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Aalto University

IDBM International
Design
Business
Management

Meeting the client (wrap-up discussion of the kickoff day)

Day 3: IDBM Industry Project Bootcamp Day 2 30.11.2016

AGENDA

9.00–9.30 Practicalities of the Project Case Course, Anna-Mari

- Scheduling & Agreement

9.30–10.00 Management of the Project Case, Ilona

- Sharing the knowledge, My Courses digital platform, documents, deliverables

10.00–12.00 Project mapping and planning, Ilona

12.00–13.00 Lunch

13.00–17.00 Mapping the picture

Tool 1: Stakeholder Analysis

Tool 2: Goals and Outcomes

Facilitators: Ilona Törmikoski and Theresa Berg

IDBM Industry Project

Development of **new business value** through uniting the best practices of industry and academia **in design, technology and business**

Focus on customer, market and user need identification, design-driven innovation, development of new business, product and service models, concepts and identities

Co-supervised by academic supervisor from Aalto and company representative, supported by specialized courses and seminars

IDBM Industry Project

The project consists of three course codes
26E04800 (Part I) and TU-E5010 + MUO-E9002 (Part II)

Workload for the project is 15 ECTS (~405 hrs)

Time scale November 24th 2016- End of May 2017

THE PROJECT JOURNEY



Expectations

Student teams are expected to work and respond to the client as a self-organizing unit, in other words, **it's up to you**:

- Planning, scheduling, budget control
- Organizing
- Stakeholder management, communication
- Design, development of content
- Reporting

The work is supported and mentored by IDBM throughout the project with:

- Seminars
- Courses
- Project supervisors and mentors

Project supervisors

Planning and implementation:

- Goals setting
- Phases, schedules, task division etc.
- Measuring implementation and results
- Attending meetings with the client (up to 1 per month)

Teamwork and process:

- Meetings with the team upon request (1 per every 2 weeks)
- Teams are responsible for keeping supervisors up-to-date during the whole project!

Supervisors are not team members nor active participants in the project work.

Teams are expected to be active self-organized entities!

Roles and activities may vary from project to project

Transfer of Rights and Confidentiality

Ownership of the results will be transferred to the client.

The participants in the project commit themselves to not disclose any confidential information and material received or produced during the project.

All team members will sign agreement for transferring rights. Some teams may be required to sign also separate NDA document with their respective companies.

Project Budget

Administration and supervision by Aalto BIZ + IDBM. The money is allocated for:

- Field research/services: 1500 euros/team member (e.g.: flight, accommodation, daily allowances, participation fees etc.) **Preparing a travel plan before booking the tickets or accommodation is mandatory!** Money can be used to buy services for the project.
- Other expenses: 1000 euros for the whole team (e.g.: materials for presentations and prototypes)
- Rewards for teams at the end of the project

The budget can only be used for project-related expenses and is allocated by IDBM based on prior agreement between the team, supervisor and the client.

Field research info

The field research trips are meant to support the project. The destination should be justified and agreed with the project supervisor and client.

Aalto University follows procedure followed by all travelers from governmental institutions, offices, etc.

Please refer to these instructions prior making any arrangements! (material will be uploaded to MyCourses)

If you do not follow the instructions, IDBM is NOT responsible for the costs.

Field research: dos and don'ts

1. Agree about the destination and program with the company and supervisors
2. Estimate the budget and submit the Personal Travel Plan form to Anna-Mari at least 3 weeks before the trip
3. Wait for the approval and ONLY THEN book flights, hotels etc.
4. Teams are responsible for the arrangements and for staying on budget
5. Possibility to use Aalto travel agency – invoices directly to IDBM (send the flight/hotel details and travelers' personal info to Anna-Mari)
6. Request a travel insurance card from Anna-Mari
7. Keep all the original receipts
8. Claim compensation for expenses at the latest one week after you return (refunds are not processed after 30 days)
9. No refund within the Capital Region

Other expenses

- Compensation for project-related expenses (copying, memory sticks, prototyping, printing etc.) within the project budget. Ask beforehand as the budget is limited.
- Fill the compensation for expenses form, attach the receipts and return to the IDBM office.
- Phone calls related to the project: keep track (person called, duration, time of calling).
- Calls between team members will not be compensated.

Other expenses

- Meeting costs, such as coffee and pastries, are allowed only with the company/client representatives and guests, not in regular team meetings.
- Contact the cafeteria/catering company well beforehand and give your name and project number as a reference when ordering. Invoices can be sent to:
 - Aalto University School of Business
 - IDBM program/Anna-Mari Saari
 - PL 21220
 - 00076 AALTO
- Send the copy of the catering order to Anna-Mari with the list of participants.

