

**June 6 Savvy Training**  
**PROPOSAL SUMMARY AND FEEDBACK**

Created by David Cutler

Great job all teams! It is amazing how wonderful these proposals are after such a short amount of time. Imagine what you could do with a few more hours! Bravo.

I recommend you scan this entire document. In all cases, I copied and pasted the main developments from our five teams into text boxes, and then tried to offer feedback on each item in a way that will hopefully offer value to readers regardless of the particular project that they worked on during the session.

Sometimes I like to just ask questions. These are not supported with hidden agendas, just queries you may want to address moving forward.

When working with your students, the trick is to have them develop projects they will LOVE and want to pursue, while also creating projects that align with both the competition goals and structure. Please don't hesitate to reach out with questions or suggestions. Like your projects, The *Savvy Innovation Challenge* is being offered for the first time and it will definitely evolve with time.

Thanks for all your efforts! I hope this document is helpful.

**TEAM 1 PROPOSAL**

Constraint: Health Care Connections

Audience: Memory Care Patients

Problem: Memory care patients want to stay engaged with their communities.

Bucket: Singing/choral ensemble

Scope: 12 weekly 1-hour sessions

Features:

- Includes memory care patients as well as their family members/friends
- Simple instruments
- Interactive
- Goal of education/continuation

Innovation: Pairing the memory care patients with others, maybe elementary music students?

BIG Idea: Memory care-aoke boomwhackers

WOW 1: Karaoke boomwhacker ensemble made up of memory care residents and family/community members (everyone improves together)

WOW 2: Shared setlist of meaningful music

WOW 3: Arrangements feature multiple choruses for improvisation so different groups/individuals can be featured

EXTRA: Performance with collegiate musicians playing arrangements

### TEAM 1 FEEDBACK

AUDIENCE: Great, clear and specific! We know where to find these folks.

PROBLEM: This is a wonderful example of a positive problem. Rather than a *pain point*, you've identified an *elation point*.

BUCKET/SCOPE: There is a little mismatch here. The concept says "choral ensemble," but then scope is about sessions. Maybe the bucket can be "Singing/choral workshops" or something along those lines. Love the specificity of 12 x 1 hour.

FEATURES: All nice points. Some feel a little more like outcomes or design elements (e.g. *interactive*) than features. Features might include sing-along, collective composition, in-person rehearsals plus video lessons, etc. Some good ideas, though.

INNOVATION: Wow, I like the idea of elementary kids on a number of levels! It seems to address the problem statement, and I bet they'd love seeing young people. Are there ways beyond music to connect kids and patients? For example, what if each kid wrote and dedicated a song to a patient, and/or vice versa? This may come in handy later.

As this idea develops, also think about the logistics required to bring these groups together. Sometimes the most successful innovations are those that are both exciting and easy for partners to implement.

BIG Idea: Fun, clear, and nice play on words. This does feel fairly specific, like an activity. Is this better as the BIG idea (that all WOWs must celebrate), or might this become a WOW in service of another top level idea? Either way, it has great promise.

WOW 1: Super cool idea. This feels more like a description than a title, however. Can you capture essence in a few words? Maybe even the Memory Care-aoke Boomwhackers here? Excellent.

WOW 2: While this sounds like a nice idea, there doesn't yet seem to be much innovation or a relation to your BIG idea. But there could be. For example, what if every song on the playlist was required to either reference memories, talk about caring, or involve boomwhackers? Imposing constraints on a WOW to narrow the focus can make it more noteworthy.

WOW 3: Another good idea. Can you inject more WOW? You originally indicated that elementary kids would be involved. What if elementary students composed the music performed by their memory care soloist, or the other way around? There is potential here.

EXTRA: This seems to describe a direct feature, which is ok. For EXTRA, you can also include an indirect feature. For example, is there some kind of engagement between the elder care patients and kids that occurs outside of the 12 sessions? What if the kids write birthday cards while drawing boomwhacker themed images dedicated to their assigned person?

