



FUJIFILM Future Challenge



Facts & Main Elements

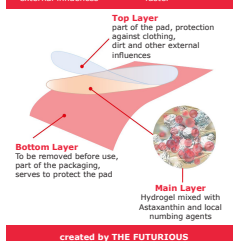
- 10 week 110 hours (4 ECTS)
- 222 Bachelor & Master students
- 5 academic partners (40 staff)
- 1 business partner (29 staff)
- co-creation with Fujifilm's open innovation hub to develop new sustainable business models with Fujifilm's technologies
- substantial award: trip to Barcelona
- 3 plenary sessions: kick-off, midterm, endgame
- weekly coaching - progress monitoring
- international interdisciplinary teams
- 2 video pitches (team, solution)
- 2 business models (initial, validated)
- research: traits, innovators DNA



FUJIFILM Regenerantia

All-In-One Solution for Burn Wounds

- Doesn't stick to the wound
- Relieves pain
- Protection against external influences
- Easy to use
- Little care necessary
- Helps the body to heal faster

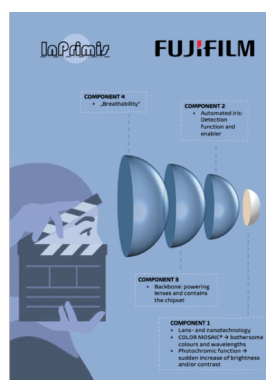


created by THE FUTURIOUS



Main outcomes

- 47 new business ideas
- new detailed organizational playbook, new scripts,
- templates of business models,
- checklists of ideation and customer validation
- students developed their innovative skills in a real high-tech setting



What's new? / Assessment

What's new?

- Lower drop-out ratio of student teams (coaching)
- Improved innovativeness of ideas (training, tools)
- More in-depth analysis of the business ideas
- Learning communities
- larger international scale
- digital format
- new tools (checklists, templates, progress monitor)

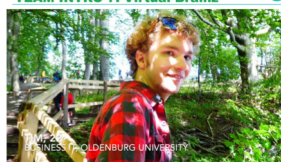
Assessment

- Interest > complexity:
 - Ideation (8.0 > 5.2)
 - Customer development (7.1 > 5.1)
 - Team (8.1 > 6.9)
- Commitment: 8.4
- Overall rating: 8.1
- Recommend to others 94.4%

ASSESSMENT CRITERIA

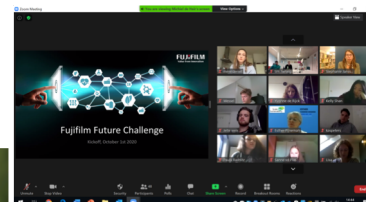


TEAM INTRO 7: Virtual Brainz



Lessons learned & Future Plans

- commitment and team processes are a strongest predictors of new venture performance
- more attention towards team building, before program
- more (formalized) coaching
- intensify communication
- supply content on demand: substitute the plenary sessions to small instruction modules (videos + exercises)
- focus on highly entrepreneurial / highly motivated students => motivation interviews
- more team diversity and larger scale adds to impact (business/tech/creative disciplines, nationalities)



More information: f.g.stel@utwente.nl