

**Team name:** Pink Rangers

**Innovation title:** TIE: The Innovation Experiment

**Proposed Innovation:** Our innovation consists of three phases: (1) Conference (2) Innovation Camp (3) Online Portal. The conference will provide a channel for different organizations to connect and collaborate to form new ideas that can benefit and strengthen our society. During the conference, organizations will come together and formulate ideas, exchange information and raise awareness to problems that our society is currently facing. The sole purpose of the conference is to generate discussion about social issues and problems that our society is facing. The second phase is the innovation camp. The innovation camp will be held once a year with the intent to solve social problems. Members from participating organizations will be sent to a one-week innovation camp to derive solutions. Important issues that were touched upon in the conference will be posted, and participating organizations will form specialized teams that aim to come up with novel solutions to problems. Different teams will compete to form the best solutions to solve a social problem. The last phase is the online portal. The purpose of the portal is to provide a channel for organizations to stay connected and to discuss and generate new ideas. The portal can also keep participating organizations updated with each others' progress. The portal will help facilitate communication among the participating organizations. It will offer project management tools, provide deadlines for projects' completions, educational resources, forums and blogs.

**Impact:** Our innovation will help the participating organizations and create impact from their project ideas on their targeted audience. For example, an innovative project that is targeted to reduce teenage pregnancy risks would directly involve both teenage girls and boys. Participating organizations concerned about social innovation and social issues will finally have a platform to affect social changes. We also feel that there is incredible value in the tools and resources that we will be able to provide for these organizations in the form of our online portal. Not only will they be able to effectively implement the projects started at the Innovation Camp, but they will also have the ability to start their own initiatives. The idea behind our innovation is that three stages behind it (Conference > Innovation Camp > Online Portal), will create an open loop system on which ideas can be generated and collaborated on. We will also provide the educational resources and tools necessary to implement these projects, and thus create a greater social impact.

**Plan:** (1) Conference: - develop logistical plan for the day-of activities. - prepare and negotiate terms of keynote speakers. - develop and deliver sponsorship packages. - find upscale/appropriate location, preferably in downtown where there is easy-access to everything. (2) Innovation Camp: - develop a logistical plan for activities at the camp (workshop, team-building games, discussion, etc.) - find facilitators for activities and workshops. - find Organizations that are willing to participate. - determine a suitable location. (3) Online Portal: - develop website. - develop educational resources. - develop relationships with partners and sponsors. - develop methods to keep organizations to stay involved (stickiness). - find on-going moderators and web administrators

**Role of FS:** Canadian financial services could play a role in providing sponsorship for our conference and camp. More specifically, they can hold financial workshops for our participants and would be able to help us develop financial educational tools and resources for people who need them (possibly distributing these resources to third world countries who do not have a strong financial understanding).