iCubo UDD
DISEÑO, INGENIERÍA Y NEGOCIOS

UDD
Universidad del Desarrollo
Universidad de Excelencia

innovation without borders

dLab
Global

dLab GLOBAL

dLab Global is an exclusive, custom-made innovation certificate, based on iCubo's award winning dLab Program which, over the last 10 years has offered a 2 semester program to around 80 final year students per year from 5 different Faculties. dLab was originally developed together with the Stanford Technology Ventures Program (STVP), based at Stanford University, which is currently ranked N°1 in the world in terms of innovation. The dLab Program celebrates its 10th anniversary in 2021 and has over 700 alumni who between them have developed over 150 innovation projects.

Learning by Doing is something that we specialise in at Universidad del Desarrollo (UDD) and the innovation projects that emerge from Program are one of the key metrics of success. If you would like to have a look at these projects, please go to our online repository for more information.

Each version of the program has an overriding theme and the innovation projects developed by the students center on this. Past themes have included climate change, frugal health innovation, agriculture and smart cities. During each program we invite experts in innovation, as well as the specific theme, to speak, as well as connecting students with the innovation and entrepreneurship ecosystem at UDD and in Chile. dLab Global is delivered 100% online via a world class Learning Management System - Canvas, used by some of the world's top universities. In addition, we incorporate other innovative online teaching tools and platforms in order to make the learning experience even more memorable.

UNIVERSIDAD DEL DESARROLLO
UDD

Universidad del Desarrollo (UDD) is a leading, private university based in Santiago, Chile with over 16,000 undergraduate students and more than 3,000 students at postgraduate level. UDD has campuses in two different cities in Chile (Santiago and Concepcion), as well as an increasing number of online programs and courses which are offered to students in Latin America and globally.

UDD has developed a complex ecosystem of innovation and entrepreneurship including its own in-house startup accelerator (UDD Ventures), as well as providing multiple opportunities for students to take part in formal and informal programs related to these areas. In turn, UDD is very well connected with the public and private organisations that support innovation and entrepreneurship in Chile as well as in the wider region.

iCubo is UDD's Innovation and Interdisciplinary Institute which was founded in 2010 by 3 Faculties: Engineering, Business and Design. iCubo focuses on teaching innovation at undergraduate, postgraduate and in-company level, as well as creating a groundbreaking strategy to roll out interdisciplinary learning modules, which will become a part of UDD students' core curriculum from 2021 onwards.

