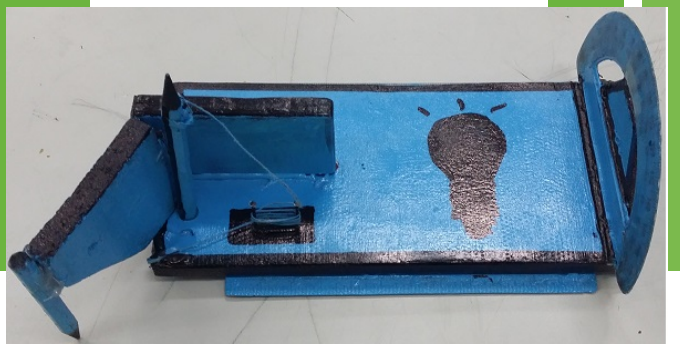

InnEscuela 3.0

Innovative Enterprise Notebook

This notebook belongs to:

I.E.S.:_____

TEAM NAME: _____

COURSE 20__ / 20 __

1º and 2º Secondary

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INNOVATIVE ENTERPRISE NOTEBOOK

GENERAL INDEX

1

The innovation enterprise

1.1. WE SET UP OUR INNOVATION ENTERPRISE – WHO ARE WE?

Introduce yourself as innovation enterprise

What will your Enterprise name be?

Course	Boys	Girls	Ages

Innovation Enterprise Records

Name:				
Last year I was studying at:				
My favourite hobbies are:				
When getting older, I would like to become ….				
This is how I see myself				

Name:				
Last year I was studying at:				
My favourite hobbies are:				
When getting older, I would like to become ….				
This is how I see myself				

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Last year I was studying at:				
My favourite hobbies are:				
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Name:				
Last year I was studying at:				
My favourite hobbies are:				
When getting older, I would like to become ….				
This is how I see myself				

Design and draw a logo for your enterprise. Choose well the colors and shapes and especially, try to keep it simple and easy to recognize.

Our logo will be:

1.2. HOW CAN YOU IMAGINE YOUR FUTURE?

Make a design, a collage or a picture, images and drawings composition, where to express your ideas about how you want the world to be in the future.

Describe in detail the composition you've just made:

1.3. MAKING THE ENTERPRISES ORGANIZATION WORKSHOP

Take a look to the Organization Workshop. So, you would have more information to be able to describe what kind of organization you want to become. Each enterprise member has to assume some roles and responsibilities. Think that you would have to make written documentation, writings and hand-made or computer aided designs, take innovative decisions, build your own innovation and control if each step you do is correct.

Enterprise member	
Which will my responsibilities in the enterprise be? What are my commitments with the team?	
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Enterprise member	
Which will my responsibilities in the enterprise be? What are my commitments with the team?	

2

Our innovation

2.1. WE WORK WHAT INNOVATION MEANS

Meet the team and discuss in group what innovation means for you. Make your own hypothesis in the space below. As far as you concern, what is the difference between innovation and invention?

We believe that innovation is .....

2.2. MAKING THE INNOVATION WORKSHOP

Among the resources you will find in your virtual space in the digital platform, you'll work with your teacher the concept of innovation and what has meant for mankind the creation of innovations throughout the History. Take annotations about the key ideas from the workshop in the space below.

The most important ideas in the workshop are....

2.3. FINDING OUT ABOUT INNOVATION

In the Innovation Workshop you've learnt the concept of innovation and how we, humans, are able to take advantage from it as a benefit. Now, it's your turn to find out innovation examples by your own.

Check several of the main technological areas developed by mankind. You have to find examples in the History in which the introduction of an innovation has meant a technological, scientific or social advancement. Make a brief description of the historical context of the innovation in the proper space and try to find a picture in relation with the innovation. You may even include a drawing made by you which describes the innovation.

Technical Area	**TAKING ADVANTAGE OF THE ENERGY**
	[Paste a picture or drawing of the innovation]

Technical Area	**THE USE OF WOOD AND TIMBER**
	[Paste a picture or drawing of the innovation]

Technical Area	**METAL MATERIALS**
	[Paste a picture or drawing of the innovation]

Technical Area	MECHANISMS AND STRUCTURES
	[Paste a picture or drawing of the innovation]

Technical Area	ELECTRICITY
	[Paste a picture or drawing of the innovation]

Technical Area	DRAWINGS AND DESIGNS
	[Paste a picture or drawing of the innovation]

Technical Area	COMPUTERS AND SOFWARE
	[Paste a picture or drawing of the innovation]

2.4. REINFORCING THE CONCEPT OF INNOVATION

Previously in this section you have defined what innovation is for you. Now you've worked on the workshop and have found examples, you have to write, confirming or correcting what you think about the concept of innovation. Describe about you were thinking before and what you think now and explain what you have newly learnt.

