



UNISPARK

EMPOWERING YOUNG INNOVATORS FOR POSITIVE CHANGE

3rd COHORT CONCEPT NOTE AND PROPOSAL

IN PARTNERSHIP WITH
ST. AUGUSTINES UNIVERSITY OF TANZANIA

PROJECT BACKGROUND

UniSpark is the first University-focused design sprint in Tanzania that is aimed at creating innovation-driven platforms for young people to collaborate and develop desirable and user-centric solutions, by working in small groups to design, prototype and test defined solutions that are addressing business and social problems. The students are guided to design solutions that are contributing towards achieving the SDGs and shaping socio-economic development of our communities and companies

Our world is being faced with different social problems that are affecting lives at different stages. These problems cut across Hunger, Lack of quality education for all, poor healthcare system, climate change and poverty. We are seeking innovative ways to solve these social challenges that are hindering both social and economic development of the zone. We believe that engaging young people in designing social and economic impact solutions through design sprints, will help build a responsive future workforce that is inspired by using innovative approaches in developing and implementing both business and social projects.

Uni Spark comprises one cohort per academic year, where university students will go into small groups to design and test project ideas that are solving key social problems either within their community or challenges that are faced by corporates. It also gives students and teachers an opportunity to put theories and lessons acquired in the classroom into practice to acquire experience and solve real-world problems.

SPRINT OBJECTIVES

The overall objective of the sprint for UniSpark Sprint Project is to engage young people in solving social problems through innovation centred design approach, to foster collaborations, teamwork and equip the future workforce with practical skills in designing projects for social good.

Other objectives are;

1. To increase school engagement in preparing their students to become ready for the future of work through hands-on digital and visual design sessions
2. To inspire entrepreneurship and innovation from the university level, be helping young innovators transform their ideas into scalable and commercially viable product.
3. Improve student's solution-oriented outlook and make them more conscious about the challenges around them
4. Inspire young people to contribute towards achieving the SDGs by tackling social issues within the SDGs.
5. To prepare universities students with practical and innovative learning approach before joining the workforce

UNISPARK 1ST COHORT OUTCOME

The first cohort of the design sprint had student participants from SAUT, designing solutions in the areas of improving education and teaching/learning experience using technology in SAUT. At the end of the first cohort, the winner of the sprint is using technology to improve student welfare through micro savings for meal services. The solution, which is female founded is enabling students get access to meals throughout the semester at designated restaurants for a discounted pre-paid meal package. The solution also provides free meals to underprivileged students through crowd donation, to ensure that they have full concentration on their school works, in order to improve both their health and academic performance. The winner (Lunch Box) is now being supported to launch out their innovation through Ennovate Venture Fund Program.



UNISPARK 2nd COHORT OUTCOME

The Second cohort was sponsored by Human Development Innovation Fund (HDIF) and UKAid. The cohort was opened to universities in Mwanza zone, where we received applications from 50+ teams from 5 universities and colleges in Mwanza. 8 teams were pre-selected for the 3-day hackathon, where they worked with innovation experts to use human centred thinking methodologies to design innovative and sustainable solutions to the most pressing problems faced by communities and businesses. During the 3-day speed ideation, teams went into the field to speak with potential users to better understand the pain points of the users, which helped them to develop a more user-centric solution that is also commercially viable to scale up in the market. On day 3, the teams pitched in front of expert judges and 3 teams emerged as winners. The team were awarded 500,000 each and opportunity to join Ennovate Hub incubation program, to further improve their ideas and turn the ideas into business.

The winners of cohort 2 of UniSpark are Ndoti Star, a digital platform that seeks to connect grassroots talents to global opportunities through showcasing their stories and connecting them to market; Connection Inc is a real estate solution that is cutting off house agents and gives tenants opportunity to connect with house owners directly, thereby cutting of agent fees and irregularities in house search processes; and Gran Ultra, a foodtech that is adding value to food products to increase the nutrient base and sell to larger market.