UDD's main campus in Santiago, Chile

UDD IN NUMBERS

2020
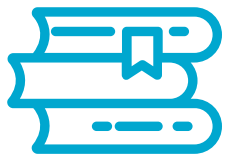
16.566
Students

20.852
Alumni

+4.600
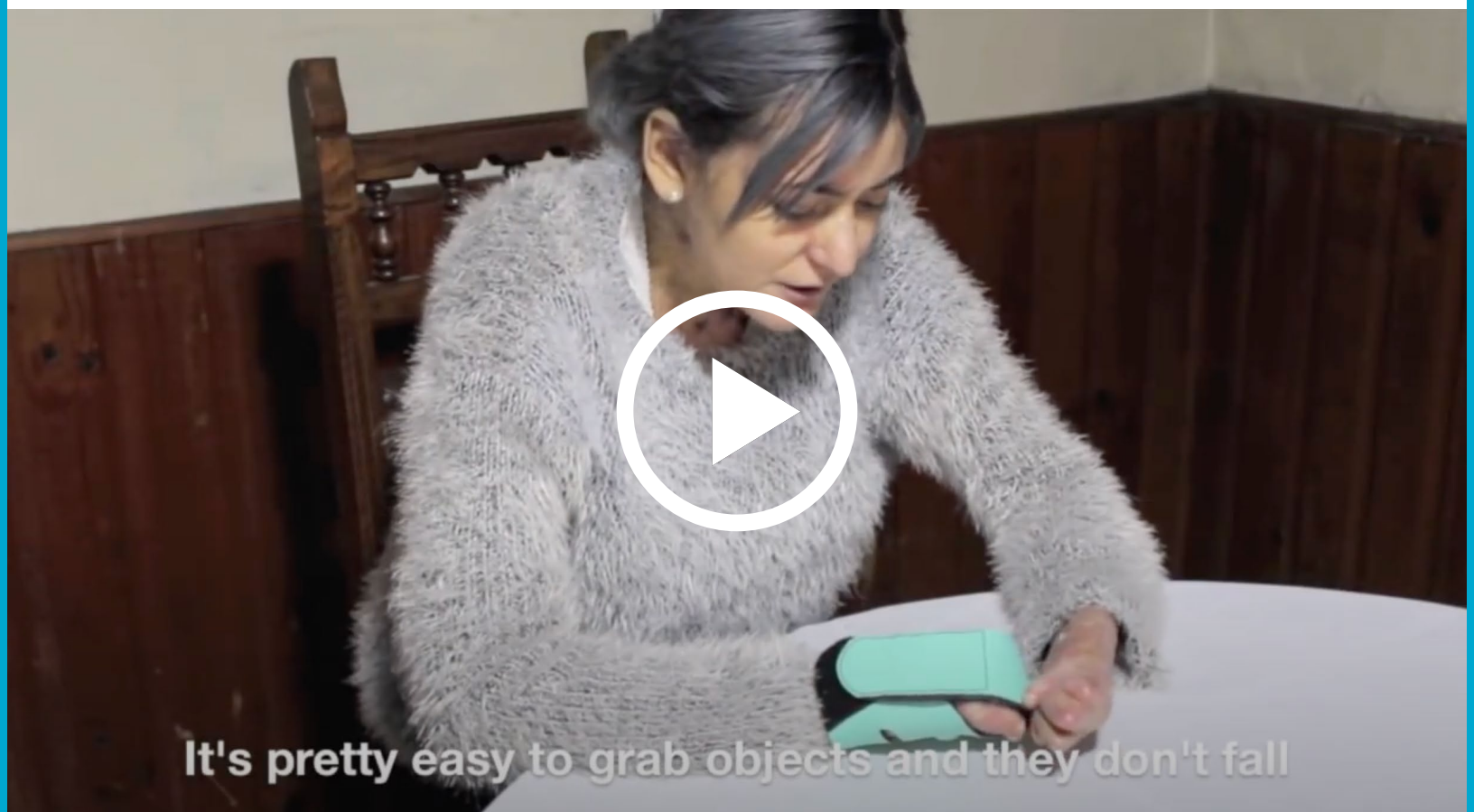International
Students

+190
International
Partners

+190
Research
Centers

Video of one of dLab's innovation
projects called Oliber myoliber.com

dLab AWARDS

We are very proud to have won 3 international awards for the dLab Programme.

ASHOKA INNOVATION AWARDS, 2018

Among more than 150 nominee projects, the dLab programme obtained the Ashoka U Innovation award in the Curriculum category. This prize is an international recognition for the work that UDD has been doing in the education of change agents and interdisciplinary innovation. Ashoka is a US headquartered organisation that promotes change agents' education (social responsibility) through concepts like innovation and social entrepreneurship.

BABSON COLLABORATIVE SPOTLIGHT AWARD, 2018

The dLab obtained the Babson Collaborative Spotlight Award 2018 in the Silver category, recognising its contribution as a leading educational programme in entrepreneurship and innovation.
This prize shows that world class educational methodologies can be developed in Chile. Babson College is a university located in Massachusetts, USA, consistently ranked N°1 entrepreneurship university in the world in a number of different categories including its MBA programme and undergraduate courses.

EQUAA INNOVATION IN EDUCATION AWARD, 2019

In 2019, the dLab Programme received first prize in the Equaa Awards, specifically in the innovation in Education category, awarded in Sao Paolo, Brazil. EQUAA is the Education Quality Accreditation Agency which sets the gold standard in terms of quality in education through the accreditation of programs, schools, institutes and universities that comply with the strict quality requirements established by the association.

dLab Global PROGRAM - TEAM

PAUL O'TOOLE

Paul is the Executive Director of iCubo at Universidad del Desarrollo and the Director of the dLab Global Program. Originally from the UK, Paul currently lives in Santiago, Chile. He has a first degree in International Politics from University of Wales, Aberystwyth, an MBA from IEDE Business School in Spain and a postgraduate Diploma (ECLA) from Columbia Business School in New York. For the last 15 years his work has focussed on innovation and entrepreneurship, as an entrepreneur, mentor and educator. Paul enjoys cooking, reading, and travelling and has a secret ambition to open a restaurant.

