

2024 Philadelphia Open Innovation Tournament Participant Guidebook

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Welcome to the [Philadelphia Open Innovation Tournament!](#)

Thank you for joining us on this exciting journey! By participating, you're helping drive innovation and positive change in Philadelphia. Your ideas, creativity, and collaboration will shape the future, and we're thrilled to have you as part of this groundbreaking event.

This guide is your companion throughout the tournament. It will outline what to expect, the timeline, and what you need to do to succeed. Together, we'll explore new possibilities and create impactful solutions.

Let's get started!

About the Tournament

Roles

We have 3 kinds of roles at the tournament:

1. **Participants:** Folks who are actively participating in the innovation.
2. **Coaches:** Folks who assist the participants in ideating and articulating their ideas and also help run the logistics of the tournament.
3. **Judges:** Folks who determine which teams will win the tournament.

Participants

Our participants come from all over Philadelphia and include a mix of professionals, creatives, entrepreneurs, students, and investors.

Coaches

Here are our wonderful coaches. Their role is to help facilitate the event, keep participants on task, and be a sounding board for participants as they work on their ideas.

Coaches	Focus	LinkedIn
Adam Hansen	Innovation	https://www.linkedin.com/in/adhansen/
Alex Nelson	Legal	https://www.linkedin.com/in/alex-nelson-9603021a7/
Brad Flaughner	Software and Technology	https://bradflaughner.com/
Dan Ritterman	Startups	https://www.linkedin.com/in/ritterman/
David Luk	Startups	https://www.linkedin.com/in/davidsluk/
Grace Francisco	Startups	https://www.linkedin.com/in/gracefrancisco/
Greg Cobb	Innovation	https://www.linkedin.com/in/greg-cobb-0489593/
Jake Voorhees	Sports Tech	https://www.linkedin.com/in/jakevoorhees/
Josh Devon	Startups	https://www.linkedin.com/in/josh-devon/
Karen Robinson	Startups	https://www.linkedin.com/in/karen-robinson/
Matt Bell	Hard Tech	https://www.linkedin.com/in/mbell0424
Payal Maheshwari	Startups	https://www.linkedin.com/in/payal-maheshwari23/
Rich Laster	GTM	https://www.linkedin.com/in/richlaster/
Stefanie Smith	Startups	https://www.linkedin.com/in/stefaniesmith7/

Judges

Here are our esteemed judges. Their role is to evaluate the teams' ideas in the final round of the tournament.

Judges	Role	LinkedIn
Grace Francisco	Technology Executive ex-Atlassian, Roblox, MongoDB, Cisco	https://www.linkedin.com/in/gracefrancisco/
Jon Zaikowski	Assistant Director at New York Angels	https://www.linkedin.com/in/jon-zaikowski-01683850/
Julie Olley	Associate at Ben Franklin Technology Partners of Southeastern Pennsylvania	https://www.linkedin.com/in/julieolleybftpsep/
Liubomyr Pohreliuk	CEO at Inoxoft	https://www.linkedin.com/in/liubomyr-pohreliuk-332b6b63/
Narayan Chowdhury	Partner, Franklin Park LLC	https://www.linkedin.com/in/narayan-chowdhury/
Nate Hecker	CEO of Big Idea, Inc.	https://www.linkedin.com/in/natehecker/
Daniel Rock	Assistant Professor at The Wharton School Co-Founder and CTO, Workhelix	https://www.linkedin.com/in/daniel-rock-61252485/
Pitou Devgon	Healthcare Entrepreneur Angel Investor Board Member Advisor	https://www.linkedin.com/in/devgon/
Sushma Rajagopalan	Partner at Rittenhouse Ventures Co-Founder 2ndCareers.com	https://www.linkedin.com/in/sushma/
Tempest Carter	Director of Strategic Technology Initiatives, Philadelphia Department of Commerce	https://www.linkedin.com/in/tempest-carter-743b1596/
Todor Raykov	Managing Director at NextFab Ventures	https://www.linkedin.com/in/todorrakov/

Sponsors

We sincerely thank all of our sponsors for their generous support in making the Philadelphia Open Innovation Tournament a reality. Their contributions are powering Philly's next wave of innovators and helping us build a brighter future.

