



Sofaer Global MBA

## Propel Impact Design Entrepreneurship Lab

1238.3668.01

**Prerequisites: None**

**Module 1&2: 2020/21**

### Course Section Details

Section	Day	Hour	Lecturer	
Class	Wednesday	15:45-20:45	Rebecca Sternberg, Tamar Many	<a href="mailto:ripka@bezeqint.net">ripka@bezeqint.net</a> 0528221582 <a href="mailto:tamarm@shenkar.ac.il">tamarm@shenkar.ac.il</a> 0522997635

Course TA: Elie Bleier, Dana Porat  
Office Hours: By appointment

### Course Units

2 course units = 8 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

### Course Description

*Propel Impact Entrepreneurship Lab* is a semester-long course designed for interdisciplinary GMBA and design students. Invoking business skills and design thinking, students will develop innovative services aimed at solving social challenges.

The course will convene around key themes and opportunities to prototype tangible venture ideas with potentially impactful paths towards market.

Within a studio environment, students will actively engage in real-world problem solving, based on real-world data to promote real-world impact, all around a central behavioural challenge.

*Propel Impact Entrepreneurship Lab* project-based learning will focus on ideation, design thinking, impact business models, entrepreneurial skills, teamwork and communication needed to transform challenges into opportunities and develop innovative approaches that demonstrate the potential for measurable, sustainable economic, social and environmental impact.

Each year, the *Propel Impact Entrepreneurship Lab* will focus on a key behavioural theme, building around it a network of academics, industry experts, thought leaders, partner organizations and community members who serve as a real-world context for projects. Additionally, students will gain introductory exposure to relevant technologies and innovative business approaches surrounding the semester's theme:

### **1. Explore**

Students will gain experience collecting multiple data points to uncover needs, opportunities and new understandings surrounding their challenge. An integrative impact model and scenarios will elicit problem-solving approaches and ideation.

### **2. Design**

Working in teams, students will engage in ideation and design of a venture related to needs and opportunities surrounding the key theme. This includes delineation of the requisite data, technologies, user experience, business model, partners, all based on a driving behavioral approach and a dedicated impact model.

### **3. Propel**

Students will gain the tools to communicate and present their venture, including service naming, communication and presentation, alongside preliminary user or market validation.

## Course Objectives

With the successful completion of the *Impact Entrepreneurship Lab*, students will gain hands-on experience in the following key areas:

### **1. Data analysis and representation:**

- a. Ability to collect qualitative and quantitative information from a wide variety of data sources and types.
- b. Data analysis and visualization and mapping; ability to cross-reference and interrelate data across multiple vantage points, through data representation and information design.
- c. Conceptualization of data-driven needs and challenges into opportunities.

- d. The capacity to look deeply at a space and create new insights and understandings.

## **2. Scenarios and impact models:**

- a. Ability to define goals and scenarios grounded in data.
- b. Venture ideation derived from scenario objectives, innovation paths and behavioural goals.
- c. Development of venture impact model and case studies.

## **3. Impact ideation, preliminary design and communication:**

- a. Ideation of a venture to achieve product/service goals.
- b. Service prototyping and validation of technology, user and market assumptions.
- c. Naming, communication and presentation.
- d. Sustainable business models, MVP, roadmap.
- e. Impact and performance metrics for systemic change.

### 2020/21 Theme - To:Health

**Partners:** Tel Aviv Sourasky Medical Center (Ichilov), World Health Organization

**Challenge:** How can we better manage our personal health and wellness through behavioural changes for continuous self-care, positively impacting our health and wellbeing.

**Context:** The Propel Impact Lab Theme for 2020/21 is “To:Health”.

“To:Health” will reimagine and redress personal health management by focusing on personal and communal behavioural changes enabling continuous self care. We will explore the challenges of personal health management to ideate new behavioral approaches that can positively impact individuals before, during and after illness.

Among its many health challenges, the Covid-19 pandemic has brought to the fore the significance of each of our individual behaviours’ affect on our own health and the health of others. This ‘perfect behavioural storm’ has exposed a public health crisis that is tightly coupled with our personal health. For Covid-19, short of a vaccine, behavioural changes represent the only panacea. Social distancing, face masks, hand-washing, temperature and oximeter measurements and contact tracing are all behavioral changes aimed at curtailing the chain of infection.