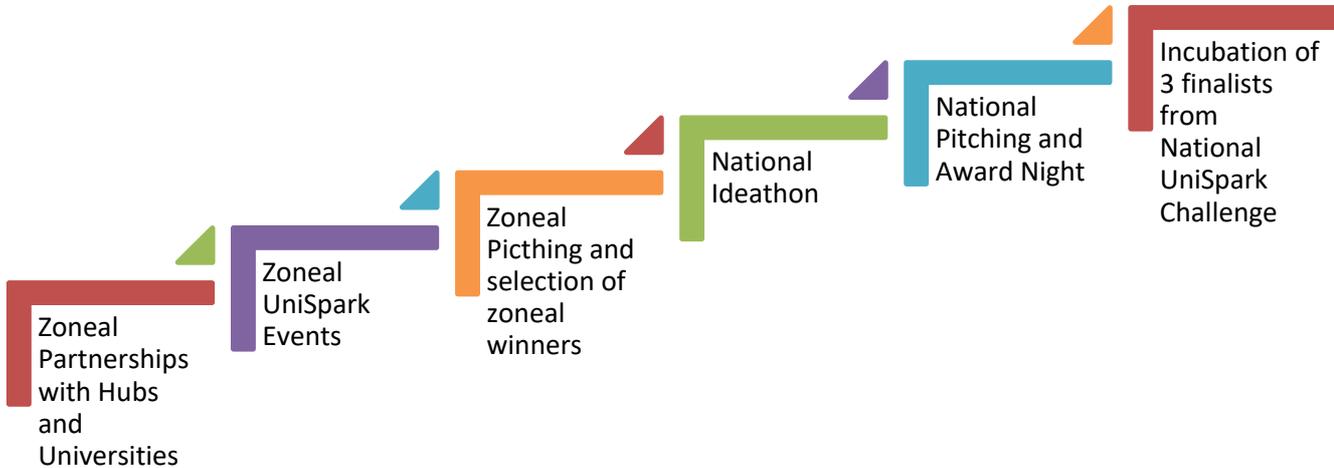
UNISPARK 3rd COHORT CONCEPT

The third cohort of UniSpark will now scale across the country. It is the first country-wide innovation challenge for all universities in Tanzania. The third cohort will be opened to university and college students across the country, which will be implemented from the zonal level to national level. UniSpark will be organized in each zone, and all teams from each region within a zone will participate under their zonal unispark as highlighted below;

Zones	Hosting Region
Coastal Zone	Dar Es Salaam
Northern Highland Zone	Arusha
Lake Zone	Mwanza
Central Zone	Dodoma
Southern Highland Zone	Iringa
Southern Zone	Mtwara

UniSpark is partnering with innovation hubs from all the zones in Tanzania to organize zonal UniSpark hackathon challenge, then the zonal winners that will emerge from the zonal level of the UniSpark will then compete at the national level of UniSpark, where they will join a one-week ideathon bootcamp to rethink and improve their innovative ideas and then pitch in front of Judges from both private and public sector. The 3 winning teams will be awarded with cash prize and also 6 months incubation program at Ennovate Hub.

UNISPARK SPRINT ACTIVITIES



SCHOOL SELECTION AND IDEA SUBMISSION

Ennovate Hub is already partnering with innovation hubs in different zones that will support in organizing the zonal UniSpark in the zone. Ennovate Hub alongside our zonal hub partners will engage with universities in each region within their zones to collaborate with them in organizing UniSpark application drives and campaigns in their universities and colleges. We will organize UniSpark activation events in the universities to promote the innovation challenge and inspire students to form teams and apply to the challenge.