Sponsor	Description	Website
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Ben Franklin Technology Partners	Supports tech-driven enterprises with capital, counsel, and connections to spur innovation and economic growth.	https://www.sep.benfranklin.org/
Big Idea	Big Idea is an all-in-one platform that enables creators, businesses, universities, and law firms to manage, protect, and monetize intellectual property securely using advanced tools for collaboration and commercialization.	https://www.bigideaplatform.com/
CLA	Provides advisory, outsourcing, audit, and tax services to help businesses grow and innovate.	https://www.claconnect.com/
Deloitte	A global leader in audit, consulting, tax, and advisory services, helping organizations thrive in an ever-changing world.	https://deloitte.com/
Lowenstein Sandler	A leading law firm that champions innovative businesses and investors in a wide range of industries.	https://www.lowenstein.com/
Medusa Intelligence Corporation	Provider of cheap AI-powered widgets.	https://medusaintel.co/
MissionOG	VC firm that partners with high-growth companies in financial services, data platforms, and software to accelerate growth.	https://missionog.com/
Narayan Chowdhury	Co-Founder and Managing Director at Franklin Park, specializing in private equity investment analysis and portfolio management.	https://www.linkedin.com/in/narayan-chowdhury/
Netrality	Netrality is a leading data center and colocation provider that owns and operates carrier-neutral facilities, ensuring seamless connectivity and infrastructure for businesses to meet their data management and network needs.	https://netrality.com/
Pitou Devgon	An experienced entrepreneur, investor, and supporter of Philadelphia's tech ecosystem.	https://www.linkedin.com/in/devgon/

Royer Cooper Cohen Braunfeld	RCCB is a law firm that understands and delivers the advice that companies, startups, business executives and investors need to realize their hopes and goals. From offices in the Greater Philadelphia area and New York, RCCB counsels startup and emerging growth company clients across the broad spectrum of legal and business issues that arise during a company's life-cycle, from formation through growth and development into established companies to exit. Clients turn to us for a range of needs including corporate, mergers and acquisitions, labor and employment, litigation, tax, intellectual property, private client services, trust and estates, banking and financial services, international, real estate, and more.	https://www.rccbllaw.com/
Sublime Strategy	Startup consultancy that partners with fast-scaling, VC- and PE-backed B2B SaaS companies to turn operational complexity into sustained revenue growth.	https://www.sublimestrategy.com/
Tactix	A real estate firm specializing in tenant representation, helping companies find and design spaces for growth.	https://tactix.com/

What to Bring to the Tournament

Mostly, you just need to bring yourself. Food, beverages, and physical materials will be provided.

If possible, participants should bring a smartphone and/or laptop with a charger to help ideate and research.

You will use your smartphone and/or laptop to help generate ideas and do research in the moment.

How to Win the Tournament

The objective of the tournament is to accelerate Philadelphia's growth by connecting and empowering the city's most promising innovators. Just by participating, you are supporting the ecosystem and making things better for everyone here in the city. In that sense, we are all winners.

For fun, we will still pick overall winners for the tournament. Winners will be chosen after 3 rounds of voting. The first two rounds of voting will be on Day 1, and round three will be on Day 2.

Round 1: Teams create poster boards for their ideas

Teams will create poster boards of their ideas. Participants will then select their top choices by putting stickers on the ideas they think are most worthy. Yes, you can vote for yourself, and try to be honest!

Round 2: Teams create 1-minute oral pitches for their ideas

With their poster board as a backup, winning teams create 1-minute oral pitches that explain their idea. For those knocked out in round 1, they will resubmit new idea posters, and coaches will select one knocked team-out to come back into the round. Participants then will vote on their top 6 pitches.

Round 3: Teams create 5-minute oral presentations with a slide deck for their ideas

The top 6 teams will each create a 5-minute presentation with a slide deck to pitch the judges. Judges will vote on the top ideas.

Prizes

First, hopefully through this process, you've connected with other entrepreneurs, creatives, mentors, and investors who can help you in the future.

We have a few honors we will bestow on winning teams, some come with trophies:

1. **Best overall team** gets their names engraved on a replica Stanley Cup that will be passed to future generations (meaning you can't keep it). The trophy can be borrowed to take pictures with and/or drink from.
2. **Six league winners** who make it to the final round will be considered winners of their league (e.g if you come up with a Healthcare idea, win round 2 and make it to Sunday, then you can brag that you won the Healthcare league)
3. **"The Boot"** The boot is a glass trophy that will be given to the winner of the losers bracket on Saturday, they will also be invited to the final round on Sunday. The boot was designed to be filled with beer but you can fill it with your beverage of choice. Unlike the Stanley Cup, the boot is a trophy that a team gets to keep for good.

Tournament Agenda

Day 1 kicks off with registration and breakfast, followed by a warmup session. Teams will then generate ideas and create posters to showcase them. After lunch and poster voting, the winning

teams will prepare their 1-minute oral pitches, while knocked-out teams participate in a consolation round.

The day ends with pitch presentations, voting, and announcing the top 6 winners, followed by a happy hour. The top 6 winners will be scheduled a time slot to participate on Day 2.

Day 2 begins with judges' arrival, followed by 20-minute presentations from the top 6 teams. After judge deliberations, the winners are announced.

Detailed agendas are below.

