



HARDWARE INCUBATOR

Arc Designathon - Excite

As part of Arcs commitment to new product development and commensurate with the requirements of our funding grant, Arc Incubator will be running a focused Designathon weekend in the first half of 2018. The weekend will see 50-75 participants working on the development of product solutions and business ideas for specific, real world problems.

What is Arc?

The program will be run entirely from the new Arc hardware incubator space in Fortitude Valley, Brisbane. The Arc space is kitted out with a range of advanced manufacturing and prototyping tools, provided specifically to enable new ventures to develop and iterate their hardware ideas at an accelerated pace. With a dedicated team of engineers, designers and entrepreneurs the space provides a well needed resource for hardware development in SE Queensland.

www.arc.space





What is a 'design-a-thon'?

Similar to the more commonly known 'hackathon', which are often focused on software solutions, designathons bring together people of a range of backgrounds, including design, engineering and social science disciplines, to solve real world problems. The problems to solve are brought to the event by the lead partnering stakeholder. Participants will form teams and over the course of the weekend using designing thinking methodologies, develop solutions which solve the problems presented.

Who attends a designathon?

We at Arc understand the wide variety of products, teams and business ideas that are being created, and we know one size does not always fit all with regards to mentorship programs. We will take on board businesses as diverse as lone wantapreneurs developing hand held prototypes to full teams developing urban transportation concepts. Due to this our program will be adaptive to the needs of the particular cohort we take in, adding or removing content relative to the teams requirements.

What are the end Results?

Teams completing the bootcamp will have gone through a process of validating their initial concepts and strategy, refining or pivoting their encompassing mission statement. On exit from the program they will be in a position to determine whether the venture is in fact worth pursuing and if so, have a strategy in place, supported by research and evidence, to progress the business. Depending on the product this may be to apply for accelerator programs, or to start a crowd-funding campaign, or to bootstrap and develop organically.

How Arc Differs?

Arc is well positioned to support development of hardware solutions to problems. In normal working hours Arc is a dedicated incubator for Hardware specific products, and provides a range of 3D prototyping and Electronic Engineering equipment to allow quick iteration of product ideas. Participants on all the programs running through Arc have access to these facilities.

Opportunities for Partners

Organisations able to partner with Arc, who may have one of several specific problem areas which require design interventions, will benefit from 50+ passionate participants trying to find solutions to their problems. Guided by experts from Arc and other external expert mentors, in conjunction with Arcs state of the art facilities, by the end of the program there will be several solid and realistic solutions presented that could be taken forward in partnership with the development team.



Schedule

Friday

Afternoon / Evening

Participants will arrive mid-Friday afternoon and the program will begin with introductions from the Arc team, followed by a detailed presentation from the key stakeholder regarding their organisation and hopes for the program. Problem areas will then be presented with some group discussion around the ideas. Participants will then be split into teams, each to work on a specific issue identified.

The evening will also include food and drinks and opportunity for socialising, to allow the teams to get to know each other and start formulating a strategy on how to tackle the development.

Saturday

Morning

Saturday will be focused on understanding the user and problem area using design thinking methodologies. There will be workshops on Design Thinking techniques and inductions to the Arc equipment. Key stakeholders with knowledge of the user scenarios will be made available for the teams to speak to, allowing participants to uncover in much more detail the specific issues that are requiring solutions.

Saturday

Afternoon / Evening

The teams now work autonomously, splitting roles within the teams in order to research the markets, technical requirements, develop prototypes, develop models and to work through and flesh out the concept in general. They will have full access to the Arc range of tools and experts will be on hand to allow them to build and test their prototypes.

Sunday

Morning

The final push to complete the prototypes, scenarios and proposals. In addition to their slide presentation, teams will be encouraged to act out the scenarios of the use of the products they have developed as part of their pitch.

Sunday

Lunch

The culmination of the weekend, teams have 10 minutes to present the product or service they built to the sponsoring partner, participants and a panel of experts. There will be judging and the top ideas will receive a prize including 2 months free hardware membership from Arc to help them develop their ideas further.

Post pitching there is the opportunity to mingle and discuss the various projects between stakeholders and participants.



Outcomes

The weekend is an intensive period for ideas to be fleshed out and assumptions uncovered regarding the problem area and proposed solutions. By the end of the weekend the desired and expected outcome is to have several realistic product propositions that could be taken forward into development. As well as well rounded ideas the concepts are backed up with a passionate and enthusiastic team behind them, who may well be very motivated to progress the development further.

Benefits for the participants include;

- Getting to work on a 'real project', with a real need
- Getting to work with a range of new people with varied skills and backgrounds
- Getting to work with the key stakeholders as partners
- Opportunity to demonstrate their skills to a wider audience

Benefits for sponsors include;

- Low cost development of a wide range of solutions
- Increased brand awareness
- Opportunities to develop ideas further in conjunction with the participating teams
- Talent acquisition

Examples of previous Designathons

- <http://enabledbydesign.org/2013/01/enabled-by-design-athon-the-movie-by-ideo/>
- <http://www.wwf.org.au/designathon#gs.Zb5llxE>
- <https://labs.ideo.com/2012/04/02/ideomake/>
- <http://www.nidesignalliance.com/uncategorized/maker-day-belfast/>