VERDICT: What a wonderful audience! I can imagine that the problem statement will ring true, and there is so much potential to make a difference in this community. As you focus on molding this project, think about this. What kind of innovations would make it so noteworthy that it not only impacts your audience, but local or even national media would decide to feature your innovation in a showcase story?

## TEAM 2 PROPOSAL

Constraint: The Great Outdoors

Audience: Scouts

Problem: Young scouts struggle to develop team skills.

Bucket: Creating team skills through the development of an ensemble out of unconventional found materials, for a sound performance.

Scope:

- Stage One: Piloting the project with a partner group (\$3,000)
- Stage Two: Embedding the project in Scouts USA (\$7,000)

Features:

- Ensembles
- Immersive Experiences
- Cash Award?
- \*\*\*What if all recordings were submitted for a National Scout album? This was part of the competition, who will end up on the CD?

Innovation: Team skills through music performance innovation.

BIG Idea: Nature Soundmakers. Creating an ensemble out of unconventional found materials for a sound performance.

WOW 1: Reimagining teamwork by creating musical instruments out of found materials.

WOW 2: Create unexpected compositions with community composers.

WOW 3: Partner with local/state/national parks to create site-specific performances.

EXTRA: Kids create videos - "Nature Soundmakers" YouTube channel

## TEAM 2 FEEDBACK

AUDIENCE: Very nice. Is this for all scouts or one particular wing (e.g. Girl Scouts)? Also, do you have an age group in mind? In the problem statement, what is meant by "young scouts"?

PROBLEM: I'm not a scouting expert and am not sure if this is a pain point that troop leaders feel is problematic in their current activities. You could discover that with a few phone calls to leaders. If this problem resonates, it is a great start to an innovation project.

BUCKET: Nice idea, but this is much more than we're looking for in a few words. Maybe *Scout musical ensemble*?

SCOPE: Love how you've broken this money into two phases. It might be helpful to define even further. For example, a 2-month pilot with partner group, followed by a 3-hour session at Scout USA.

FEATURES: The question here is really nice. Excellent idea. Immersive experience is more of an outcome or descriptor than a feature. Consider the features of your project: scouting for found objects, transforming them into instruments, collective composition, rehearsal, performance, recording, etc.

INNOVATION: This is more of an objective than an innovation. What is the thing that will happen that is innovative?

BIG Idea: Nice title. This gives you something to work with. On its own, we may not completely comprehend the idea, but even your one sentence description helps clarify. How does music uniquely help scouts develop teamwork in ways that traditional scouting activities do not?

WOWs: These are all really promising! They have to do with nature and/or soundmaking, and they sound super meaningful. These feel more like descriptions than titles, so I'd love for you to come up with a powerful 2-4 word summary for each. For example, maybe WOW 1 becomes "Instrument Forest Hunt." Then you can share what it entails. WOW 2 is a fantastic idea, and can still use some more innovation. What about the process of working with a local composer makes this so extraordinary? WOW 3 can really go far!

EXTRA: This is an outstanding example of an indirect feature that helps your project expand beyond the in-person session.

VERDICT: This is off to an amazing start. I can imagine that scouts would love being involved! One question I have, which can be addressed in later steps, is how you plan to spend the \$10,000. What kind of expenses will there be? Some exciting possibilities!

## TEAM 3 PROPOSAL

Constraint: Celebrating Underappreciated People

Audience:	Elder care
Problem:	Elder care workers experience mental, emotional and physical strain
Bucket:	Songwriting Workshops
Scope:	Series of workshops (6 sessions) over 6 weeks?
Features:	<ul style="list-style-type: none"> <li>• Series of workshops, perhaps involving food over lunch hour (supports workers and addresses their needs)</li> <li>• Facilitator(s) working with individuals in the group</li> <li>• Culminating Concert for the community</li> <li>• Subsidize the workers' salaries so they can attend and miss work</li> </ul>
Innovation:	In person workshop series that "serves the servers". Professional development is possible as part of this for the workers
BIG Idea:	<b>Serving the servers through music</b>
WOW 1:	<b>Songwriting Sessions.</b> <ul style="list-style-type: none"> <li>• Collecting anecdotes about the workers' experiences</li> <li>• Songwriter-facilitator</li> <li>• "You're not alone"=community connection (both within the eldercare community and the larger community)</li> </ul>
WOW 2:	<b>Soundbath.</b> Eldercare workers work with a facilitator for stress reduction.
WOW 3:	<b>Presentation of songs co-written by the workers</b>
EXTRA:	<b>Recording/Livestream</b>

### TEAM 3 FEEDBACK

**AUDIENCE:** *Elder care* is not an audience, but a sector. Are you referencing patients or workers? You clarify this well in the problem statement.