Covid-19 has also manifested entrenched structural inequities such as pre-existing conditions, non-inclusive healthcare access, demographics and insurance, among others, each of which has impacted outcomes.

Taken as an exemplar of global behavioral change, Covid-19 has changed our awareness of personal health management irrevocably.

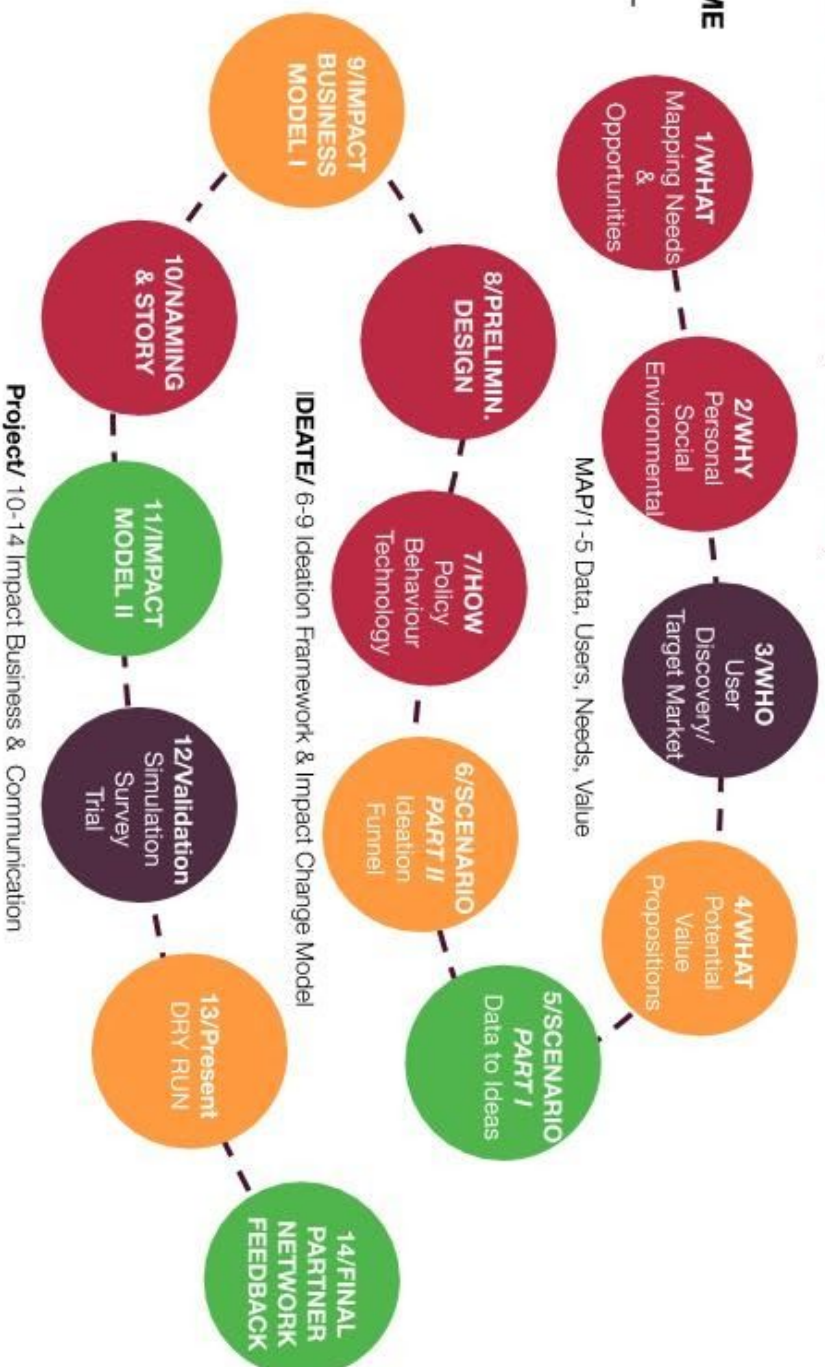
**Impact Design & Entrepreneurship:**

Partnering with Tel Aviv Sourasky Medical Center (Ichilov) and the World Health Organization, “To:Health” will map the potential of behavioural changes which impact our health and wellness. Based on a data driven approach, students will ideate new behavioural service approaches to better manage personal health: preventing illness, improving care during treatment and supporting ongoing wellness.