We were thinking that Innovation was ....

But actually Innovation is ....

2.5. WE FIND PROBLEMS AND NEEDS TO GENERATE IDEAS TO FIX THEM

The technique of "*Brainstorming*" is often applied in the teams when it comes to finding solutions to a given problem. In this case, you have to think of how things could be improved if an innovation is incorporated in people's lives, in people's works, when performing some task, etc. For the exercise to be successful, one of you will act as secretary of the meeting and take annotations of all the expressed ideas. Be aware that no matter how the idea can be carried out or not, that is, no matter where feasible. The only important thing in this exercise is that you have to release your mind and tell everything you can think of.
Take a look to this video clip first → http://www.youtube.com/watch?v=cjeJ60zQ8-E

Our innovative ideas are:

2.6. APPLYING RESTRAINTS TO OUR IDEAS

Through the previous exercise, you have made a list of innovative ideas. Now it's the moment to analyze whether possible to carry them out or not. Make a selection of those ideas that fit with the following conditions:

The ideas that could be made with current technology are .....

The ideas that are not expensive to make and that are economically feasible are...

Las ideas que seríamos capaces de fabricar son....

From the previous lists, think of three ideas that could positively respond to the three questions and write them in the following table. Put them a name in relation with what it is. You will be working with them in the following section.

IDEA 1: _____

IDEA 2: _____

IDEA 3: _____

3

We select and develop our innovative idea

3.1. CHOOSING WHAT WE WANT TO BUILD

Once you have left the list reduced to three ideas, it's time to analyze them one by one to select the final. It is a crucial time in your work. Just answer the following questions and add any criterion you consider important: In the "E" column, Write a brief response while the "C" column give a mark between 0 and 10 in order to give a certain qualification.

Criterion	Idea 1:____ _____		Idea 2: _____		Idea 3: _____	
	E	C	E	C	E	C
What degree of difficulty does the making of this idea involve to us?						
What degree of usefulness to society assumes this idea?						
Could this innovation bring easy to explain and understand profits?						
Is it readily salable or applicable? And usable?						
Is it large, medium or small the volume of potential beneficiaries of this idea?						
Could it be difficult or easy to be copied by others?						
Does the ownership of this product could be protected easily? (patents of innovation, utility models,etc.)						
How big is the economic cost to manufacture the idea?						
NUMERICAL EVALUATION	TOTAL IDEA 1		TOTAL IDEA 2		TOTAL IDEA 3	

3.2. SKETCH-IT FIRSTLY

You have just chosen your innovative idea. Now, make a little drawing as a sketch on what it is. The drawing is free style and you may make as many comments on the picture as needed in order to explain the idea.

3.3. IMPROVING THE ORIGINAL IDEA AND MAKING THE DRAWINGS AND DESIGNS

Now just answer this survey to try to improve the idea. However, it is best that you take a little time and think about this issue. Access in the coming days to the forum in the virtual platform, open a conversation, for instance "*Improvements in original idea*" and begin to comment.

This is a bit difficult activity but be sure you will find some solutions. With a little effort and brief modifications, the original idea could be improved. When you consider that you have finished the discussion forum, access to the particular area of your enterprise and fill in the form where you will find the questions.

Does your innovative idea functions comply with which you had originally thought?

Could it be improved if something else were included? What?

Could it be very complex to put in practice the new improvements?

Would the new improvements be very expensive? What does your teacher think?

Now we have clear what you are going to make. Therefore, use the following spaces to design the look of your idea. In the dossier, you have two plans available but you can make as many copies as needed to draw clearly the idea.

	DATE	NAME	SIGNATURE	I.E.S. _____
Designed by:				
Checked by:				
Scale:	Title			Versión

	DATE	NAME	SIGNATURE	I.E.S. _____
Designed by:				
Checked by:				
Scale:	Title			Versión

	DATE	NAME	SIGNATURE	I.E.S. _____
Designed by:				
Checked by:				
Scale:	Title			Versión

3.4. WE WORK ON THE IMAGE OF OUR PROJECT

Now that you know the idea to develop, make a graphical composition in order to represent your innovative object. Think that it could be the design of an animal, an invented cartoon o any other thing. Think that the humanized characters could represent really well your idea.

Our character or composition that represents our innovative idea is:

4

Getting started with the manufacturing of our innovative project

4.1. THE LIST OF MATERIALS

The list of materials is a key document to carry out any productive process. You're going to use several materials with different sizes and shapes, so you have to know how to describe them properly in order to be able to reuse the document as many times as required for additional manufacturing of your innovation. Even, this is for allowing any other people not involved in the project, to manufacture the object. That's why everything has to be very well described.