**PROBLEM:** Excellent and very true. Ultimately, depending on your project, you may want to revise this statement unless your solution truly addresses all three pain points (mental, emotional, and physical). That said, keeping it broad early on may keep the door open to more possibilities. I like it

**BUCKET:** Best example I've seen so far. This is what we are looking for. Easy to understand what a songwriting workshop is. This doesn't yet contain innovation, but that happens later. Great.

**SCOPE:** Nice. How long do you anticipate each workshop will be?

**FEATURES:** The first three points are really good direct features for a project like this. I can imagine innovative elements embedded into the way lunch is produced, facilitators engage people, and how the final concert is produced. Subsidizing their salaries is an excellent EXTRA. So you may already have a rough structure!

**INNOVATION:** I'm not completely clear on the innovation here. This feels more like a general project concept and slogan than a tangible innovation. But it is all a very nice idea.

**BIG Idea:** Still chewing on this one. This feels a little more philosophical than concrete, and yet it may well work. My biggest concern is that there isn't anything specific enough to emphasize in the WOWables, but let's see. What do you think about shortening it to "Serving the Servers" at least for the BIG idea?

**WOW 1:** Might you add one more word to the title that hints at your innovation? *Autobiographical songwriting sessions*? There is a lot of potential here. As you solidify this WOW, think about how exactly the sessions might be structured in incredibly meaningful ways that differ from other comparable workshops. What rituals might you introduce? How many people are assisting with this and in which ways do they interact? Are there noteworthy visual elements that help define the experience? A lot of promise.

**WOW 2:** Need a little more detail here to understand what is intended. Is this embedded into every session or just one? How will it work? Again, the title might benefit from one or two more words that clarify your unique take on soundbathing.

**WOW 3:** Again, this is a good idea. How is it WOW-worthy? Many songwriting workshops culminate in a performance. What if yours is streamed to 100 elder care facilities across the region or country? Is the audience other elder care workers, or is this broadcast to a larger audience to amplify appreciation for these wonderful and often underappreciated workers?

**EXTRA:** Similar questions. Need a little more detail.

**VERDICT:** You've identified a wonderful audience, problem, and bucket concept. Now, how can you organize it in a truly exceptional way that our world has not yet experienced? One thought might be to study how songwriting workshops are typically organized. Sure, steal some best practices. But then add some elements that none of them do. Followers often look to the competition to decide what to do. Innovators often study the competition to learn what NOT to do, or what isn't being done that could be. How might your team evolve the potential of songwriting workshops while celebrating elder care workers? Can't wait to find out!

## **TEAM 4 PROPOSAL**

**Constraint:** VR or AR Technology

Audience: Middle School students in under-served areas, e.g., Yuma, AZ and/or Imperial Valley, CA

Problem: Middle school students in isolated areas have difficulty forming genuine human connections virtually.

Bucket: Multi-tiered experience that involves music students of multiple levels.

Scope: 2-3 virtual concerts/performances in the VR space (3 compositions performed and experienced virtually). Compositions = recording sounds of your neighborhood and organizing them into a musical

Features:

- Website (where the middle school students can submit their recordings of neighborhood sounds and then the final compositions can be shared?)
- Cell phones used for recording the neighborhood sounds
- Composers
- VR technology

Innovation: Connecting through sound

BIG Idea: Music in the Hood

WOW 1: Local Community Share Out

- See and hear where other students live
- Experience their daily experience
- Visibility, belonging, community

WOW 2: Live My Sounds

- Not just musical sounds, but everyday, daily sounds from the neighborhood
- Augmented reality, more interactive
- Students can choose what to include in their composition

WOW 3: My Own Music

- Share the music that middle school students make
- Mentorship provided by college composition students
- Students can share their favorite pieces of music (any genre)

EXTRA: Beat That!