“To:Health” will explore alternatives for managing personal health, such as diet, nutrition and food security, exercise, self monitoring, self reporting, home care, community care, local-municipal care, new collaborations between health-care teams and patients and more. We will propose designs, services and business models that offer measureable, impactful results to change behaviours, and to continuously better health and wellness.

# How/ The Process / MAP, IDEATE, PROJECT

**IMPACT THEME**  
 REAL WORLD  
 BEHAVIOURAL  
 CHALLENGE



## Course Assignments

Students are required to participate in all class meetings, including lectures, workshops and studio. Students must meet all assignments during the semester as well as mid and end of semester submissions.

### Evaluation of Student Performance and Grade Composition

Percentage	Assignment	Comments
5%	Attendance and active participation	The grade will consider the process, personal contribution, participation and team-work as well as the quality of the final deliverable
15%	Data Analysis and Mapping	
20%	Midterm Scenario & Ideation	
25%	Formulation and Design of Venture	
35%	Final Presentation & Submission	

\* According to University regulations, participation in all classes of a course is mandatory (Article 5).

\*\* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

\*\*\*Evaluation of the Course by Student. Following the completion of the course, students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers, and the university.

## Course Assignments

A major vehicle for learning in the course is a real-world impact challenge and project-based learning.

Students who are unable to complete an assignment or course requirement must notify the TA of the course in advance via email

The Impact Challenge selected for the Fall Semester of 2020-2021 To:Health

Students will work in interdisciplinary teams, made up of three business students and up to two designers.

Assignments will be submitted to a shared drive before each due date.

The lab format of the course is based on peer-to-peer learning.

Effective participation includes: (1) providing insightful questions and comments on concepts from lectures and readings; (2) sharing your experience or point of view with the class; (3) building on points raised by others; (4) clarifying issues; and (5) relating ongoing topics to previous class discussions.

### Grading Policy

As of the 2008/9 academic year the Faculty has implemented a grading policy for all graduate level courses. This policy applies to all graduate courses in the Faculty, and will be reflected in the final course grade. Accordingly, the final average of the class for this course (which is a core course) will fall between 88-90.

Additional information regarding this policy can be found on the Faculty website.  
<https://coller.tau.ac.il/MBA-students/programs/2019-20/MBA/regulations/exams>

Design students will be evaluated based on the Shenkar Engineering.Design.Art grade scale.

### Evaluation of the Course by Students

Following completion of the course, students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

### Course Site (Moodle)

The course Moodle site will be the primary tool used to communicate messages and material to students. It is therefore recommended to periodically check the course site, in general, before each lesson, and at the end of the course as well. (For example: exam details and updates regarding assignments)

Course slides will be available on the course site.

Please note that topics which are not covered in the slides, but are discussed in class, are considered an integral part of the course material and may be tested in examinations.

A dedicated shared drive will also be established for project-based learning.



Course Schedule / Wednesday / 15:45-20:00 PM

<b>Week 1</b> 21/10/2020	<b>Course Introduction</b>	15:45-16:30 16:30-16:45	Overview of Propel Impact Lab format/theme
		16:45-17:45 B-17:45-18:00	Student / Lecturer Introduction
		17:45-18:45 B-18:45-19:00	Why Behaviour? Impact Entrepreneurship / Design & Health
		19:00-20:00	My take on <i>To:Health</i> (CovidStories)
EXPLORE			
<b>Week 2</b> 28/10/2020	<b>Impact Challenge Theme</b>  <b>To: Health</b> Partner Presentation Day Tel Aviv-Sourasky Medical Center	15:45-16:30 16:30-16:45	<i>To:HealthTalk</i> Challenge Partner Head of Innovation Dr. Lilach Weisz
		16:45-17:30 B-17:30-14:45	<i>To:HealthTalk</i> Challenge Partner Chief of Nursing Keren Perry Shulman
		17:45-18:45 B-18:45-19:00	Mapping as Data Driven Discovery
		19:00-20:00	In Class <i>To:Health</i> Personal Behavioural Mapping Presentation  Quantitative Data Mapping Assignment & Groups
<b>Week 3</b> 4/11/2020	<b>Why Mapping 1</b>	15:45-16:30 16:30-16:45	<i>To:HealthTalk: Data Visualization</i>

