



BMM LIVING LABS

Launch Workshop on October 13th, 4pm – 5.45pm

Application Deadline – Sunday 12th October

To apply for Living Labs 2014 please email your CV along with your preferred role and what you will bring to the programme to iain.acton@bcu.ac.uk by Sunday 12th Oct 5pm

BMM EXPO on Nov 19th 2014

Birmingham Made Me Living Labs is providing BCU students with opportunities for employability and entrepreneurship. The Living Lab is providing three innovation driven projects for students to get involved with and deliver real tangible project outputs. Activities will be supported by industry and staff mentors who will support with ideas and expertise at the workshop on 22nd October. All the projects will be showcased at the Birmingham Made Me EXPO in the SmART Zone at the on 19th November.

Three Projects

Wander City is an App development project for exploring routes and finding your perfect match (food, bars, and restaurants) in the city. Wander City is in beta development phase so there is lots opportunity to influence its content strategy.

Project Lead: Alberto Centelles - ERDF Climate Kic Entrepreneur
Mentor Lead: Iain Acton – BCU & Disruptive Lemonade

Bin It to Win It is a novel idea that won the BMM Hacking the Future project. It is a system for incentivising people to recycle packaging into bins and minimise the impact of litter. A working prototype is being developed for the EXPO. This project requires support in several area and particularly with promotion and guerrilla marketing tactics to get engagement in the prototype EXPO launch.

Project Leads: Ladipo – BCU Student (MA International Business) Arron Moore (Graduate in Product Design)
Mentor Lead: Steve Heron - Noddingdog

Birmingham Made Me EXPO is in its 3rd year and there are opportunities to work with the events and management team promoting and organising this year's event in the areas of online publishing and project management.

Project Lead: Don Dhaliwal – Project Manager Birmingham Made Me
Mentor Leads: Don Dhaliwal BMM & Iain Acton – BCU & Disruptive Lemonade



Student Volunteer & Internship Opportunities

We are now recruiting student volunteers, open to all levels and faculties, with potential for support in the following areas. You will be required to work in teams and use our team based collaboration and project management software 'Basecamp'.

1. **Creative Content development** – You will create ideas and create content for one of the projects. For example, you can plan and document exciting routes in the city using photography and itineraries for the Wander City App: Skills include some of the following
2. **Marketing, Social Media & PR that Builds Brand Engagement** – You will come up with ideas and implement aspects of guerrilla marketing to build brand engagement with any of the three projects.
3. **Business Engagement** – You will work with the project leader to identify and ways of engaging local business in the project.

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Workshop Schedule

The Living labs project will kick-off with a 2 week voluntary phase with 3 short workshops (see below) – following this internship opportunities will be offered on a competitive basis (the number offered will subject to funding allocation by BCU). The workshop on Wednesday 22nd October will engage business and staff relevant to the projects.

Monday October 13th 4pm – 5.45pm

Introduction and Project Selection - Parkside Building, Room P437

Agenda

4.00 – Intro to Living Labs teams and projects

4.10 – Project Pitches

4.30 – Project Selection

Break

4.50 - Break out groups – Explore project objective and define actions

5.30 - Break out group feedback and share actions

5.40 – Agree project actions for next workshop **Thursday 16th Oct 4.30pm**



Thursday October 16th 4.30pm – 6.30pm

Project Groups Workshop - Parkside Building Room P437

Agenda

4.30 – In project groups – review research and ideas

5.00 – In specialist teams define new action plan

5.30 Break

5.40 – Teams share and agree to the project group new action

6.15 - Finalise actions to be achieved by **Wednesday 22nd Oct 4.30pm**

Wednesday October 22th 4.30 pm – 6.30pm

Industry and Staff Collaboration Workshop - Parkside Building Room P437

Agenda

4.30 – In project groups – share projects via pitch

5.00 – In specialist teams define new action plan

5.30 Break

5.40 – Teams share and agree to the project group new action

6.15 - Finalise actions to be achieved **Monday 27th Oct**

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