

health foundry



UKSPF Innovation Day 8 November 2023



Life Sciences
Innovation District

SUPPORTED BY
MAYOR OF LONDON



POWERED BY
**LEVELLING
UP**

Why, what, and how.

An opportunity to develop ideas relevant to the community.

What is the story behind it all?

Powered by the UK Shared Prosperity Fund (UKSPF), the Innovation Day was the second in a planned series of events aimed at supporting emerging and existing social businesses in public health and life sciences.

It followed the Community Consultation on 18 October that sought to understand and discuss health inequalities in Lambeth and Southwark, from members of the communities themselves.

A wide call for participation in the Innovation Day was published on Eventbrite, for social enterprise individuals, communities and businesses.

How did we go about it?

The Innovation Day event was structured as a day long interactive session along the lines of a design thinking sprint. It was envisaged that a diverse group of participants from the community were to work on ideas submitted by social entrepreneurs from Lambeth and Southwark.

On the day, we had **2 entrepreneurs** and **22 persons** representing community support groups, established organisations, as well as statutory organisations, including Lambeth and Southwark Councils.

What happens now?

After incorporating the participants' suggestions on the Innovation Day, the entrepreneurs presented their business plans and were awarded UKSPF grants. Going forward, the 2 entrepreneurs will be provided **Mentoring and Incubation** support by [Trampoline CIC](#).



Roselyn
Bunhu



Cherie
Thomas

Tools and techniques.

Why and how we draw inspiration from design thinking.

Define	Empathise	Ideate	Prototype	Validation
This step is all about understanding the user and their needs. This was done through the Community Consultation event in October. On the Innovation Day, the entrepreneurs detailed the archetypal users of their ideas.	The intent is to clearly articulate the opportunity or problem. An HMW or a How Might We statement is one way to do so. HMWs drive focus. They leverage the following format: <i>How Might We <u>undertake an action</u> for the <u>primary user</u> so that <u>we achieve a wider objective</u>?</i> On the Innovation Day, both entrepreneurs framed their <u>HMWs</u>, for participants to subsequently work on.	With an understanding of the user, their needs, and an HMW, ideas are first generated and later prioritised. On the Innovation Day, participants worked in groups and used <u>mind mapping</u> as a technique to generate ideas. These were then <u>clustered</u> into themes and prioritised using <u>voting</u> and the <u>achievability-relevance</u> matrix.	Prototypes lend materiality to the ideas. They vary quite substantially in terms of fidelity, ranging from what a proposition looks-like, to feels-like and tests-like. On the Innovation Day, participants worked in groups to prototype <u>user experience journeys</u> for prioritised ideas.	This involves taking prototypes to users, to gather feedback. And so, this also needs detailing the proposition. On the Innovation Day, the entrepreneurs drew up their <u>mini business model canvases</u> on the basis of inputs from the participants.

The order of the day.

Starting at 9.30am and wrapping up by 4pm, it was a busy day. Participants worked in groups to help the two entrepreneurs consolidate their thinking. The hope is that they take this forward as they are mentored on their ideas.

Briefing and prep
Each entrepreneur framed the opportunities they aim to address in the form of a HMW or How Might We statement.

1

Introductions

Context was provided on the UKSPF programme, the agenda for the day, expected outcomes, and the participants' roles.

2

How Might We statements
The two entrepreneurs introduced their HMWs to the participants and took clarifying questions.

3

Ideation

Working in groups, participants generated and prioritised ideas for assigned HMWs. There were 4 groups , equally split between the 2 entrepreneurs' HMWs.

4

Prototyping user journeys
Working on their prioritised ideas, participant groups prototyped experience journeys for archetypal users.

5

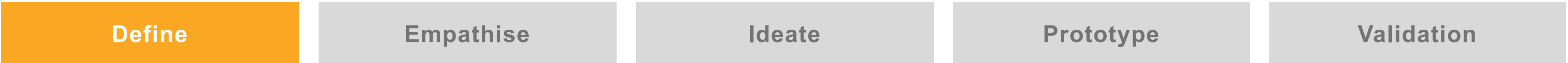
Collation and award of grants

The entrepreneurs collated inputs from the prior sessions to present their respective mini business model canvases.

6

Picture stories.

A processual view of how the entrepreneurs' ideas evolved.