Day 1

Time	Agenda Item
8:30 AM - 9:30 AM	Registration and breakfast
9:30 AM - 9:40 AM	Warmup
9:40 AM - 10:00 AM	Idea generation and poster creation guidance
10:00 AM - 11:30 AM	Teams assemble create their idea posters
11:30 AM - 1:00 PM	Lunch and poster voting
1:00 PM - 2:00 PM	Winning teams create their 1-minute oral pitches Knocked out teams create new posters in consolation bracket
2:00 PM - 3:00 PM	1-minute oral pitches from winning teams and consolation winner
3:00 PM - 3:30 PM	Voting
3:30 PM - 4:00 PM	Top 6 winners announced
4:00 PM - 5:00 PM	Follow-up with winners to prepare for Day 2 Networking time for everyone else
5:00 PM - 7:00 PM	Optional Happy Hour

Day 2

Time	Agenda Item
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9:00 AM - 9:30 AM	Judges Arrival
9:30 AM - 11:45 AM	20-Minute Team Presentations of Top 6 Teams
11:45 AM - 12:15 PM	Judge Deliberations: First Team
12:15 PM - 12:30 PM	Announcement of Winners

Day 1 Guide

The goal of Day 1 is to select the top 6 teams that will participate in Day 2.

This part of the guide will help you generate ideas and pick the best one to focus on and pitch using a simple process.

Round 1

Round 1 involves creating our team, picking a league, generating ideas, and crafting a poster of your top idea that others will vote on to move to the next round.



Step 1: Assemble Your Team!



We recommend forming teams of 2-3 people to maximize collaboration and agility. Larger teams may be asked to split up to ensure everyone has an active role. Plus, splitting up your team increases your chances of success—you can submit multiple ideas and cover more ground! By working in smaller, focused groups, you can dive deeper into each concept and refine it for a stronger pitch.

Step 2: Pick a League

To help focus your ideas, pick a league that resonates with you. Ideally, you'd have some personal connection and expertise in the league you select.

Leagues

League	Description
 EDUTECH	Focuses on innovative solutions that improve learning experiences, education accessibility, or tools for educators and students.
 GREENTECH	Aims to develop technologies and ideas that promote sustainability, reduce environmental impact, and foster green energy.

 HARDTECH	Centers on physical products, machinery, and hardware innovations that solve real-world problems in engineering or manufacturing.
 HEALTHCARE	Encourages the creation of tools, devices, or systems to improve healthcare outcomes and patient experiences.
 SOFTWARE	Focuses on building software-based solutions, apps, or platforms to streamline business operations or consumer experiences.
 SPORTSTECH	Targets innovation in sports, fitness, and athlete performance, aiming to enhance both player experience and fan engagement.

Step 3: Generate Ideas for Round 1

Once you've picked your league, it's time to generate as many ideas as possible. Aim for 25 ideas if brainstorming on your own, or use AI to help expand your list to 50+ ideas. If you are stuck, check out [How to... use AI to generate ideas](#) by Ethan Mollick.

Your idea doesn't need to be for a big, for-profit business (though it can be). It might also be a powerful open-source project that needs to be started or a new charitable initiative.

A Note on AI

Someone on your team needs access to a paid AI subscription, they are significantly better than free versions. See <https://artificialanalysis.ai/> for the latest model ranking.

We have limited \$20 bills available as 'instant grants' for teams that need help paying for subscriptions and we recommend you have access to one of the following:

- [ChatGPT](#) Plus is recommended. On Android and iOS the official app is called "ChatGPT" and it's \$20 per month
- [Claude](#) Pro is also good. On android and iOS the official app is called "Claude by Anthropic" and it's also \$20 per month.

Use time wisely

Within 30 minutes, you should generate and read 50+ ideas, by 45 mins you'll need to pick one. Then maybe spend 15 mins phoning a famous person for advice, and finally spend the last 30 mins drafting and writing your poster.

To get started ideating, ask yourself:

- What personal frustrations have you experienced that could be addressed innovatively?
- What small improvements could make a big impact?
- How could combining existing solutions create something new?

- What major societal trends do you foresee in the next decade?
- How might current events create new opportunities in your chosen league?
- What premium services could be adapted for mass-market distribution?

Don't (necessarily) shoot the moon

We recommend pursuing innovation by keeping your ideas within the realm of the immediately possible.

A helpful process might be:

1. Generate 50 or more ideas
2. Pick the top 25
3. Narrow to 12, then 6, then 3
4. Finally, pick the 1 idea to build your poster for.

Without AI, follow a similar process by generating 25 ideas and refining down.

Using AI to Innovate: Generate fake but useful 'user feedback'

Even if you have an idea you like, make sure you use AI to test it before you put it in your poster. For example if you are trying to invent a new golf bag that has health sensors in it you might do this:

"Act like a health-conscious golfer who does not own a smartwatch. You play golf every week and your family is always on your case about your health, let me pitch a smart golf bag to you and please give me your honest and unvarnished feedback... (PASTE DETAILS OF YOUR PROPOSAL)"

And ask it follow up questions too like:

"Would you be happy to get this as a fathers day gift?"