FELIPE GONZÁLEZ

Felipe Gonzalez is the Lead Instructor of the dLab Global Program and has been a Tutor of the dLab program at UDD for over 8 years. He has a first degree in Industrial Design from Universidad Mayor in Chile and a Master of Design from The University of Technology in Sydney, Australia. Felipe has more than 15 years of experience in entrepreneurship, design and innovation. Felipe is certified in Education for Entrepreneurship from Babson College as well as the LEGO® SERIOUS PLAY certification. He owned a restaurant for over 6 years, loves bees and is a keen ecologist.

MACARENA PÉREZ

Macarena Pérez is the Deputy Director of the dLab program in Santiago at Universidad del Desarrollo. She has a first degree in Business and a Masters Degree in Economics and Public Policy. She is certified in innovation methodologies including gamification and LEGO® SERIOUS PLAY®. Macarena has experience in teaching and mentoring innovation projects and taught maths in a school for two years. She is kind of a nerd, likes Harry Potter, Star Wars, superheroe movies and loves her cat.

dLab Global PROGRAM - TEAM

PABLO BORAQUEVICH

Pablo studied Cinema and Drama at Universidad de Buenos Aires in Argentina. He has worked as an actor, director and teacher in an Improv company for the last 17 years. For the last 15 years he has also been a storytelling and oral consultant for different companies around the globe. He teaches innovation, creativity and leadership at UDD and is also a tutor in dLab. He has taken part in over 3500 improv shows and directed more than 20 plays in 4 countries. Pablo is an expert in public speaking and pitching.

DIEGO RODRÍGUEZ

Diego Rodríguez is assistant professor for the dLab Global Program. He is an academic and consultant helping organizations and students to generate impact through innovation and design. He has a first degree in Business Administration and a Strategic Design Masters Degree from Universidad de Valparaíso, Chile. He currently runs a consulting firm based in Santiago de Chile called Cdesign, working with Government Programs and SME's. Diego enjoys playing the guitar and baking bread.

ALINE HEERLEIN

Aline is the Teacher Assistant for the dLab Global Program, who herself was a student of the dLab program in 2019. She just finished her undergraduate studies in Business & Management, and is currently working freelance at CORFO's Sustainable Innovation Unit (CORFO is Chile's economic development agency). Aline speaks three languages and loves to learn about other cultures. Other interests include sustainability, art & cooking.

COURSE FORMAT

The dLab Global Program consists of synchronic online classes as well as smaller group mentoring sessions. Students will be divided into groups who will work together, guided by a Mentor, to develop an innovation project where they will apply what they have learnt throughout the program.

TEACHING MODULES/ EVALUATION

The dLab Global course consists of 4 weeks per teaching Module with an evaluation via group presentations at the end of each one of these modules where we will review each innovation project is progressing. A simple evaluation rubric will be used throughout the course which we will share with you at the begining of the program. An oficial UDD certificate will be awarded to all those students who achieve the pass grade for the course which is based on the scores obtained via the 4 group presentations.

PROGRAM TIMINGS

Each teaching module will consist of synchronic classes, together with additional hours of group mentoring.

CERTIFICATE

Each student will receive an official certificate issued by Universidad del Desarrollo, on completion of the course.