ZONAL UNISPARK EVENTS

UniSpark will open a call for idea submission from the selected schools across all regions. (Each Zone will manage their pre-sprint promotion activities). The call will be opened for one month. During these one month of call for idea submission, we will host several UniSpark info session in each school to educate the students about the program and build excitement for them to submit their ideas. Our corporate partners are also allowed to give the students corporate problems to solve during the hackathon. The sprint is a platform that provides **equal opportunity for students across all social status** to learn new skills and work together with experts in designing projects that are directed towards actualizing the SDGs. We will provide further support to underprivileged students that apply to participate in the program, to enable them develop their innovation into a full-scale commercial enterprise. Participating universities will send representatives to attend the UniSpark hackathon and pitching session.

SELECTION OF TEAMS FOR ZONAL UNISPARK

Ennovate Hub, with our corporate partners and hub partners will review all submitted ideas from each team for each zone. The grading tool will be shared with the selection team to grade submitted ideas that are assigned to them. Top 10 ideas will be selected per zone to participate in the zonal sprint sessions. To ensure inclusiveness, we will allow the selection teams to give more preference to female led team in order to achieve more balanced zonal hackathon events. Ennovate Hub and our zonal hub partners will work with hackathon facilitators to implement the 3-day hackathon session in each zone. The zonal hackathon session will run simultaneously across the country and each zone will present one winner from their zone to compete at the National UniSpark challenge.

ZONAL SPRINT SESSIONS

Zonal UniSpark is made up of 2 sprint sessions. The design process from ideation and prototyping are divided into sprint session 1, then the last sprint session will be testing and pitching session where each group will present their solution/project idea to the audience and judges. Winning ideas will be awarded.

Zonal Sprint Session 1

Ideation and Prototype: Participants will be taken through basics of ideating using design thinking methodology. All ideation toolkit, data and resources will be made available to the participants through the UniSpark platform. The participants will then carry out a series of ideation activities, using the available data to come up with several possible solutions using the “how might we” approach. They will try to synthesize the solutions to come up with 3 most feasible solutions.

Each group of participating students will be provided with materials to prototype the 3 most feasible solutions they came up with, during the ideation session. Their prototyping session will help them visualize the solution and create a user interaction process that will help them understand how users can use their solution. The prototype can take any form, either rapid prototyping, wireframes, storyboarding, Visuals or feasibility prototype take any form, either rapid prototyping, wireframes, storyboarding, Visuals or feasibility prototype.

Zonal Sprint Session 2

Testing and Pitching: Groups will test their prototypes. The testing process will help them get first-hand experience of how the product will perform with the users. During the testing, they will gain insights on the

usability of the solution, get feedback on improvement areas. After testing the prototypes, each group will select the most feasible and adaptable solution as their team project. They will further develop the initial prototype to incorporate feedback from the testing process.

All teams within their zone will pitch their project idea and one winner will emerge from each zone to compete at the National UniSpark Challenge. All winning project ideas will be published on the unispark online platform and open for anyone that is willing to take it up as an enterprise to use the resources in scaling the idea. Ennovate Hub will also provide post-sprint support to the innovators that are interested to continue building their innovation into a marketable enterprise.

NATIONAL UNISPARK CHALLENGE

Winners from the zonal unisparks will come together for a week-long ideathon in Mwanza, where they will work with innovation experts to deep dive into rethinking and improving their ideas. They will also engage with mentors from innovation hubs to find viable models that will ensure scalability of their ideas. The 5 days ideathon activities are sub-divided into 3 sections; Ideation, Prototyping and Demo Day/Award

Day 1 & 2: Ideation – In the first two days, the teams will be taken through how to use hybrid approach of combining Human Centred Design Thinking and Agile Methodology to quickly ideate, talk to users on the field and create key solution assumptions. This will be a hands-on process to improve student's innovation mindset, increase their critical thinking capacity and make them become solution oriented.

Day 3 & 4: Prototyping and Iteration – Based on the assumptions created from day 2, the teams will quickly prototype 3 solution assumptions and test internally. They will be measuring viability, feasibility and desirability during the speed prototyping of their assumptions. Each team will select the most promising assumption that meets the criteria of being viable, desirable and feasible to implement. They will further develop the assumption into a workable idea and embed business model within the identified solution.