"How much would you pay for this?"

Using AI to Innovate: Phone a rich and famous friend with AI

You can also let AI play-act as famous people. Ask them for input!

"Act like Bill Gates, I am working on a cheap but powerful app that'll help kids read better... (PASTE DETAILS OF YOUR PROPOSAL). Can you mentor me and give me some feedback? Can you also tell me what I need to change to get the Gates Foundation to invest?"

Step 4: Create a Poster for Your Idea

In the first round, your poster is how you will convey your idea to the other participants in the tournament. You won't be able to talk about your poster, so make sure you make it as self-explanatory and compelling as possible. Participants will vote for your idea by putting their sticker on your poster.

Use coaches

Take advantage of our coaches to refine your ideas. Even if you know more than they do about your idea, they're sure to give great feedback and insights that can help you articulate your idea clearly.

Format of Poster

Your poster should consist of the following elements:

- A **title** and **headline**, which can include an optional hand drawn logo or relevant image.
- A **Problem/Unmet Need** section
- A **Solution** section
- A **Benefits** section
- A **How to measure success** section

Remember, there will be a lot of posters, so you will really need to convey your idea quickly. Don't include more than 3 bullet points for each section. Instead, get straight to the top 3 items.

Open up

Don't worry about being secretive while making your poster. Share your ideas freely. Stealth mode rarely benefits early-stage concepts.

Sample Poster

Here is an example poster for a real project, the [Translate Tribune](#).

Translate Tribune: Breaking Language Barriers in Global News

Problem/Unmet need:

- Limited access to diverse, global perspectives due to language barriers, which skews understanding of international issues
- Localized news often excludes stories of global significance, contributing to a narrow worldview
- Language gaps lead to a high perception of bias in media, creating a skewed perception of global events

Solution:

An AI-powered platform that curates, translates, and summarizes foreign-language news

Logo / Accompanying Image




Benefits:

- Broadens access to diverse perspectives, reducing bias and fostering more balanced viewpoints
- Promotes cross-cultural understanding and global literacy through multilingual news access
- Empowers individuals to make informed decisions by offering a wider range of global insights

How to measure success:

- # of languages/countries covered
- User engagement and cross-cultural understanding metrics
- Growth in the number of active users and repeat engagement

 Innovation Tournament Sample Poster

Extra Time? Start Building NOW!

The winning team of the weekend will probably 'cheat' and use AI to create a prototype that judges can see and imagine to be real.

"Help me design and generate a prototype ad campaign for a tennis racquet that looks awesome (make it sci-fi looking) and is intended for use by partial amputees (with some of their arms arms but without hands), particularly targeted to injured former American servicemen"

"OK great, now make me a screenshot of a companion app that tracks the players strokes and ball flight, live on the tennis court"

"Super now make me a static website that advertises all of this. Use html and css and put everything in one file."

"Give me 100 ideas for a name for this product"

Step 5: Vote! The Conclusion of Round 1!

Once the time for poster creation is over, next up is voting to conclude the first round.

Voting Process

Each participant will be provided an allotted amount of stickers. The number of stickers will depend on how many posters are created and will aim for a 1:2 filter ratio. So, for example, if we had 48 posters, we'd want 24 posters to make it through to the next round and would probably hand out 12 stickers per person.

Each participant will then move around the room reviewing and considering each of the posters. When you see an idea you want to vote on, place your sticker on the poster.

Assessing Ideas

There are several ways to assess ideas:

- A formalized rubric (we offer one below)
- A scoring mechanism
- Your gut

Sometimes, it's hard to compare apples to oranges. Do your best. However you make your decision, please consider all the ideas before you vote. Yes, you can vote for yourself, though ideally you are only doing so if you truly believe it is amongst the top ideas.

Use **RWW** (a framework developed by 3M) to help assess the ideas:

- **Real:** Is the opportunity real? Is there a real market that can be served? Does the technology realistically exist or can be built?
- **Win:** Can the product or service win a market with a sustainable competitive advantage?
- **Worth:** Is the opportunity worthwhile financially? Can it be realistically funded and resourced?

End of Voting

At the end of voting, the coaches will tally up the results. The posters that receive the most votes will move on to round 2. Note that coaches may have some discretion around participants in the next round depending on circumstances.

There will now be 2 groups of participants:

- Round 1 winners: Teams that made it through the first round.
- Rescue (ie, [Repechage](#)) group: The teams that were knocked out, one of which has a chance to be selected to be judged in round 2.