	Needs & Opportunities	<table border="1"> <tr> <td data-bbox="609 219 874 331"></td> <td data-bbox="874 219 1326 331">Or Fleisher, Information Design NYTIMES</td> </tr> <tr> <td data-bbox="609 331 874 443">16:45-17:45 B-17:45-18:00</td> <td data-bbox="874 331 1326 443">In Class <i>To:Health</i> Personal Behavioural Mapping</td> </tr> <tr> <td data-bbox="609 443 874 555">17:45-18:45 B-18:45-19:00</td> <td data-bbox="874 443 1326 555">Ethnographic/Qualitative Mapping as User Discovery</td> </tr> <tr> <td data-bbox="609 555 874 689">19:00-20:00</td> <td data-bbox="874 555 1326 689">In Class Qualitative Data Collection / Behavioural Mapping</td> </tr> </table> <p><i>Recommended Reading:</i> Edward Tufte, The Visual Display of Information</p>		Or Fleisher, Information Design NYTIMES	16:45-17:45 B-17:45-18:00	In Class <i>To:Health</i> Personal Behavioural Mapping	17:45-18:45 B-18:45-19:00	Ethnographic/Qualitative Mapping as User Discovery	19:00-20:00	In Class Qualitative Data Collection / Behavioural Mapping
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17:45-18:45 B-18:45-19:00	Ethnographic/Qualitative Mapping as User Discovery									
19:00-20:00	In Class Qualitative Data Collection / Behavioural Mapping									
<p><b>Week 4</b> 11/11/2020</p>	<p><b>Impact Mapping 2</b></p> <p>Personal Community Environment Economic</p>	<table border="1"> <tr> <td data-bbox="609 846 874 1003">15:45-16:30 16:30-16:45</td> <td data-bbox="874 846 1326 1003"><i>To: Health Talk</i> Matan Hamra, Technion</td> </tr> <tr> <td data-bbox="609 1003 874 1160">16:45-17:45 B-17:45-18:00</td> <td data-bbox="874 1003 1326 1160"><i>Impact Theory of Change</i></td> </tr> <tr> <td data-bbox="609 1160 874 1272">17:45-18:45 B-18:45-19:00</td> <td data-bbox="874 1160 1326 1272">Lab: Quantitative Data Mapping</td> </tr> <tr> <td data-bbox="609 1272 874 1361">19:00-20:00</td> <td data-bbox="874 1272 1326 1361">Data Mapping Presentation (P1)</td> </tr> </table> <p><b>Impact Theory of Change</b></p> <p>An <b>intended impact</b> is a statement or series of statements about <b>what</b> specifically the organization is trying to achieve and will hold itself accountable to.</p> <p><b>A theory of change</b> is an expression of the sequence of cause-and-effect actions or occurrences by which organizational and financial resources are assumed to be converted into the desired social results.</p> <p><i>Recommended Reading:</i> Manzini, Ezio (2014) Design When Everybody Designs. An Introduction to Design for Social</p>	15:45-16:30 16:30-16:45	<i>To: Health Talk</i> Matan Hamra, Technion	16:45-17:45 B-17:45-18:00	<i>Impact Theory of Change</i>	17:45-18:45 B-18:45-19:00	Lab: Quantitative Data Mapping	19:00-20:00	Data Mapping Presentation (P1)
15:45-16:30 16:30-16:45	<i>To: Health Talk</i> Matan Hamra, Technion									
16:45-17:45 B-17:45-18:00	<i>Impact Theory of Change</i>									
17:45-18:45 B-18:45-19:00	Lab: Quantitative Data Mapping									
19:00-20:00	Data Mapping Presentation (P1)									