Screenshot of how the Miro platform is used during our online classes to facilitate real time student collaboration.
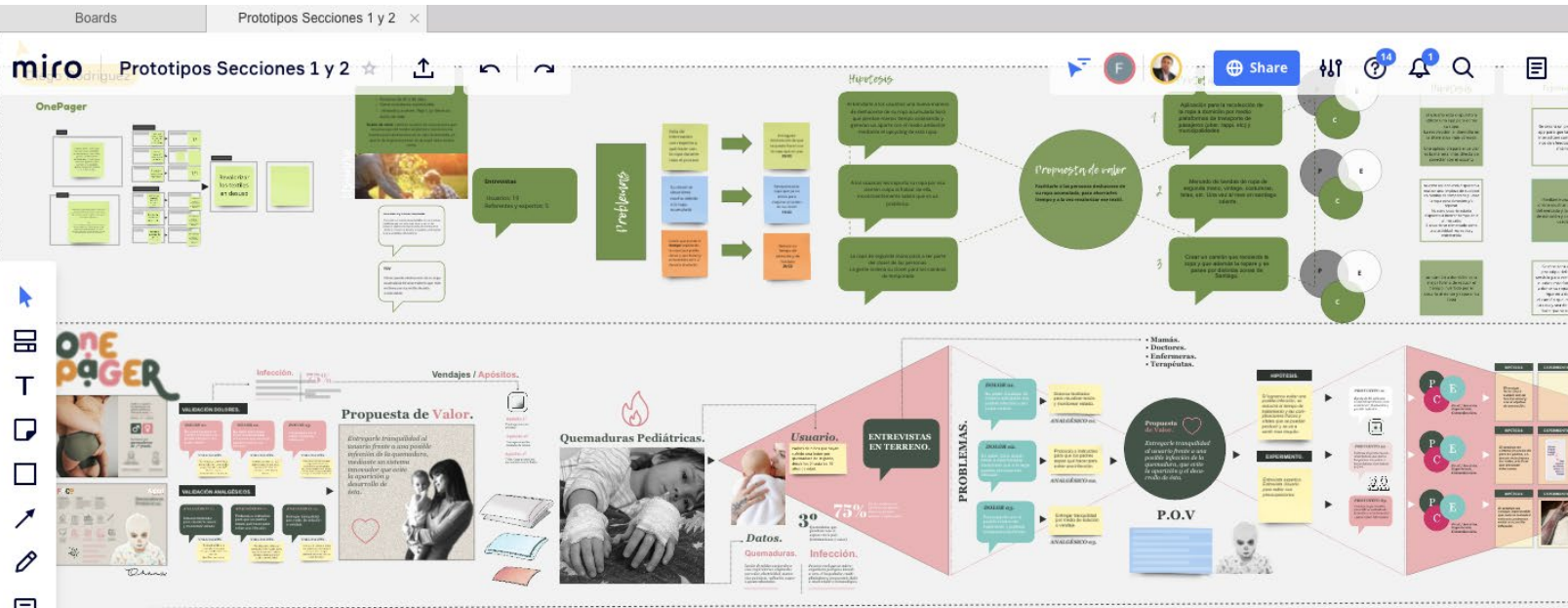
MODULE THEMES

The 4 Modules of the dLab Global Program are based on the classic 'Design Thinking' methodology and allow the student to learn HOW to innovate, whilst at the same time developing an applied innovation project around a central theme.

EMPATHIZE

During this module, students will receive an introduction to the design thinking methodology and begin to learn about basic ethnographic methodology, understanding how to empathize with different kinds of users. Design thinking cannot begin without a deeper understanding of the people you are designing for. In order to gain insights, it is important for the student to empathize with the people they are designing for so that they can understand their needs, thoughts, emotions and motivations.

IDEATE

In the ideation stage, the incipient design thinking students begin to spark off ideas, in the form of questions and solutions. The goal, at this stage, is to generate a large number of ideas — ideas that potentially inspire newer, better ideas — that the team can then cut down into the best, most practical and innovative ones. Mentally this involves a process of "going wide" in terms of concepts and outcomes, followed by an eventual narrowing of ideas in order to arrive at an agreed, preliminary solution. Ideation provides both the fuel and also the source material for building prototypes and getting innovative solutions before users.

MODULE THEMES
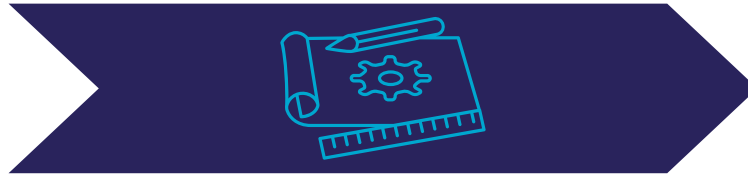
PROTOTYPE

A prototype is a scaled-down version of your final product or service; a simulation or sample version which enables the student to test ideas and designs before investing more time and money in full scale implementation. For example, if you are designing an app, you might create a digital wireframe prototype and test it on real users before handing it off to the developers. Prototypes come in all different shapes and sizes, ranging from simple paper models to fully functional, interactive digital prototypes. Prototyping is an extremely valuable step in the Design thinking process. Putting the user at the heart of the process requires you to test your designs on real users—and prototypes make this possible. Online prototyping is not only possible, but actually easier in some ways than creating physical prototypes.