Round 2

Round two involves crafting a 1-minute pitch for your idea. Whether you're in the round 1 winners group or the rescue group, you will work on crafting your pitch. Coaches will select the best idea from the rescue group to deliver the pitch along with the round 1 winners.

You will have 1 hour to draft and practice your pitch.

Step 1: Draft Your Pitch

You have only 60 seconds, so leveraging a framework can be really helpful to get the idea down to the essence. Here's a framework you can use (and can ask AI to use for you as well):

[Personal story about the problem you faced that led to your idea.]

For the [Target Audience A] who has [Need B], the [Product Name C] is a [Product Category D] that offers [Key Benefit E]. Unlike [Competitors F], we are different in the following [Way G].

For [Translate Tribune](#), this pitch might be:

"Growing up with limited access to global perspectives, I saw how language barriers can distort our understanding of international issues. For the global news reader who struggles to access diverse, unbiased viewpoints, Translate Tribune is a news translation platform that offers curated, multilingual news summaries. Unlike traditional news outlets that offer localized, monolingual content, we bridge the language gap by providing insights from a diverse array of sources, fostering global understanding and reducing bias."

Make it personal

Tying your idea to you makes your pitch memorable. Why do you care about this problem? Why are you the right person to solve it?

Step 2: Practice Your Pitch

Decide who from your team will deliver your pitch. Now, go ahead and practice with your team. You should be able to practice at least 5 times in 5 minutes since it's only a 1-minute pitch.

Step 3: Deliver Your Pitch

You will deliver your pitch in front of your poster. It will be wonderful.

Step 4: Vote! The Conclusion of Round 2!

Voting Process

Each participant will be provided an allotted amount of stickers. The number of stickers will depend on how many posters are created and will aim for a filter ratio that gives us our top 6

ideas. So, for example, if we had 24 pitches, we'd want a filter ratio of 1:4 to make it through to the next round and would probably hand out 6 stickers per person.

Participants will place their stickers on the posters of the team they thought delivered the best idea in their pitch.

End of Voting

At the end of voting, the coaches will tally up the results. The posters that receive the most votes will move on to round 3. Note that coaches may have some discretion around participants in the next round depending on circumstances.

There will now be 2 groups of participants:

- Round 2 winners: Teams that made it through the first round.
- Thanks-so-much-for-playing group: The teams that were knocked out and won't be back for Day 2.

Day 1 Winners

Day 1 Winners, please go to [Prepping for Round 3](#) to get a head start on preparing for the next day.

Day 2 Guide

The goal of Day 2 is to select the top winners for the tournament.

This part of the guide will help you present your idea to the judges. Each team will have 5 minutes to present and 15 minutes of Q&A with the judges.

Prepping for Round 3

Round 2 winners will need to do some mild prep work on a slide deck to be ready for the presentation on Day 2.

Let AI do the heavy lifting

Use AI to help you. Take a picture of your poster board and send it to the AI. Give it your oral pitch. Share your insights. Try uploading a copy of the deck template and seeing if AI can generate a first version of your slides for you. Generate images to support your deck.

Step 1: Use the Template to Craft Your Deck

With a 5-minute presentation, we recommend the following breakdown for the pitch:

- Problem Statement: 1 minute
- Proposed Solution: 1 minutes
- Impact & Benefits: 1 seconds
- Market/Application Potential: 1 minute
- The Team: 30 seconds
- Call to Action: 30 seconds

You don't need your own branding at this point. Make it easy on yourself and use the template below.

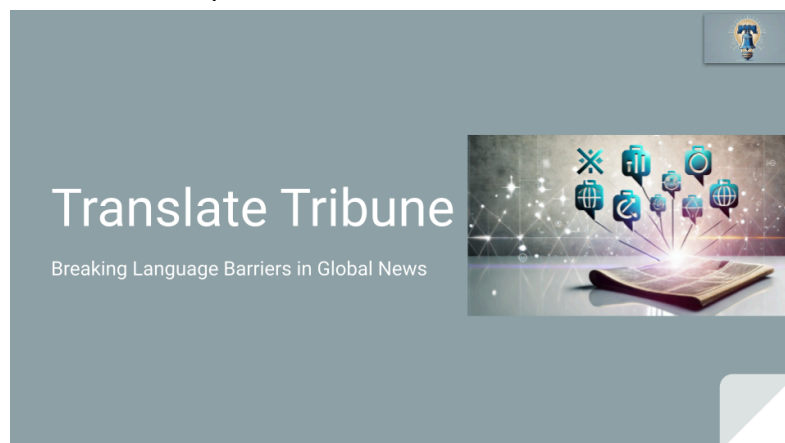
Template Deck



▢ Round 3 Innovation Tournament Template Slides

Sample Deck

Here is the sample deck for [Translate Tribune](#).