		<p>Innovation. MIT Press  <a href="https://mitpress.mit.edu/books/design-when-everybody-designs">https://mitpress.mit.edu/books/design-when-everybody-designs</a></p> <p>Engine of Impact: Essentials of Strategic Leadership in the Nonprofit Sector (2017) By Bill Meehan, Kimberly Jonker  <a href="https://hbr.org/2016/10/the-transformative-business-model">https://hbr.org/2016/10/the-transformative-business-model</a></p> <p>Doughnut Economics (2017): Seven Ways to Think Like a 21st-Century Economist, by Kate Raworth</p>
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<p><b>Week 5</b> 26/11/2020</p>	<p><b>Who Mapping 3</b></p> <p>User Discovery &amp; Markets</p>		
		15:45-16:30 16:30-16:45	To:HealthTalk User Behaviour Discovery Prof Ricki Goldman
		16:45-17:45 B-17:45-18:00	Lab: Ethnographic Mapping
		17:45-18:45 B-18:45-19:00	Lab: Ethnographic Mapping
		19:00-20:00	Lab: Ethnographic Mapping Presentations
		<p>User Discovery          Early lead you to product-market fit.          For early adopters, your product has to have some value, but it doesn't have to be perfect. They care about functionality, core value, experience and getting a competitive edge.</p> <p>How do you discover users and design for their needs?</p> <p><i>Recommended Reading:</i>          If You Really Want to Change the World (2015): A Guide to Creating, Building, and Sustaining Breakthrough Ventures by Henry Kressel          Crossing the Chasm (1991) Geoffrey Moore  <a href="https://hbr.org/1998/07/welcome-to-the-experience-economy">https://hbr.org/1998/07/welcome-to-the-experience-economy</a></p>	

**STRATEGY/SCENARIOS To:Health**

<p><b>Week 6</b> 3/12/2020</p>	<p><b>What</b> From Data to Impact Ideation</p>	<table border="1"> <tr> <td data-bbox="616 271 874 371">15:45-16:30 16:30-16:45</td> <td data-bbox="874 271 1316 371">Scenario Introduction</td> </tr> <tr> <td data-bbox="616 371 874 472">16:45-17:45 B-17:45-18:00</td> <td data-bbox="874 371 1316 472">Lab: Scenario Round Tables</td> </tr> <tr> <td data-bbox="616 472 874 573">17:45-18:45 B-18:45-19:00</td> <td data-bbox="874 472 1316 573">Lab: Scenario Round Tables</td> </tr> <tr> <td data-bbox="616 573 874 674">19:00-20:00</td> <td data-bbox="874 573 1316 674">Lab: Scenario Impact Ideation Summary</td> </tr> </table> <p><i>Recommended Reading:</i>  <a href="https://hbr.org/2015/09/design-for-action">https://hbr.org/2015/09/design-for-action</a>  <a href="https://hbr.org/2018/09/why-design-thinking-works">https://hbr.org/2018/09/why-design-thinking-works</a>  <a href="https://hbr.org/2019/03/the-right-way-to-lead-design-thinking">https://hbr.org/2019/03/the-right-way-to-lead-design-thinking</a>  <a href="https://hbr.org/2018/09/design-thinking-is-fundamentally-conservative-and-preserves-the-status-quo">https://hbr.org/2018/09/design-thinking-is-fundamentally-conservative-and-preserves-the-status-quo</a></p>	15:45-16:30 16:30-16:45	Scenario Introduction	16:45-17:45 B-17:45-18:00	Lab: Scenario Round Tables	17:45-18:45 B-18:45-19:00	Lab: Scenario Round Tables	19:00-20:00	Lab: Scenario Impact Ideation Summary				
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16:45-17:45 B-17:45-18:00	Lab: Scenario Round Tables													
17:45-18:45 B-18:45-19:00	Lab: Scenario Round Tables													
19:00-20:00	Lab: Scenario Impact Ideation Summary													
<p><b>Week 7</b> 10/12/2019</p>	<p><b>How</b> Ideation Funnel</p>	<table border="1"> <tr> <td data-bbox="616 1032 874 1133">15:45-16:30 16:30-16:45</td> <td data-bbox="874 1032 1316 1133">Ideation Funnel Introduction</td> </tr> <tr> <td data-bbox="616 1133 874 1234">16:45-17:45 B-17:45-18:00</td> <td data-bbox="874 1133 1316 1234">Lab: Scenario Round Tables</td> </tr> <tr> <td data-bbox="616 1234 874 1335">17:45-18:45 B-18:45-19:00</td> <td data-bbox="874 1234 1316 1335">Lab: Scenario Round Tables</td> </tr> <tr> <td data-bbox="616 1335 874 1435">19:00-20:00</td> <td data-bbox="874 1335 1316 1435">Lab: Scenario Ideation Funnel Summary</td> </tr> </table> <table border="1"> <tr> <td data-bbox="616 1525 818 1962">300 min</td> <td data-bbox="818 1525 1316 1962"> <p><b>Scenario Workshop B:</b> Funnel of Focus and Ideation</p> <p>How can we evaluate ideas and conceptualize products/services? We will use an ideation funnel to outline a high-level innovation process in search of good ideas by defining service goals and assaying service barriers.</p> </td> </tr> <tr> <td data-bbox="616 1962 818 2029">45 min</td> <td data-bbox="818 1962 1316 2029"><i>Theme Talk Inspiration Hour</i></td> </tr> </table>	15:45-16:30 16:30-16:45	Ideation Funnel Introduction	16:45-17:45 B-17:45-18:00	Lab: Scenario Round Tables	17:45-18:45 B-18:45-19:00	Lab: Scenario Round Tables	19:00-20:00	Lab: Scenario Ideation Funnel Summary	300 min	<p><b>Scenario Workshop B:</b> Funnel of Focus and Ideation</p> <p>How can we evaluate ideas and conceptualize products/services? We will use an ideation funnel to outline a high-level innovation process in search of good ideas by defining service goals and assaying service barriers.</p>	45 min	<i>Theme Talk Inspiration Hour</i>
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45 min	<i>Theme Talk Inspiration Hour</i>													