- Virtual composition competition between schools
- Prizes
- Performance that people can attend

**TEAM 4 FEEDBACK**

AUDIENCE: Good, nice and specific. You could shorten it by a few words by saying *underserved middle schoolers*, but maybe this says something else.

PROBLEM: I would guess that this is often the case. A quick focus group or survey could help you determine how relevant this problem is. (That goes beyond the requirements of our challenge, but it would be interesting to learn the response)

BUCKET: For me, this is too vague. The multi-tiered aspect is super interesting. But what is an *experience* in this context? Looking for more clarity.

SCOPE: 2-3 VR concerts is clear and enticing! Love this. Not sure what sentence 2 means. One question I have here is about the funding. It probably costs money to produce and edit a VR show. Will our funds all be spent on that, or will you also be purchasing some headsets that get shared for a period of time with middle schools? Another question I have here is the connection to the problem. This sounds like so much fun—how will it connect underserved middle schoolers? That is something judges will look for in the powerhouse proposal.

FEATURES: These all make a lot of sense. What I'm looking for here is what features play a role in your bucket concept? Because the concept isn't clearly stated, it is hard to assess this question. But let's suppose that your bucket is *VR concerts* (which would be fantastic). Then, what we should see here are features of the concerts. These bullet points seem to describe how the music is created, but those are INDIRECT features. So unless I'm misinterpreting, think about what elements will play a role in your VR events. Hopefully each WOW will describe something there.

BIG Idea: This sounds like a powerful title, and you may want to use it to market the events. Not yet sure how tangible this is for your event features. Also, this focuses on music, but not the problem of connection. Let's see how it all pans out.

WOW 1: Really like this title. And the concept. If I understand, within the VR event, various students will be sharing parts of their life through a VR production, is that correct? If so, super interesting. Is there a musical twist to this element? This has potential to be really powerful.

It also brings up another question. Is the VR event primarily to showcase middle school students? Or does it bring something to them created by others (such as professional musicians) that somehow helps them form genuine connections?

WOW 2: Nice idea. In general, these titles are a little clever and not quite as descriptive and literal as we'd like. How about *Local Sound Sources*? Maybe it works as is. How will this work? In the ultimate production, will folks hear a collage of sounds from various communities? Will you focus on one region at a time, or are they all mashed up together to unify the experiences?

WOW 3: Interesting! This clearly connects to music and middle schoolers. Great that they receive mentorship from college composers. Ultimately you'll need to determine in this event how much time is allocated to each participant. And how many numbers? (This can be in your supporting bullet points.) Do 100% of students who watch the event also contribute to it? Or can your reach be larger if just some contribute but it is viewed by many more people?

EXTRA: Competition is interesting. Some communities will love the competitive element, others may want to celebrate everyone equally, but that's ok. You can't be all things to all people. While I love the concert at the end, my interest actually went down a little learning that it was in person. Depending on the region you serve, that may make it inaccessible for some. More importantly, wouldn't this be cool and unified to offer via VR (or through planetariums and other places that can share 360-degree video)?

VERDICT: So many things to like here, especially that the middle school students really get to share and explore. And VR makes this accessible in ways that in person cannot. One question I have is whether it solves your problem. As awesome as it is, will this actually help participants form human bonds as described?

Use the problem to shape the vision. For example, instead of having people simply present local sounds and personalized music, what if the project somehow helped isolated students from various regions collaborate on music, and then the results were shared via a VR event?

This framework could really change the world, and the lives of isolated middle school students! Good luck!

### TEAM 5 PROPOSAL

Constraint: Chocolate and/or Pie

Audience: Families with young teens (ages 12-15)

Problem: Parents and teenagers fail to communicate effectively.

Bucket: Provide (more than one) in-person events that combine pie making and music curation.