Deliverables for the project

1. Project plan visualized (Dec 2016)
2. Individual reflection paper I, II and III: I Learning objectives and input in the project (Dec 2016), II Reflections on learning and how to move forward (Feb 2017) and III Reflections on learning during the whole project course (May 2017)
3. Presentations/World Cafés (9.12.2016, 22.2.2017 and 17.5.2017)
4. Background Research paper: partner/client ecosystem, relevant academic and professional literature (January 2017)
5. Minutes of the meetings: every meeting with the client needs to be documented and shared (document platform, after every meeting)
6. Project documents (according to accepted project plan), f.ex. Business Opportunities, Business Plan, Concept Proposals, Final Plan and Executive Summary (during Spring 2017, deadline May 2017)
7. Two page contribution to the year book about the project (April 2017)
8. Documents required by the client (May 2017)
9. Poster and teaser video for pop-up-show & live presentation

Deliverables Part I

1./3. Project plan, deadline 9.12.2016

- Outlining the objective, scope, key milestones, deliverables and timeline for the project
- Uploaded to MyCourses
- Presentation

2a. Individual reflection paper I, deadline 9.12.2016

- Expectations and personal learning outcomes

4. Research paper, deadline 27.1.2017

Deliverables Part II

- 2b/2c. Individual reflection papers II (22.2.2017) & III (24.5.2017)**
- 5. Minutes of the meetings:** every meeting with the client needs to be documented and shared
- 6. Project documents** (as per project plan), for example business opportunities, concept proposals, business models (Spring 2017)
- 7. Executive summary (May 2017)**
- 8. Two page contribution** to the year book about the project (April 2017)
- 9. Documents required by the client (May 2017)**
- 10. Poster and teaser video** for pop-up-show & live presentation (May 2017)

Individual reflection papers

I ORIENTATION AND LEARNING TO KNOW YOUR TEAM'S ASSETS

- Learning to know each team member's diverse knowledge backgrounds: What do we know as a team?
- Reflecting one's own expertise: How can I contribute to the success of this project?
- Combining diverse knowledge: How do we work to leverage each members' expertise?

II APPLYING AND ACQUIRING KNOWLEDGE

- Understanding what knowledge and expertise is needed in different phases of the project
- Using diverse team members' expertise in the right time during the project
- Identifying knowledge gaps and learning needs
- Acquiring new knowledge needed for a successful project implementation

Individual reflection papers

III REFLECTION OF DURING THE COURSE

- Analyzing and assessing what was learned during the industry project
- How did your expertise, knowledge and skills develop?
- What do you need to learn more as an expert and a team member?

REFERENCE MATERIAL Eija Leiviskä doctoral thesis section XX
"Conclusions" [[Link + proper reference here](#)]

Research paper - Additional info needed?

4. Research paper (~5000 words)

- Field of the project (~3000 words)
 - Understanding the operational context
 - Background
- Key issues and challenges (~1000 words)
- Next steps (~1000 words)
- Deadline 27.1.2017

Project days

2016

- **Day 1: Project Team Building** 24.11.2016 9-16 Aalto BIZ AE 341 (Arkadia)
- **Day 2: Bootcamp Kick-off Day Tue** 29.11.2016 13-17 Aalto Design Factory Stage, Otaniemi
- **Day 3: Bootcamp Day II** 30.11.2016 time: 9-17 Aalto BIZ AE 341 (Arkadia)
- **Day 4: Bootcamp Day III** 1.12.2016 time: 9-17 Aalto BIZ AE 341 (Arkadia)
- Partner Meetings 2.12.-8.12.2016 with supervisor (team organizes)
- **Day 5: Interim presentations I** 9.12.2016 time: 9-13 Aalto Design Factory Stage, Otaniemi

Project days

Project seminars Spring 2017

- **Seminar I** 11.1.2017 9-13 Aalto BIZ AE 341
 - *Coming back from holidays: where are we now? and what next?*
 - *Communication and interaction, effective meetings*
- **Seminar II** 18.1.2017 9-13 Aalto BIZ AE 341
 - *Design methods, Service Design*
 - *Team dynamics, constructive feedback*
- **Seminar III** 1.2.2017 9-13 Aalto BIZ AE 341
 - *Tools for ideation, how to crystallize your ideas*
- **Seminar IV** 15.3.2017 – to be confirmed
- **Seminar V** 12.4.2017 9-13 Aalto Design Factory Stage, Otaniemi - *Pitching/presenting*

Presentations & meetings Spring 2017

- **Interim presentations II** 22.2.2017 9-13 Aalto Design Factory Stage, Otaniemi
- **Project clinic** 12.-13.4.2017 (supervisors, Markku, Anna-Mari) Aalto BIZ
 - *come with your worries, book your time!*
- **Final presentations INSPIRE!** 17.5.2017 – to be confirmed
- **Optional Reflection Day** 24.5.2017 – to be confirmed

Project evaluation Part I (5 ECTS)

5 ECTS for the IDBM Industry Project will be given (code 26E04800):

- **Project plan (50 %)**
- **Reflection paper I (pass/ fail)**
- **Research paper (50 %)**

Project evaluation Part II (10 ECTS)

Partner feedback 50%

1. **Value** for the partner (overall satisfaction and benefit for the partner, how well does the end result support the intended purpose)
2. **Deliverables**
 - Project Plan
 - Research paper
 - Meeting Minutes, Report, visualizations and other deliverables
3. **Communication** and information sharing with the company

Academic outcome and deliverables 50% (graded by the project supervisor)

1. **Process**
 - Communication and stakeholder management
 - Learning and development
2. **Deliverables** and presentations
3. **Individual reflections II and III**
4. **Team participation**, peer evaluation (+/- 1 of the final grade)

Your contact persons:

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