Lest to forget buying anything, fill in the following table with the needed materials. If you hadn't enough space, use the template to use a second sheet and indicate in all the sheets how many pages you have used

LIST OF MATERIALS

Innovative enterprise: _____

Date: _____ page # ___ of a total of _____

ITEM #	DESCRIPTION OF THE MATERIAL (*)	QUANTITY

(*) For the pieces you have to make, indicate the measures and the reference to the plan where it has been previously designed.

4.2. THE MATERIALS BUDGET

This process requires all team members to be responsible of finding the price of each item in the list of materials.

Where to find the prices of the components of the list?
Typically, many parts are assembly elements such as nails, screws, nuts, washers, flanges, etc. You can ask for the price of things in specialty stores, such as hardware stores. Moreover, almost all hardware businesses are selling online stores. In this case, you can make an Internet search to get the price that the seller is offering for each object.

Fill in the list of materials including prices. If you needed a list with more boxes, make a second sheet like this.

MATERIALS BUDGET

Innovative enterprise: _____

Date: _____ page #___ of a total of _____

ITEM #	DESCRIPCTION OF MATERIALS	Quantity	Unit price	Total price
	TOTAL SUM OF PRICES	..... €		
	VAT TO APPLY (____%)	..... €		
	TOTAL BUDGET (PRICES + VAT)	..... €		

4.3. PLANNING THE MANUFACTURE STAGES

Manufacture may be understood as sequence of steps in which materials are assembled.
Make a list of the works to be made in order to build the innovative object.

<u>List of works</u>

Stage number	Description
1.0	**PREPARATION OF MATERIALS**

4.4. DOCUMENTING THE MANUFACTURE

As far as manufacture is being carried out according to the developed planning, documenting the evolution of the manufacture is really suitable. This can be done by several ways and the most effective and easiest is to take pictures in different moments. Paste in the notebook and upload to your Enterprise virtual space some pictures to show how you're assembling your object.

Preparing materials picture

Manufacturing picture 1

Manufacturing picture 2

Manufacturing picture 3

Manufacturing picture 4

Picture of the innovative object once it's finished

4.5. WE MAKE OUR INNOVATIVE OBJECT INSTRUCTIONS MANUAL

You've just finished the building of your innovative object and now you're checking how it works. Now you can develop a document to explain its functionality and composition: the instructions manual. It's even possible your object to need a certain or specific arrangement of components to be used. The best way to write an instructions manual is to compose simple and direct sentences by which you need to use a synthetic and direct language to allow people to understand it clearly.

Use the following space to write the instructions manual. If you prefer, you could also write the document by a text processor, save the file and upload it to the digital platform.

4.6. WE CONTROL THE QUALITY OF OUR WORKS

You've just finished building the project and now it's the time to assess both the object and your work. Answer to the questions in the following questionnaire, marking or shading into the scale. The minimal mark will be when shading only the first left square (graded with 1), while the maximal mark will be the shading of the full scale until the one on the right.

1. What is the degree of similarity of your original idea and innovative object that you built?

1	2	3	4	5	6	7	8	9	10

2. Do you think the number of modifications incorporated during manufacture have been because the team has not thought through the initial design?

1	2	3	4	5	6	7	8	9	10

3. What is the degree of team satisfaction when finishing the project?

1	2	3	4	5	6	7	8	9	10

4. What would you improve on the original design in order to get a better product?

_____

_____

_____

5. Have the members of the enterprise been working equally?

1	2	3	4	5	6	7	8	9	10

6. Have the commitments of the Enterprise members been the same in all cases?

1	2	3	4	5	6	7	8	9	10

7. Do you think that the innovative object would have been better produced if you would have worked a bit more in the design and in the manufacturing?

1	2	3	4	5	6	7	8	9	10

8. . Do you think that the innovative object would have been better produced if you would have used better tools and materials?

1	2	3	4	5	6	7	8	9	10

9. Indicate generally what the best and worst of teamwork were:

The best was: _____

The worst was: _____

5

Promoting our innovation

5.1. WE MAKE THE PROMOTION WORKSHOP

You have to spread your idea to as many people as possible. Make a stop to the promotion workshop with your teacher.

5.2. OUR INNOVATION ENTERPRISE IN FACEBOOK AND SOCIAL NETWORKS

The first thing you should know is that the law does not allow the use of internet accounts, email accounts and social networking accounts at your age. To carry out the opening of your online store in social networks like Facebook, it is necessary the teacher to have your parents' signatures and consents. Take this book to your fathers, and create with them an account, give them the URL access data, the username and the password.

