validation: November
5. End game: @ Fujifilm: **10 December** - 5" pitches + Q&A



EXPLORATION



week # 41-44

date due

who

1	Ideation		team
2	team coaching	weekly / daily (AIS)	team and coach
3	upload initial business model (see template) to G-drive	26-Oct-20	teams



Questionnaire



Innovators DNA, entrepreneurship

 visit link in your Email box



The future is in your hands



Thank you



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