BACS

“I Want to Live in a World That...”

CHALLENGE

15 December, 2020

IIBA Italy Chapter

Imagine the word you want to live

THINK BIG

THINK INSPIRING

THINK ASPIRATIONAL

…then write, “I want to live in a world that…

Imagine the word you want to live

Main rules

Who can participate

- **university students**, of any faculty
- the number of participants must be between **5 and 8**: during the exhibition everyone must expose (DEV TEAM)
- at the end of the exhibition, the **Professor** of the group will explain the work done by his students on 2 slides, presenting the University and the “why” for a potential victory
- the **Professor** will be part of the jury, together with IIBA experts and directors

IIBA Italy Chapter

Imagine the word you want to live

Main rules

Main “bootcamp” steps

1. the official launch of the challenge will take place **on November 27, 2020,** during the BANG event (for registration to BANG: https://italy.iiba.org/)

2. after launch, **students will work independently,** coming up with their best idea

3. during the BACS of 15 December 2020, students and their Professor will present their works (for registration to BACS: https://italy.iiba.org/)

Imagine the word you want to live

Evaluation drivers

1. IDEA
2. ATTITUDE
3. PRESENTATION

Imagine the word you want to live

Main rules

Evaluation drivers: IDEA

1. clarity of vision
2. effectiveness of the logo and naming
3. "behavioral" novelty of the idea
4. "technological" novelty of the idea
5. economic and financial sustainability
6. marketing & communication plan
7. roadmap and MVP hypothesis

Imagine the word you want to live

Main rules

Evaluation drivers: ATTITUDE

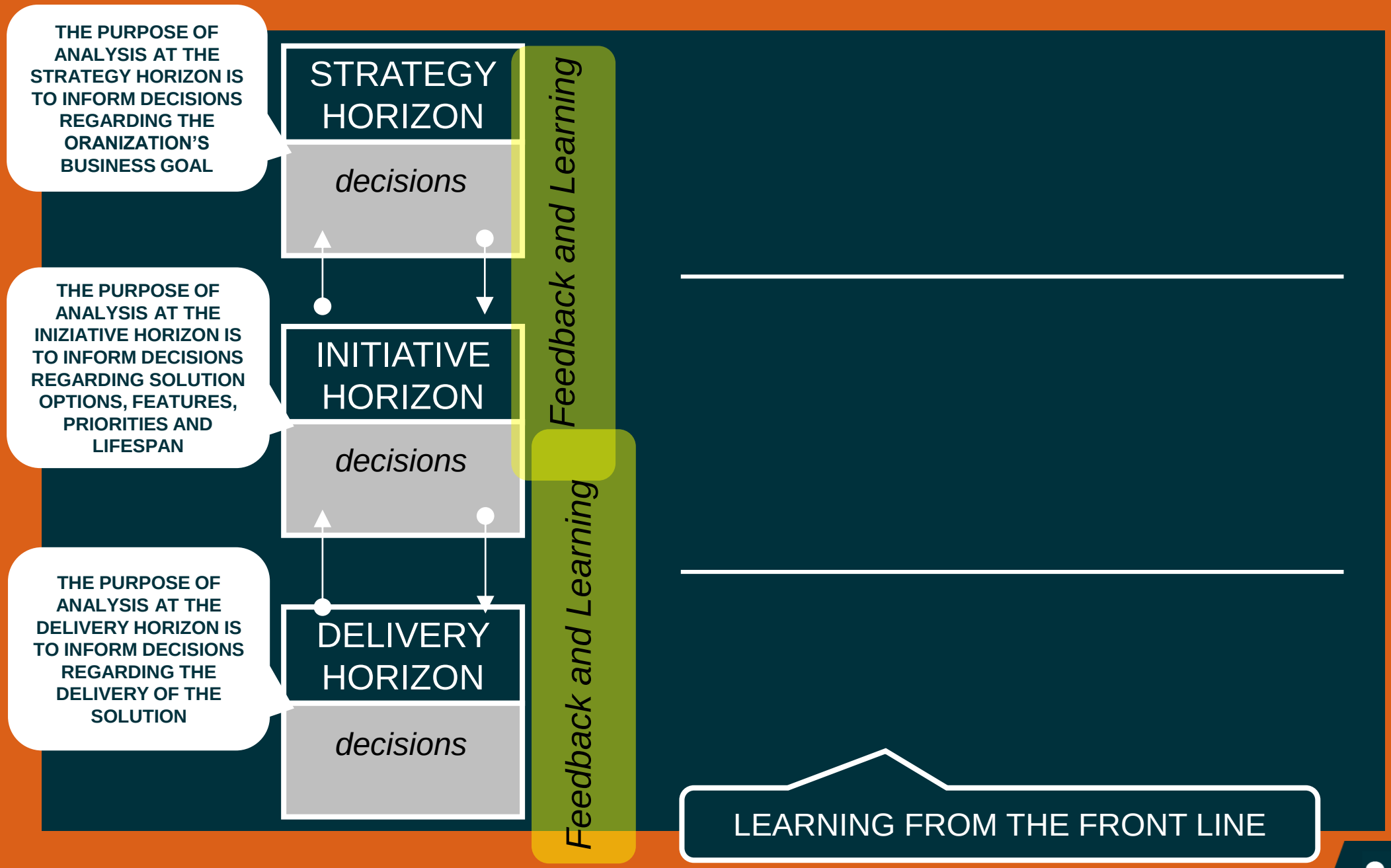
1. passion & commitment
2. focus on the idea
3. team play

Imagine the word you want to live

Main rules

Evaluation drivers: PRESENTATION

1. clarity of presentation
2. effectiveness
3. respect for the timing of exposure
4. innovation of the chosen layout
5. balance in the different sections


THE PURPOSE OF ANALYSIS AT THE STRATEGY HORIZON IS TO INFORM DECISIONS REGARDING THE ORANIZATION'S BUSINESS GOAL
STRATEGY HORIZON
decisions
THE PURPOSE OF ANALYSIS AT THE INIZIATIVE HORIZON IS TO INFORM DECISIONS REGARDING SOLUTION OPTIONS, FEATURES, PRIORITIES AND LIFESPAN
INITIATIVE HORIZON
decisions
THE PURPOSE OF ANALYSIS AT THE DELIVERY HORIZON IS TO INFORM DECISIONS REGARDING THE DELIVERY OF THE SOLUTION
DELIVERY HORIZON
decisions
Feedback and Learning
Feedback and Learning
LEARNING FROM THE FRONT LINE

STRATEGY HORIZON
“I want to live in a world that …”

EXAMPLE

“I want to live in a world that has equal opportunity for all.”

INITIATIVE HORIZON
“To make that a reality, I can…”

EXAMPLE

“To make that a reality, I can host an event that showcases the story of marginalized communities.”

DELIVERY HORIZON
“Now the Project is a reality, but I have to…”

- Manage the scope which is changed due to a new regulatory issue:
  how do you manage this criticality?

- Solve a “relation” problems inside your development group:
  how do you exercise your facilitating role?

“how do you see your project in 10 years?”

Imagine the word you want to live

Main rules

Techniques to use

1. Vision statement and LOGO definition
2. Elevator Pitch
3. HOW-NOW-WOW matrix
4. Stakeholders Map
5. Business Model Canvas
6. UI main principles

7. other techniques may be used to enrich presentation