		<p><i>Recommended Reading:</i></p> <p><a href="http://www.designkit.org/resources/1">IDEO.org</a> (2015) <i>The Field Guide to Human-Centered Design</i>. 1st Edition 2015 ISBN: 978-0-9914063-1-9  <a href="http://www.designkit.org/resources/1">http://www.designkit.org/resources/1</a></p> <p>Permanent Innovation, <u>Langdon Morris</u>  <a href="http://bit.ly/fgpNd2">http://bit.ly/fgpNd2</a>.</p> <p>Thinking, Fast and Slow, (2013) by Daniel Kahneman</p>
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**DESIGN**

<p><b>Week 8</b> 17/12/2019</p>	<p>Preliminary Design</p>	<p>15:45-16:30 16:30-16:45</p>	<p><i>Health Talk: Healthtech K-Health</i></p>
		<p>16:45-17:45 B-17:45-18:00</p>	<p>Lab: Preliminary Design Development</p>
		<p>17:45-18:45 B-18:45-19:00</p>	<p>Lab: Case Study</p>
		<p>19:00-20:00</p>	<p>Lab: Case-Study Presentations (1)</p>

<p><b>Week 9</b> 24/12/2019</p>	<p><b>Sustainable Impact</b> Impact Models</p>	<p>15:45-16:30 16:30-16:45</p>	<p><i>Health Talk: Impact</i> Jonathan Freedman / Moovio Nutrition</p>
		<p>16:45-17:45 B-17:45-18:00</p>	<p>Lab: Design Development</p>
		<p>17:45-18:45 B-18:45-19:00</p>	<p>Lab: Impact Model</p>
		<p>19:00-20:00</p>	<p>Lab: Case-Study Presentations (2)</p>
		<p>Impact Business Models and Business Model Canvas</p>	