Scope: Event will take time (time to bake a mini pie) at least an hour, probably 2-3 hours; multiple times offered (2-5) throughout the community that end with a special bakeoff event.

Features:

- Needs to be at a venue like a church/school with ovens/industrial kitchen
- The teens are given leadership roles
- Must be some sort of moderator of communication and dedicated bakers

Innovation:

- IMMERSIVE EVENT
- UNLIKELY PARTNERSHIP = with a communication or mental health specialist AND/OR popular local bakery (chamber of commerce tie in)
- *THINGS LIKE = Exclusive access; new tech; unique location; immersive; cultural crossover; immersive; unexpected partnership*

BIG Idea: **Family Pie Making Workshop** (original); **Workshop Series** (revised)

WOW 1: **Community Partnerships.** Project will partner with surprising partners like a communication specialist/family therapist, local bakery, and local musician.

WOW 2: **Communication Skills for Parents.** Parents develop authentic listening skills, learning to relate to and give appropriate space to their teens as they develop.

WOW 3: **Teenage Experience Designers.** Teens will be given leadership roles where they justify and curate a playlist for their families to help them understand them and their feelings better.

EXTRA: **Winning Family.** Bakery gives the winning family a night to celebrate their success at the bakery (exclusive access) and their curated playlist is used for the final event.

AUDIENCE: Great! Very clear. Interesting that three of the five proposals focused on young teens.

PROBLEM: As a parent of two teens, this is an issue that resonates personally. Please help!

BUCKET: The concept is super intriguing. Can you boil it down to 3 or 4 words?

SCOPE: To be sure I understand, 2-5 events lasting 2-3 hours each. Is that correct? Do the same audience members attend all of them (like a class) or is each event standalone for a new group? Safe to assume the latter?

FEATURES: All make sense. Excited to learn what role music plays. Not seeing it here, but you could add bullets about that. Will this event somehow teach about baking and music making? Will one discipline help teach lessons about the other (known as *arts integration*)?

INNOVATION: Looks like you are brainstorming here, which is a great way to approach this aspect. What is really great is that it seems you borrowed some frameworks for innovation from the slide in the video/PowerPoint. A good lesson for others. Can't tell which you chose, but some promising directions are in here. For example, I did not expect a mental health specialist to appear on a music and baking workshop. But that makes a lot of sense given the problem statement.

BIG Idea: The original idea is more inspiring than the revised version. How about *Family Music & Piemaking Workshop*? When you say series, is the point for the same audience to participate throughout? Maybe it takes time to develop these communication skills. Either option works from my perspective as long as it goes one way or the other. It would be helpful to know the answer reading through the remainder of this proposal.

This BIG idea describes the concept rather than a feature within it. So as long as each WOW somehow involves music and pie, this can work.

WOW 1: This idea is super interesting. The title has less energy. What if you call it *Unexpected Cameos* or something like that, and then describe what that means? How is this connected to the BIG Idea?

WOWs 2/3: Love this! So do you divide up parents and kids for parts of the experience, and then the kids learn to lead and the parents learn to listen, allowing both groups to grow communication skills. If so,

this is super interesting. Be sure the description clearly shares the wonderful vision. I wonder if these should be two WOWs or be combined into one and leave a slot for something else. Either way, this is really fantastic.

EXTRA: Fun! Like it a lot.

VERDICT: I've not heard of a project like this before, and love the potential. Super fantastic.

Can you please clarify whether the same families experience a series of events together. If not, my comments will be off. (Note, I'm not making a recommendation, just trying to comprehend the vision.)

After reading all this, I wonder if the BIG Idea should be something like *Family Communication through Multiple Arts*. Or something like that.

What is so cool is the opportunity to practice communicating with kids/parents when charged with building something together such as baking a pie.

I'm hardly seeing any music here. What role will music play? It is the combination of music and baking to teach communication skills that makes this so promising.

ON CONSTRAINT: Wanted to point out how important the constraint likely was here. This is a super creative idea. It could even become an entrepreneurial venture. I wonder if the constraint had simply been *entrepreneurial venture* if you would have come up with something so creative. A point to consider as faculty mentors select their constraints.