▢ Translate Tribune - Round 3 Innovation Tournament Template Slides

Step 2: Practice your pitch

Decide who will deliver your pitch. It can be the same or different person as before, and keep it to a single person.

It's a 5-minute pitch, so take 15 minutes to practice it at least 3 times before you present. Make sure you keep it tight and don't spend too much time on one slide.

Don't just read the bullets

Your pitch should not be you just reading your bullets. We can all read the bullets. Use the bullets just as the touchstones, but the focus should just be on you. In fact, the shorter your bullets, the better so we have to listen to you to hear you explain them. For a deep dive, check out [slide:ology](#).

Step 3: Relax!

You've already created the poster and pitched orally—you know this stuff, don't sweat it too much.

Round 3

Each team will have a scheduled time to appear on Day 2. You will have 20 minutes in front of the judges: 5 minutes to pitch, and 15 minutes for Q&A.

Step 1: Share Your Slides

Get your slides on the screen! You'll have a couple minutes to email us your slides or share yourself.

A guide to a very very "rapid prototype"

By harnessing frontier AI models, teams can swiftly generate functional code, create stunning user interfaces, design logos, produce 3D files, draft content, develop wireframes, etc... in under 5 minutes. This AI-driven approach enables anyone to bring their ideas to life at unprecedented speeds, allowing for rapid iteration, testing, and data-driven decision-making. The winning team will probably have created a working prototype that can be demonstrated to judges. Whether you're a seasoned developer or a newcomer, the expectation is the same - deliver a functional, innovative solution that pushes the boundaries of what's possible in mere minutes.

Step 2: Deliver Your Pitch

Deliver your pitch, clicking through your slides as you go through the deck. Someone will be keeping time and will give you notices when you're at the 3-minute and 1-minute marks.

Step 3: Answer Q&A

Our judges will no doubt have questions for you. Answer them as best you can. If you don't know something, that's ok—just say you don't know.

Step 4: Thank you!

That's it! The other teams will deliver their pitches, and we'll inform you after the competition who won once the judges have seen all the teams and voted.

Don't just read the bullets

Your pitch should not be you just reading your bullets. We can all read the bullets. Use the bullets just as the touchstones, but the focus should just be on you. In fact, the shorter your bullets, the better so we have to listen to you to hear you explain them. For a deep dive, check out [slide:ology](#).

What to do after the tournament

The tournament may end, but the journey of innovation is just beginning! Now that you've brainstormed, collaborated, and shared incredible ideas, it's time to consider how to take those ideas and connections forward.

Here are some suggestions on what to do next:

1. Stay in Touch with Your Team & New Connections

Whether your team won or not, the connections you made during the tournament are invaluable. Exchange contact information with your teammates and others you met. Consider setting up regular check-ins to continue working on your ideas or exploring new ones together. Platforms like LinkedIn, Slack, or a shared Google Drive can help keep everyone in the loop.

2. Continue Refining Your Ideas

The innovation process doesn't end with the tournament. Use the feedback from coaches, judges, and peers to refine your idea further. Consider ways to test your idea in real-world settings, gather additional feedback, or prototype elements of your solution. If applicable, look into resources, grants, or accelerators that can support the development of your concept.

3. Explore Collaborative Opportunities

Beyond your team, think about how you can collaborate with other participants, investors, or creatives you met during the event. Sometimes the best ideas are born

from cross-team collaborations, so don't be afraid to reach out to someone working in a different league or area of expertise.

4. Join or Build the Ecosystem

Philadelphia is home to a thriving ecosystem of entrepreneurs, investors, and innovators. Stay engaged with the community by attending networking events, innovation meetups, or hackathons. If you can't find the right group, why not start your own? Creating spaces for ongoing idea-sharing will ensure that the momentum from the tournament continues.

5. Share Your Journey

Your journey as an innovator doesn't stop after the tournament, and neither should your story. Share your experience, insights, and updates on your progress through social media, blogs, or newsletters. It's a great way to stay connected and inspire others to join you on the path to innovation.

The tournament may be over, but innovation is a continuous process. Keep pushing the boundaries, building relationships, and seeking out opportunities for collaboration and growth. We can't wait to see where your journey takes you!

See you next year!