IMPLEMENT

Implementing your design thinking project is when the product or service the students have been working starts to become more tangible. The dLab Global Program is a little different, in this sense, to the classic design thinking process, which normally ends when students test their prototypes and iterate in order to come up with a final advanced prototype. In our global program, as in the dLab program taught at UDD, we ask students to create a sustainable business model around their solution and define basic entrepreneurial parameters such as who will they sell it to, for how much, which sales channels will they use. We believe implementation is important because true innovation only really occurs when invention and commercialisation come together. In this sense our dLab Global Program offers an overview of innovation methodology, together with an introduction to early stage entrepreneurship.

EVALUATION PROCESS

The dLab Global program uses an evaluation process which has been reviewed and approved by the UDD in order to culminate in the granting of an official program certificate issued by the university. The overall evaluation has three main criteria which are as follows:

• **Pitching:** Team presentations at the end of each module.
• **Miro:** The virtual classroom in which our work will be documented.
• **Tutor evaluation:** At the end of the semester, each tutor will evaluate his/her team regarding their overall performance and work.

PITCHING

Each teaching module culminates in a group Pitch which is part of the overall evaluation process and where the applied innovation projects are reviewed and graded according to the level of progress attained.

There are four pitch events during the semester, representing one evaluation per module. All of these evaluations are group based, not individual, as the student project will be developed within a group environment. Each team will present and will be evaluated by the program Tutors (except their own Tutor, who will abstain from evaluating his/her own team).

The pitch format will consist of a 10 minute presentation using Powerpoint or suchlike with a further 10 minutes for feedback and grading.

MIRO

The evaluation process also includes an evaluation based on the use of Miro, an interactive platform that will be used as part of the dLab Global Program. This evaluation is allocated to the group in the context of their use of Miro to develop their innovation project.

TUTOR EVALUATION

The dLab Global program tutors will allocate a grade score at the end of the program to their own group of students which will also be included in the final grade score. The tutor will be mentoring and supporting the team during the whole semester. Their help is a vital contribution to the team in many aspects, from giving feedback on the project, helping them to build their network, receiving technical feedback from experts, etc.

In this regard, the tutor will evaluate the team at the end of the semester based on their individual performance, as well as their contribution to the team project.

The evaluation criteria in each module specifically will be in accordance with the specific topics and it will be available in advance before each pitch.

FINAL PITCH

The final pitch represents 30% of the total evaluation in order to underline the importance of the innovation project and to be able to reward how the knowledge and methodology learnt throughout the course has been applied. The program uses an evaluation rubric consisting of three levels, with a points scale of 1-7

The evaluation criteria we will be using, in general terms, will be the following:

• Focus on Climate Change and Sustainability (SDG-13).
• Understanding of the problems and the users.
• Positive impact in their projects.
• Effective presentation and storytelling.
• Teamwork and commitment with interdisciplinary work.
• Depth of analysis and proper use of tools.
• Interdisciplinary teamwork.

The evaluation criteria in each module specifically will be in accordance with the specific topics and it will be available in advance before each pitch.

ONLINE PLATFORMS

UDD uses the Canvas Learning Management System at undergraduate and postgraduate level, which provides a highly stable, world class learning environment for our students. Canvas allows professors to post grades, information, and assignments online and provides a password-protected online classroom in which allows students to submit their work and communicate with the instructor and classmates. Canvas operates via a web based platform and has a very well designed app which allows students to navigate through the platform from a smartphone.

Zoom is a platform used to generate video calls which allows for multiple partipants and for users to present using PowerPoint and other documents. All clases are held online via Zoom which you should enter via Canvas, following the link to the Zoom button. If you would like more information on Zoom, please follow the following link: https://support.zoom.us/hc/es

We use Miro in order to facilitate team work, where we can create virtual collaborative environments which allows students to share ideas in real time. Miro Will also allow you to create your own "innovation journey" which you will be able to save and share. The platform is very instinctive to use, so don't worry if you haven't seen it before. If you would like to learn more about how to use Miro, please click on the following link: https://www.youtube.com/watch?v=7L1-oDOGHDY

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