



New ideas in crisis time

Midterm session of the Fujifilm Future Challenge

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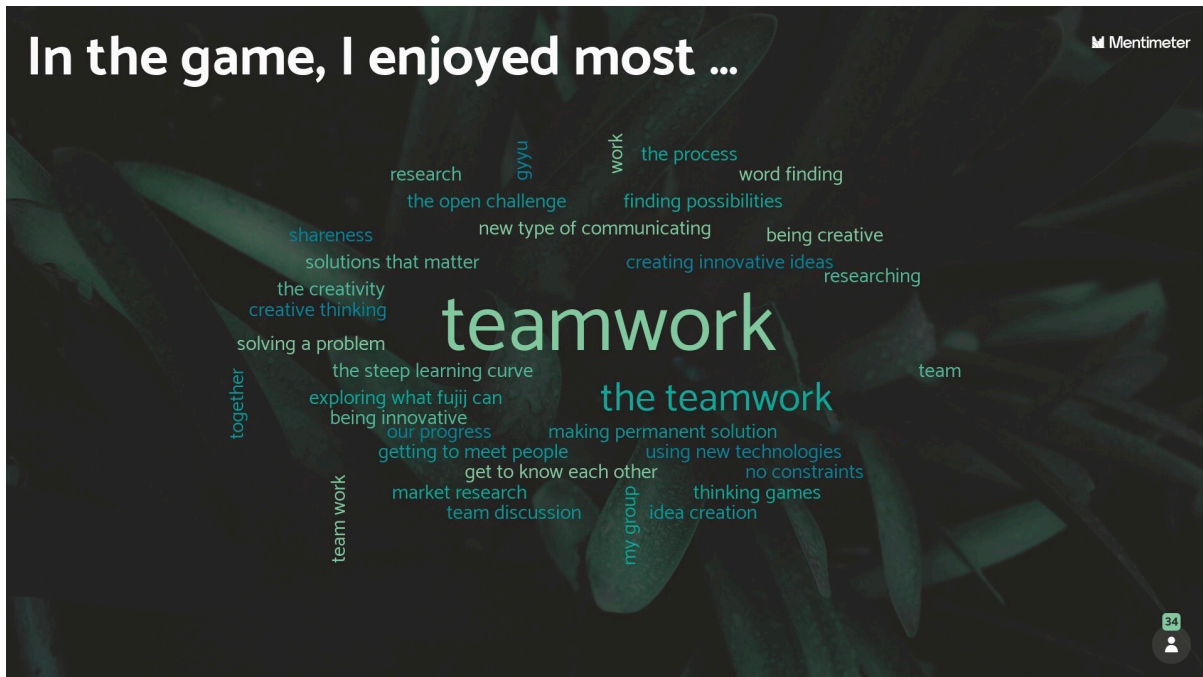
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I presented the results of the progress monitor, a new tool for coaches and participants to reflect. The commitment and the progress of the participants scored high: 79.4%, and 75.0%, respectively. In the ideation phase, participants enjoyed their creative teamwork.



According to the monitor, the students learned a lot from their experiences (76.9% score) and they put the advices of the coaches into practice (81.3%). The creativity of the teams varied, as well as their ability to meet tasks and deadlines, and their efficiency.



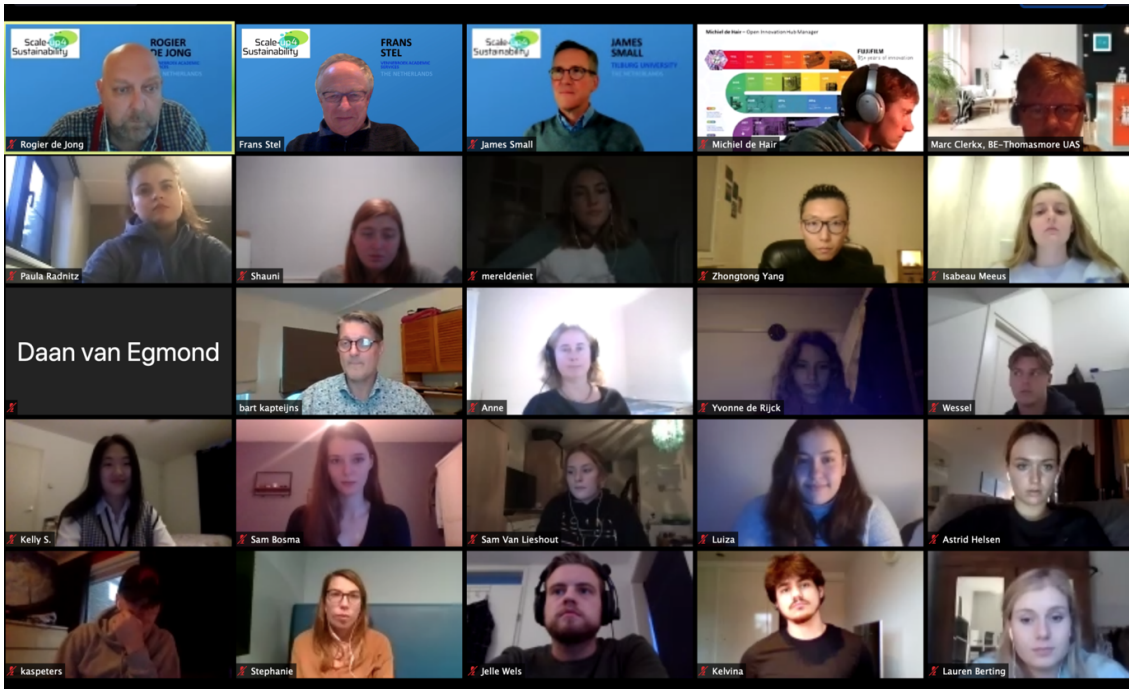


The students mentioned several eye openers regarding ideation: it's hard to find ideas with great potential; inventing a radical new product is a long and hard process. Moreover, selecting the best ideas is pretty difficult. Team members got inspired by each other to think further, deeper. They learned to respect other team members visions and opinions and being open to each other ideas in order to find a solution together.



Although teamwork was appreciated, it was difficult as well. Some participants mentioned the need to communicate more in offline meetings. The coaches advised the teams to broaden their scope, to generate more diverse ideas. Some teams focused too quickly on solutions. The coaches also stimulated working together, interacting and communicating more instead of working individually. Sometimes, it was difficult to give room to the different people in the team, with different interests and expertise. Some teams were advised to be more pro-active instead re-active.

Some students were overwhelmed and did not to know how to start. It was difficult to see the bigger picture of the 'wicked' problems. Thinking outside the box in a field you don't have any expertise in is not easy! The same applied for assessing feasibility and viability based on Fujifilm's core technology. Sometimes, teams struggled to handle a group member who was not active enough, some teams lost team members. Also, time management was quite challenging for some teams.



In the second phase of the Fujifilm Challenge, the participants will test their ideas at real customers. In order to facilitate this, we introduced some Customer Development tools. In breakout sessions, they discussed the underlying assumptions (Hypotheses) of the defined initial problems in relation to the suggested solutions. Coaches and the Fujifilm staff assisted them. In addition, we discussed how at whom to test these assumptions. In the coming weeks, the teams will increase the practicality of their initial business models.





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The upscaling and digitalization of the Fujifilm Future Challenge is part of the European program "[Scale-up for Sustainability](#)". In this program, we develop, test, exchange, and disseminate new innovative programs of student-business collaboration in green venturing and sustainable entrepreneurship skills. The results will be published in scientific papers and presented at conferences.