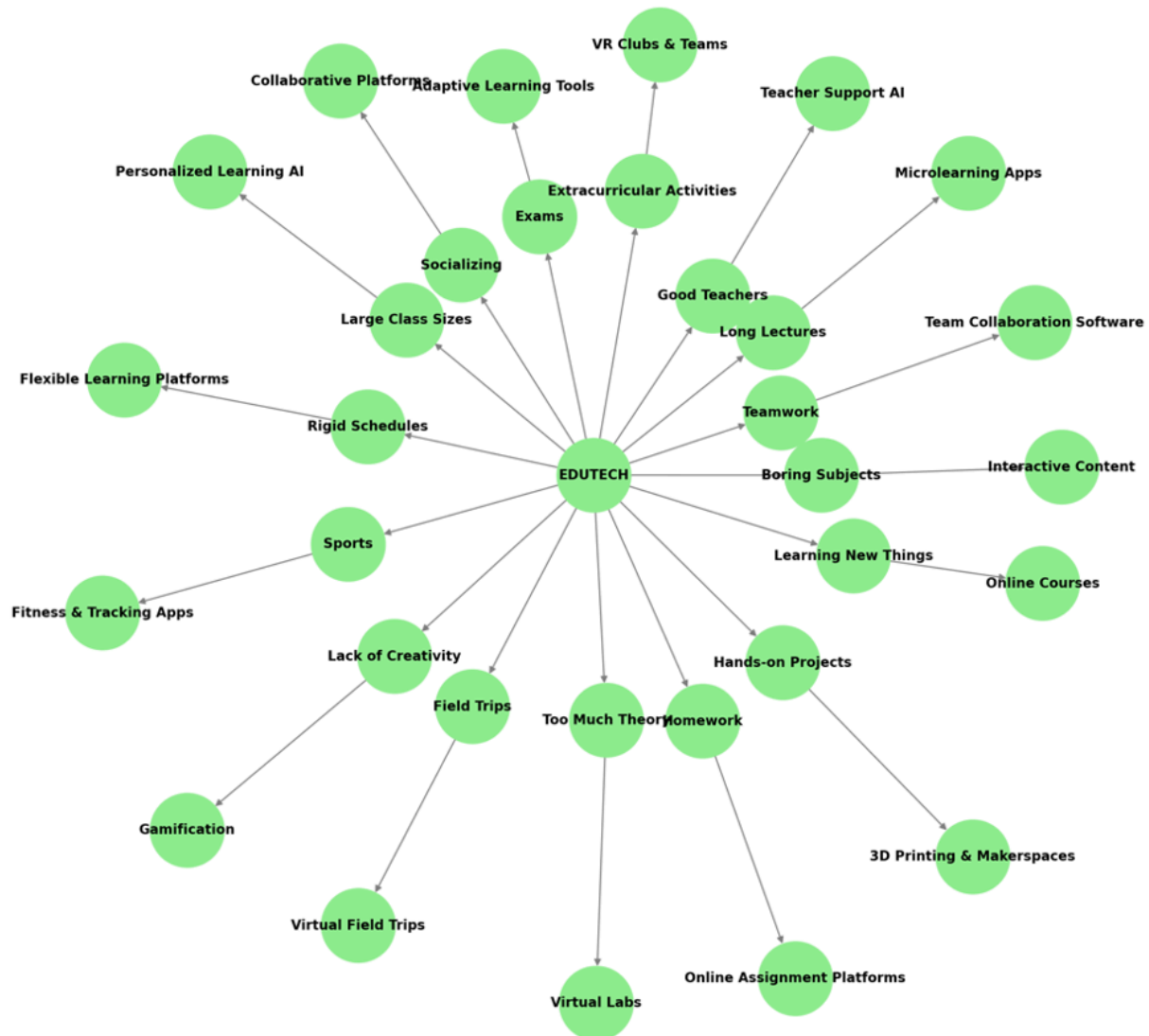
Brainstorming Exercises

Mindmap

Make a mindmap about the products and services in your league. Place your league or innovation category in the middle of the page. On the left half of the page, free associate about all the things that are negative, not going particularly well, or just plain confusing about the league topic or your innovation category. On the right half of the page write down companies, products, services, etc. that are doing a good job in the space.

Now use your mindmap to find connections, inspiration, and challenges to solve. Use your mindmap and notes to build upon innovation ideas you already have or to generate new ones.

EXAMPLE



Break the Rules

Start out by writing down 5-7 “rules”, written or unwritten that apply to your league.

Select one of the rules from your list and imagine what could be possible if you broke that rule. Repeat this for 1 or 2 more rules, or until inspiration strikes.

EXAMPLE

Here is a list of rules that could apply to GREENTECH.

1. Prioritize Sustainable Materials
2. Design for Longevity and Durability
3. Minimize Energy Consumption
4. Reduce Packaging and Opt for Eco-friendly Alternatives
5. Encourage a Circular Economy

Imagine breaking rule #5. Possibilities could include:

- Product design that is meant for ultra-short lifecycle without any impact on the environment.
- Consumer goods that improve the environment when they are thrown away.
- Imagine a “single point economy” where everyday items are owned and used simultaneously by a group of people.

Utopia/Dystopia

Think about the state of the companies, products, services, innovations, etc. in your league today. Now project 100 years into the future and imagine 2 scenarios:

- *Utopian Scenario* – everything has worked out beautifully and tech is serving our needs optimally.
- *Dystopian Scenario* – IT’S ALL GONE HORRIBLY WRONG! The robots! Think about how a future where well intended innovation has gone awry.