		<p><i>Suggested Reading:</i></p> <p>Carl Frankel and Allen Bromberger, <i>The Art of Social Enterprise: Business as if People Mattered</i> (New Society, 2013) Chapters 1-4, 7</p> <p>Seth Goldman and Barry Nalebuff, <i>Mission in a Bottle: The Honest Guide to Doing Business Differently and Succeeding</i> (Crown Business, 2013)</p> <p>Battilona, Julie; Lee, Matthew; Walker, John; Dorsey, Cheryl "In Search of the Hybrid Ideal" <i>Stanford Social Innovation Review</i> (Summer 2012) (<a href="http://www.ssireview.org/articles/entry/in_search_of_the_hybrid_ideal">http://www.ssireview.org/articles/entry/in_search_of_the_hybrid_ideal</a>)</p>								
<p><b>Week 10</b> 31/12/2019</p>	<p><b>User Experience</b> Service Prototyping</p>	<table border="1" data-bbox="619 898 1310 1308"> <tr> <td data-bbox="619 898 874 1003">15:45-16:30 16:30-16:45</td> <td data-bbox="874 898 1310 1003"><i>Service Naming</i></td> </tr> <tr> <td data-bbox="619 1003 874 1104">16:45-17:45 B-17:45-18:00</td> <td data-bbox="874 1003 1310 1104">Lab: Design Development User Experience</td> </tr> <tr> <td data-bbox="619 1104 874 1205">17:45-18:45 B-18:45-19:00</td> <td data-bbox="874 1104 1310 1205">Lab: Impact Model</td> </tr> <tr> <td data-bbox="619 1205 874 1308">19:00-20:00</td> <td data-bbox="874 1205 1310 1308">Lab: Case-Study Presentations (2)</td> </tr> </table> <p><b>User Experience</b></p> <p>"User experience" encompasses all aspects of the end user's interactions with a company, a service or product.</p> <p>The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next come simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.</p> <p><i>Recommended Reading:</i></p> <p><a href="https://www.igorinternational.com/process/igor-naming-guide_12.pdf">https://www.igorinternational.com/process/igor-naming-guide_12.pdf</a></p>	15:45-16:30 16:30-16:45	<i>Service Naming</i>	16:45-17:45 B-17:45-18:00	Lab: Design Development User Experience	17:45-18:45 B-18:45-19:00	Lab: Impact Model	19:00-20:00	Lab: Case-Study Presentations (2)
15:45-16:30 16:30-16:45	<i>Service Naming</i>									
16:45-17:45 B-17:45-18:00	Lab: Design Development User Experience									
17:45-18:45 B-18:45-19:00	Lab: Impact Model									
19:00-20:00	Lab: Case-Study Presentations (2)									

		<p>Hidden in Plain Sight (2013) Chipchase &amp; Steinhardt</p> <p>Co-design and Prototyping Sanders, Elizabeth B. N., and Pieter Jan Stappers. (2012) Convivial Toolbox. Generative Research for the Front End of Design. Amsterdam: BIS</p> <p>Penin, L., Forlano, L., &amp; Staszowski, E. (2012). "Designing in the Wild: Amplifying Creative Communities in North Brooklyn". Cumulus Helsinki 2012 conference proceedings. Online here: <a href="http://bit.ly/QvIGf8">http://bit.ly/QvIGf8</a></p> <p>Valentine Louise (Ed) (2013) Prototype. Design and Craft in the 21st Century. London/New York: Bloomsbury.</p> <p>Warfel, Todd Zaki (2009) Prototyping: A Practitioner's Guide. Rosenfeld Media [Fogelman: reserve]</p> <p><a href="https://www.nngroup.com/reports/">https://www.nngroup.com/reports/</a></p>
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<p><b>Week 11</b> 7/1/2019</p>	<p><b>Impact Simulation</b></p>		
		15:45-16:30 16:30-16:45	<i>To:Health Talk What is an MVP?</i> <i>Diagnostic Robotics</i> <i>Dana Porat</i>
		16:45-17:45 B-17:45-18:00	Lab: Project MVP development
		17:45-18:45 B-18:45-19:00	Project Presentations (1)
		19:00-20:00	Project Presentations (2)
		<p><i>Recommended Reading:</i></p> <p>"Patagonia," <a href="http://www.bcorporation.net/community">www.bcorporation.net/community</a> <a href="https://www.bcorporation.net/community/patagoniainc">https://www.bcorporation.net/community/patagoniainc</a> "Guayaki Sustainable Rainforest Products," <a href="http://www.bcorporation.net/rockstars">www.bcorporation.net/rockstars</a> <a href="https://www.bcorporation.net/blog/guayaki-sustainable-rainforest-products">https://www.bcorporation.net/blog/guayaki-sustainable-rainforest-products</a></p> <p>"King Arthur Flour: A Company Built to Last," <a href="http://www.bcorporation.net/rockstars">www.bcorporation.net/rockstars</a> <a href="https://www.bcorporation.net/blog/king-arthur-flour-a-company-built-to-last">https://www.bcorporation.net/blog/king-arthur-flour-a-company-built-to-last</a> "Revolution Foods,"</p>	

