**Mission 6 – Project closing**

**Mindset**

“I have not failed. I've just found 10,000 ways that won't work.”

― Thomas A. Edison

“Do. Or do not. There is no try.”

― Master Yoda, The Empire Strikes Back

The only way to be truly satisfied is to do what you believe is great work

― Steve Jobs

**General instruction**

This moment is crucial for fully understanding the responsibilities tied to choosing a Solution Opportunity. Like a river, a slight diversion can lead to new opportunities if the path is right.

If your product/service/process is not desired and the business model is weak, you will fail, but you will have gathered enough information to succeed next time. If you fail quickly, you will succeed sooner.

Writing and articulating the vision for your product/service marks a critical turning point in the project. This task signifies the shift from the "open exploration" phase to making decisions about what the system will likely include. Develop "the story" behind your project, the paths explored, the decisions made, and their rationale.

This mission aims to present the final solution. Narration is a crucial ingredient!

**Deliverables**

1. **Video (max 3 min)** – Create a trailer of the project to be shared with the funding agency and other stakeholders, designed to entice further interest in the project. [Note: Include a PDF or DOC with a link to the content uploaded in the Panopto folder.]
2. **Final Infographic** – A one-page summary of your final solution with its impact on KPIs. [PDF or JPG]

**Tools**

**Activity 1: Presentation storyboard**   
The presentation is a story about your solution. Gather all the insights and information you’ve learned during testing, reflect on the challenges you faced and the surprising learnings during the project, and compile ideas for the final presentation.

In the final presentation, link the present with the future. Discuss the solution and the results. What did you gain from your tests? What did you learn? What worked and what didn’t?A list of text on a white background

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Then, introduce the future! What are the next steps and why? Provide a vision for the future and place your solution within a broader strategic context.

**Presentation Structure Guidelines**  
• **Problem:** What problem are you solving? Provide a concise restatement of the problem you ultimately addressed, not the project history.

• **Method:** Illustrate the method to lend credibility to your proposal.

• **Insight:** What insight led you to starting the project?

• **How You Solved It:** What are you proposing to solve the problem? How does the customer/consumer benefit from the solution?

• **Mission:** What is the mission? Clarify the long-term implications of the solution.A diagram of a diagram

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The final presentation takes the audience through your journey, showcasing the challenges you overcame, and the value achieved, helping to gain emotional buy-in from the audience while making sense of all previous activities.

**Minimum Structure\*:**

• Problem presentation;

• Stakeholder needs;

• Vision;

• Solution concept;

• Solution details;

• Benefits for stakeholders;

• Resources needed for implementation;

• Appendix (to support you visually during Q&A).

*\*This is just a general draft and can be adjusted according to your project.*

**Suggestions:**

• **Make it Meaningful:** Before adding random content, ask yourself "What do I want to communicate with this?" Use the appendix for extras.

• **Make it Engaging:** Surprise the audience, use various media: tell a story, show a video, role-play, etc.

• **Make it Visual:** Create graphs to represent complex systems and guide people through them. Turn tools on Miro, such as maps and business models, into simpler stories.