We, the parents of the Enterprise member whose name has been below written, will help and monitor the enterprise member in the works in relation with the promotion of an online store through Facebook and other social networks.	**Parents or legal tutors' signature**
Enterprise member:	
Enterprise member:	
Enterprise member:	
Enterprise member:	
Enterprise member:	

Write here the data for the Access to your Facebook or social network space online store and your ideas to make an attractive aspect for the store.

The social network we have selected for our online store is:

Our ideas of the elements we want to include in our online store are:

5.3. WE WORK IN THE DESIGN OF OUR ADVERTISING POSTER

What ideas do we want to emphasize in our poster?

What colours do we want to predominate?

Who is the target group the advertising poster is addressed to? What is the profile of our potential customer? What features and elements does our poster have in order to be attractive to our potential customers?

The design of our poster is: *[Take a picture or scan the poster and upload it to your virtual space in the digital platform]*

5.4. CREATING OUR PROMOTIONAL PODCAST

Describe the media you will use to record the podcast (computer, sound recorder, etc.) If you use a computer, what software will you use to mix voices and sounds?

What the speech elements? Identify and describe the duration, the characters to appear the sound effects you will use, etc.

Write the script. Ask to your teacher for help and make some previous rehearsals before recording the podcast.

5.5. LAUNCHING A PROMOTIONAL TV SPOT

Describe the media you will use to record the spot (a mobile phone, a digital camera, etc.) If you will use a computer to edit the images and sounds, what software will you use?

Who will the spot actors and actresses be? Identify the characters, the duration of the spot and a brief summary of the story you want to tell in the spot.

Write the script. Use different colours to describe different scenes and dialogues. Ask to your teacher for help when doing the script and the edition of your spot. Rehearse intensely before recording the video.

Title of the spot: _____

The elements used in the spot are:

The actors and actresses will be:

This is our script

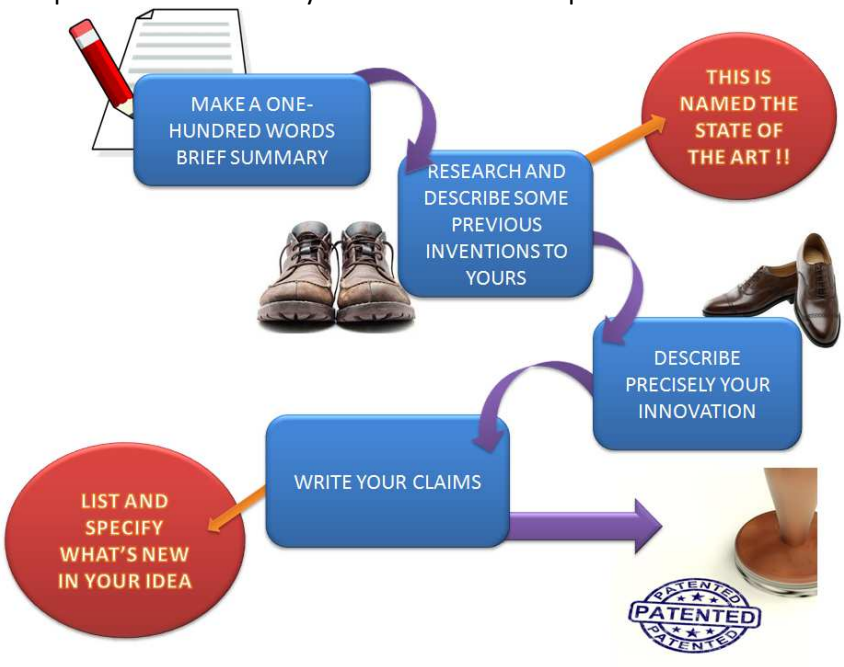
6

Protecting our innovative ideas

6.1 COULD WE PROTECT OUR IDEAS? INDUSTRIAL AND INTELLECTUAL PROPERTY WORKSHOP

For your ideas to keep on being yours, it's needed them to be protected. The best way to do it it's by writing a document in which you describe your innovation and where you claim it as yours. Claiming means that you are telling what new features the object is incorporating and what are the specific new things you object has to distinguish from others already invented, called the State of the Art.

Observe the following process and make the industrial and intellectual property workshop. Annotate the steps to follow to make your innovation to be protected.



Annotate here the key points in the Industrial and Intellectual Property Workshop

6.2 ELABORATING OUR PATENT OF INNOVATION DOCUMENT

Now, apply what you have learnt throughout the Property Workshop and make you own patent document. Remember that the most important things are the claims and a good description of your innovation.

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PATENT OF INNOVATION APPLICATION

Applicants Data	**Education centre data**
Date of application:	Name:
Applicant(s) name(s):	Address:
URL address:	Phone:
	URL address:

Title of the innovation

Summary of the innovation

Descriptive drawing of the innovation

Descripction of the State of the Art

InnoEscuela

Patent Application

Description of the Innovation

Claims