



Wellington Innovation Hack

A hands on future-focused innovation programme built for Gen Z

| Date * all dates are for 2022 | Time | High level content |
|--------------------------------------|-------------|---|
| Thursday 12 May | 4pm-7pm | Welcome & introduction. We'll give you an overview of the programme, discover what your innovation persona is and run you through the basics of innovation |
| Saturday 21 May | 9am - 3pm | Discovery workshop Before you start thinking about a solution, you need to validate that a real need exists. You need to get out and talk to people. Many people skip this step. Don't. You must understand the problem from the viewpoint of those who experience it in order to deliver an outcome they will value. |
| Thursday 26th May | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Thursday 2nd June | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Saturday 11th June | 9am - 3pm | Market potential workshop You've validated the problem, but is there a market for it and, if so, is the market big enough? Who are your competitors? Are there unique factors in the market that make it really hard to solve this problem? Can you create a large enough impact and value to make this whole thing worthwhile? |
| Saturday 18th June | 9am - 3pm | Ideation workshop Develop an initial solution concept using broad thinking and creative thinking. You will be introduced to a suite of tools specifically designed to stimulate new ideas and to challenge you to think and do differently. |
| Thursday 23rd June | 4pm-7pm | Working session - applying your workshop learning to your team's project |

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| Thursday 30th June | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Thursday 7th July | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Saturday 16th July | 9am - 3pm | Build, measure learn workshop Build a range of solution prototypes to test with your end-users. The build, measure, learn loop takes you from light-weight virtual solutions through to sophisticated working prototypes. Following this process helps you avoid investing a lot of time and money into a product that ultimately nobody wants. |
| Thursday 21st July | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Thursday 28th July | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Thursday 4th August | 4pm-7pm | Working session - applying your workshop learning to your team's project |
| Thursday 11th August | 4pm-7pm | Final presentations to client |
| Thursday 18th August | 4pm-7pm | Final session looking at how you can translate your experience on this programme onto your CV and into interview soundbites |

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