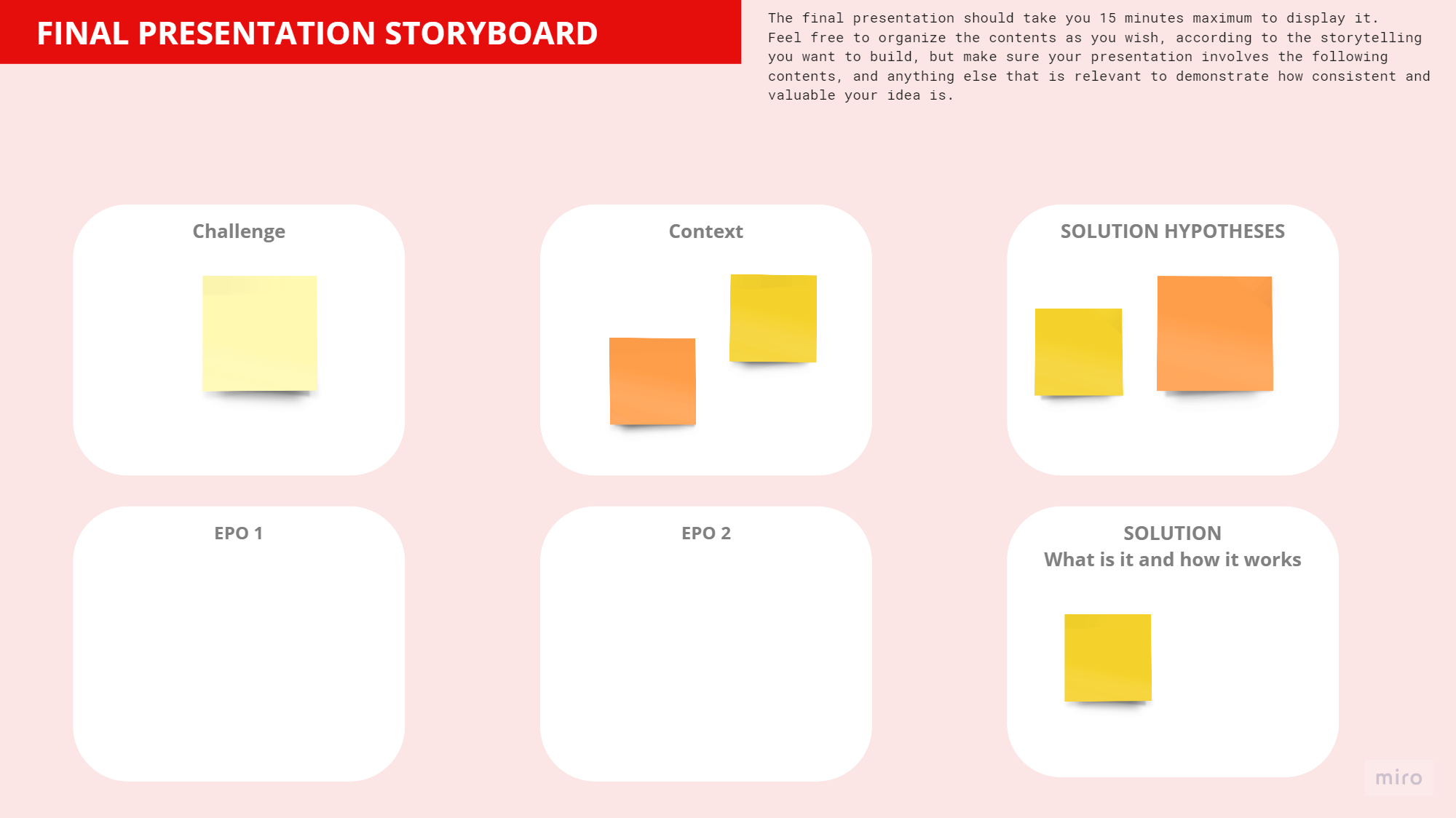
**Checklist to Evaluate Presentation Effectiveness:**

• **Consistency:** Provide evidence related to the challenge and eliminate the superfluous (Does it meet the company’s needs? Is the solution consistent with user needs?)

• **Desirability:** Show evidence of a real need your solution addresses. Ensure your solution stands out from competitors’ offerings.

• **Feasibility:** Focus on crucial aspects for feasibility and demonstrate that you’ve tested/planned them: technology, user experience, key resources.

• **Viability:** Show that your solution is economically feasible and implementable (economic plan and roadmap, highlighting key points).

Suggestion: Benchmark case studies can serve as evidence of feasibility, viability, and desirability.

**Note:** This is not the story of your project but the story of the solution! Few are interested in what you did; everyone is interested in what you discovered.

**Activity 2: Final video**

This video is a project trailer intended for stakeholders, aimed at encouraging further exploration of the project. It should ideally be a viral video, shared spontaneously by viewers.

With this video, you need to capture interest! The stakeholders should want to learn more about your project.

NOTE: The viewer of this video may not be familiar with the process or the challenge, and they likely haven't worked with you. Therefore, do not assume their attention and make sure to engage them effectively.

**Video Structure Guidelines\*:**

• Start with the Opportunity

• What is your solution?

• What need does your solution address?

• What benefit do stakeholders gain?

*\*This is just a general draft and can be adjusted according to your project.*

**Suggestions:**

• **Clarity:** Ensure that the theme is clear and not assumed. Explain everything clearly.

• **Impact:** Use graphics to represent complex systems and highlight key concepts.

• **Flow:** The flow is crucial to capture your audience’s attention and credibility in the first few seconds. For example, start by engaging the audience with your users and their needs.

• **Engagement:** The audience has a short attention span, so be energetic to stand out!

Good luck!