		<p>www.bcorporation.net/rockstars  <a href="https://www.bcorporation.net/blog/revolution-foods">https://www.bcorporation.net/blog/revolution-foods</a></p> <p>“Seventh Generation: Committed to Impact”  <a href="https://www.bcorporation.net/rockstars">www.bcorporation.net/rockstars</a>  <a href="https://www.bcorporation.net/blog/seventh-generation-committed-to-impact">https://www.bcorporation.net/blog/seventh-generation-committed-to-impact</a> Davidoff, Steven</p> <p>“In a Lemonade Stand the Transformation of the Corporation”  <a href="http://dealbook.nytimes.com/2013/11/12/in-a-lemonade-stand-a-transformation-of-the-corporation">http://dealbook.nytimes.com/2013/11/12/in-a-lemonade-stand-a-transformation-of-the-corporation</a></p>								
<p>Week 12  15/1/2019</p>	<p><b>The Story</b></p>	<table border="1"> <tr> <td> 15:45-16:30  16:30-16:45 </td> <td> <i>To:Health Talk: Storytelling &amp; Empathy</i>  <i>Adi Mudja</i> </td> </tr> <tr> <td> 16:45-17:45  B-17:45-18:00 </td> <td> Lab: Project Development </td> </tr> <tr> <td> 17:45-18:45  B-18:45-19:00 </td> <td> Lab: Project Storytelling </td> </tr> <tr> <td> 19:00-20:00 </td> <td> Presentation Guidelines:  Who, What, Why, How  Value, Impact, 1st Steps </td> </tr> </table> <p>Presentations and Storytelling  <a href="https://www.skillshare.com/classes/business/Storytelling-for-Leaders-How-to-Craft-Stories-That-Matter/1980968673">https://www.skillshare.com/classes/business/Storytelling-for-Leaders-How-to-Craft-Stories-That-Matter/1980968673</a></p>	15:45-16:30 16:30-16:45	<i>To:Health Talk: Storytelling &amp; Empathy</i> <i>Adi Mudja</i>	16:45-17:45 B-17:45-18:00	Lab: Project Development	17:45-18:45 B-18:45-19:00	Lab: Project Storytelling	19:00-20:00	Presentation Guidelines: Who, What, Why, How Value, Impact, 1st Steps
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<p>Week 13  23/1/2019</p>	<p><b>Testing 1,2,3</b></p>	<table border="1"> <tr> <td> 15:45-16:30  16:30-16:45 </td> <td> <i>To:Health Talk</i>  <i>MVP: Validating Ideas</i>  <i>Dana Porat</i> </td> </tr> <tr> <td> 16:45-17:45  B-17:45-18:00 </td> <td> Lab: Design Development  User Experience </td> </tr> <tr> <td> 17:45-18:45 </td> <td> Lab: Impact Business Model </td> </tr> </table>	15:45-16:30 16:30-16:45	<i>To:Health Talk</i> <i>MVP: Validating Ideas</i> <i>Dana Porat</i>	16:45-17:45 B-17:45-18:00	Lab: Design Development User Experience	17:45-18:45	Lab: Impact Business Model		
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		B-18:45-19:00	
		19:00-21:00	Final Presentation Review
		<a href="https://jnd.org/people-centered-not-tech-driven-design/">https://jnd.org/people-centered-not-tech-driven-design/</a>	
Week 14 1/2/2019	Presentation	<b>Final Presentation Day.</b>	

### Guest Lecturer Summary

Date	Guest Lecturer	
28/10/2020	Challenge Partners Dr. Lilach Weisz Keren Perry Shulman	
4/11/2020	Or Fleisher, Information Design NYTIMES	
11/11/2020	Matan Hamra	
26/11/2020	Prof Ricki Goldman	
17/12/2019	KHealth	
24/12/2020	Jonathan Freedman / Moovio Nutrition	
7/1/2019	Dana Porat	
15/1/2019	Adi Mudja	
23/1/2019	Dana Porat	