Day 5: - Demo Day and Award – Each team will pitch their idea and showcase how it works to the invited stakeholders from government and private sector. The judges will select top 3 teams will be awarded for cohort 3 of UniSpark Program. The Minister of Education, Science and Technology will be invited demo day as the guest of honour and to present the awards to the winning teams. Also, the teams will be offered a chance to join Ennovate Hub incubation program for 6 months.

UNISPARK OUTCOMES

1. Engage over 200 youth from different backgrounds per cohort, to work together in designing solutions that are addressing social and corporate problems across different sectors
2. Increase youth awareness and engagement in achieving the SDGs by creating and implementing practical solutions that will contribute towards shape our communities through design sprints
3. Equipping over 200 youths per cohort with innovation development skills for solving both community and corporate problems
4. Support 23 innovations per year from idea to commercialization of the enterprise
5. Increase entrepreneurship and intrapreneurship competency development of over 2000 university students per year and further prepare them for future of work.

BENEFITS FOR SPONSORS OF NATIONAL UNISPARK 3RD COHORT

1. Support the development of youths from grassroots with innovative skills that will prepare them for future of work
2. Opportunity to work with smart innovators to solve crucial business or social problem that you care about. You can suggest any social or business problems that you want the innovators to work on and present solutions to you.
3. Support a project that is helping to groom future business leaders with the right innovation and digital skill to power businesses
4. Contribute towards building the next big impact businesses that will solve community challenges, create jobs and enhance the country's economic development
5. Get branded on all event online, offline materials and during the award night, as a sponsor of the project
6. Opportunity to give a key note speech during the award night in Dar Es Salaam

WHY PARTICIPATE IN UNI SPARK SPRINT AS A STUDENT?

Students will have the right opportunity to start interacting with real life social and business problems, and begin to create innovative solutions to these problems. They will be exposed to learning first-hand business design methodologies that are used in solving key business challenges.

BENEFITS FOR UNIVERSITIES

UNI SPARK will help universities engage their students to put into practice the classroom knowledge acquired to solving social and business challenges. Participating schools will use the UniSpark platform as one of the ways of helping their students gain practical design skills that are currently used in global business environment

BENEFITS FOR COMMUNITIES

UniSpark is aimed at providing innovative solutions to problems faced by communities. Through UniSpark, social problems ranging from climate, hunger, poverty, unemployment etc, will be addressed and proffer implementable solutions to tackle most prominent community problems.

UNISPARK TIMELINE

Activities	Duration	Responsible
Call for Idea Submission and university tours	15 th July – 14 th August	Ennovate Hub and Hub partners
Selection of participating teams for each zone	19 th August	Ennovate Hub and Selection Team
Orientation for participating teams for each region	23 rd August	Ennovate Hub and SAUT
Zonal UniSpark events	25 th – 27 th August	Ennovate Hub and Zonal Hub Partners
National UniSpark Ideathon	6 th – 9 th September	Ennovate Hub and Partners
Demo Day and Award Event	10 th September	Ennovate Hub and Partners

UNISPARK BUDGET SUMMARY

Item	Unit	Cost Per Unit (Tsh)	Total Cost (Tsh)	USD
Award prize	3	1,000,000	3,000,000	1,300
Refreshment during zonal UniSpark	6	1,800,000	10,800,000	4,679
Design sprint materials	6	500,000	3,000,000	1,300
Branded Merchandise	1	3,500,000	3,500,000	1,516
Media	3	1,200,000	3,600,000	1,560
Facilitators	12	600,000	7,200,000	3,120
Transportation and Logistics	1	9,000,000	9,000,000	3,900
National UniSpark Ideathon	1	13,500,000	13,500,000	5,850
Demo Day & Award Night	1	9,400,000	9,300,000	4,030
Total			59,000,000	27,255

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