Take some notes on what you think the world will look like in each of these scenarios before reflecting on what kinds of innovations could serve the people of today within your league.

If you want to have some extra fun, ask ChatGPT or another LLM to write you a sci-fi short story that is a utopia and a dystopia.

EXAMPLE

Here are the opening paragraphs of the SPORTSTECH Utopian and Dystopian stories authored by ChatGPT:

Utopia

In the year 2142, sports fans no longer gathered around screens to watch their favorite teams play. Instead, they stepped directly into the action, thanks to a revolutionary new technology called "ImmersioSport." Fans at home could experience games as if they were on the field,

sharing every sprint, every leap, and every pulse-pounding moment as though they were the athletes themselves.

On a crisp autumn evening, Sarah sat in her living room, excited for the big game. She was a die-hard fan of the Philadelphia Flyers, and tonight, they were playing in the championship. With a flick of her wrist, she activated her ImmersioSport system. Instantly, the walls of her home faded away, replaced by the bright, roaring arena. She felt the cool air of the rink on her skin and the vibrations of the crowd under her feet.

Dystopia

In the year 2075, sports weren't just entertainment—they were a requirement. The Global Entertainment Authority (GEA) had taken control of the world's entertainment, enforcing mandatory participation in immersive sports experiences. The technology, once hailed as the future of fan engagement, had become a tool of oppression. People no longer had a choice; they were forced to feel every tackle, sprint, and crash, whether they wanted to or not.

Anna hated sports. She always had. But in this world, hating sports didn't matter. Every Friday night, without fail, she had to participate in the "ImmersioGames." As the countdown ticked on her living room wall, she tried to focus on anything else. The air hummed with an impending dread as the ImmersioSport system powered on.

Example Idea:

Sunday Haptics – This is a range of wearable haptics inspired by the gaming industry. Choose from Impact-Gloves, Hit-Vest, or the Rumble-Couch seat pad to feel every catch, hit, and goal for yourself. These immersive wearables connect with your favorite team's games so you can get in the game.

Mash up

Pick your favorite 5 products, services, companies, or innovations relevant to your league. Now pick a different league and do the same thing. Mash up an item from each list and free associate for a few minutes about the products and services that could result from this combo.

EXAMPLE

Here is a list for HEALTHTECH

1. **Wearable Health Monitors** – Devices like the Apple Watch or Fitbit that monitor heart rate, blood oxygen levels, and other vitals in real-time to help users track their health and detect anomalies early.
2. **Telemedicine Platforms** – Services like Teladoc and Amwell that allow patients to consult with healthcare professionals remotely via video calls, providing convenient access to healthcare.
3. **AI-Powered Diagnostic Tools** – AI-driven platforms that assist in diagnosing conditions such as skin cancer (e.g., SkinVision) or analyzing radiology images more accurately and quickly.

4. **Portable Insulin Pumps** – Devices such as the Omnipod insulin pump that provide continuous, personalized insulin delivery to patients with diabetes, improving blood sugar control.
5. **Smart Pill Bottles** – Technologies like AdhereTech, which remind patients to take their medication through smart notifications, helping improve adherence to prescription regimens.

And here is a list for SOFTWARE

1. **Slack** – A collaboration and communication platform designed for teams, allowing users to message, share files, and integrate with other tools, streamlining workplace communication.
2. **Zoom** – A video conferencing software that enables virtual meetings, webinars, and online events, widely used for remote work and education.
3. **Microsoft Teams** – A workplace collaboration software that combines chat, video conferencing, and file sharing with deep integration into Microsoft Office 365, popular for both corporate and educational use.
4. **Trello** – A project management tool that uses boards, lists, and cards to organize tasks and workflow, helping teams stay on track and manage projects visually.
5. **Adobe Creative Cloud** – A suite of software applications for design, photography, video editing, web development, and more, offering tools like Photoshop, Illustrator, and Premiere Pro for creative professionals.

Example Idea:

FitCreative offers a unique fusion of health monitoring and creative software, empowering users to achieve high-quality creative work while maintaining their physical and mental well-being. This would be a groundbreaking tool for professionals who often face the pressures of long hours, high stress, and sedentary work styles. With features like:

Creative Workflows with Health Reminders:

- Integrated with Adobe Creative Cloud, FitCreative analyzes periods of prolonged work and sends reminders for healthy breaks, stretches, or hydration based on real-time health data. The wearable alerts users to rest when stress levels or fatigue are detected.

Health-Productivity Dashboard:

- Users can access a personalized dashboard that visualizes both their creative output and well-being metrics side-by-side. This allows them to track how their health influences productivity, creativity, and overall performance.