A Community Consultation

Understanding Health Inequalities of Lambeth and Southwark

Wednesday, 18th October, 18:00 pm - 20:00 pm
Health Foundry, Canterbury House, SE1 7LL

health foundry





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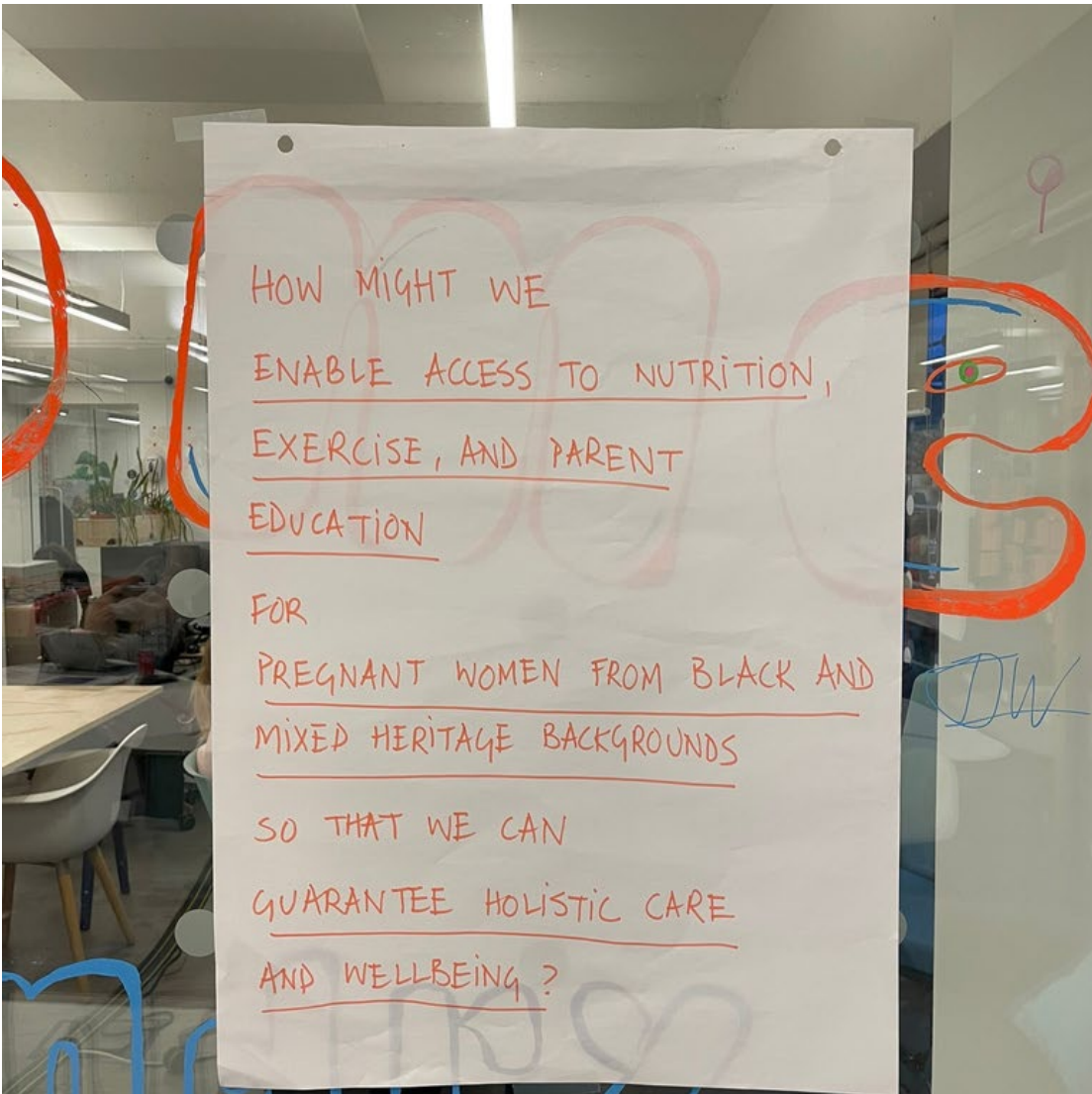
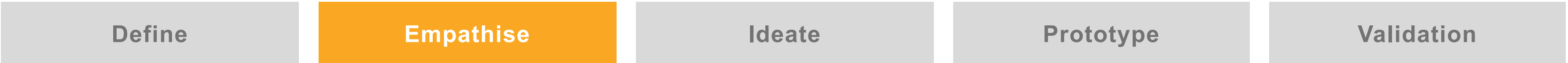


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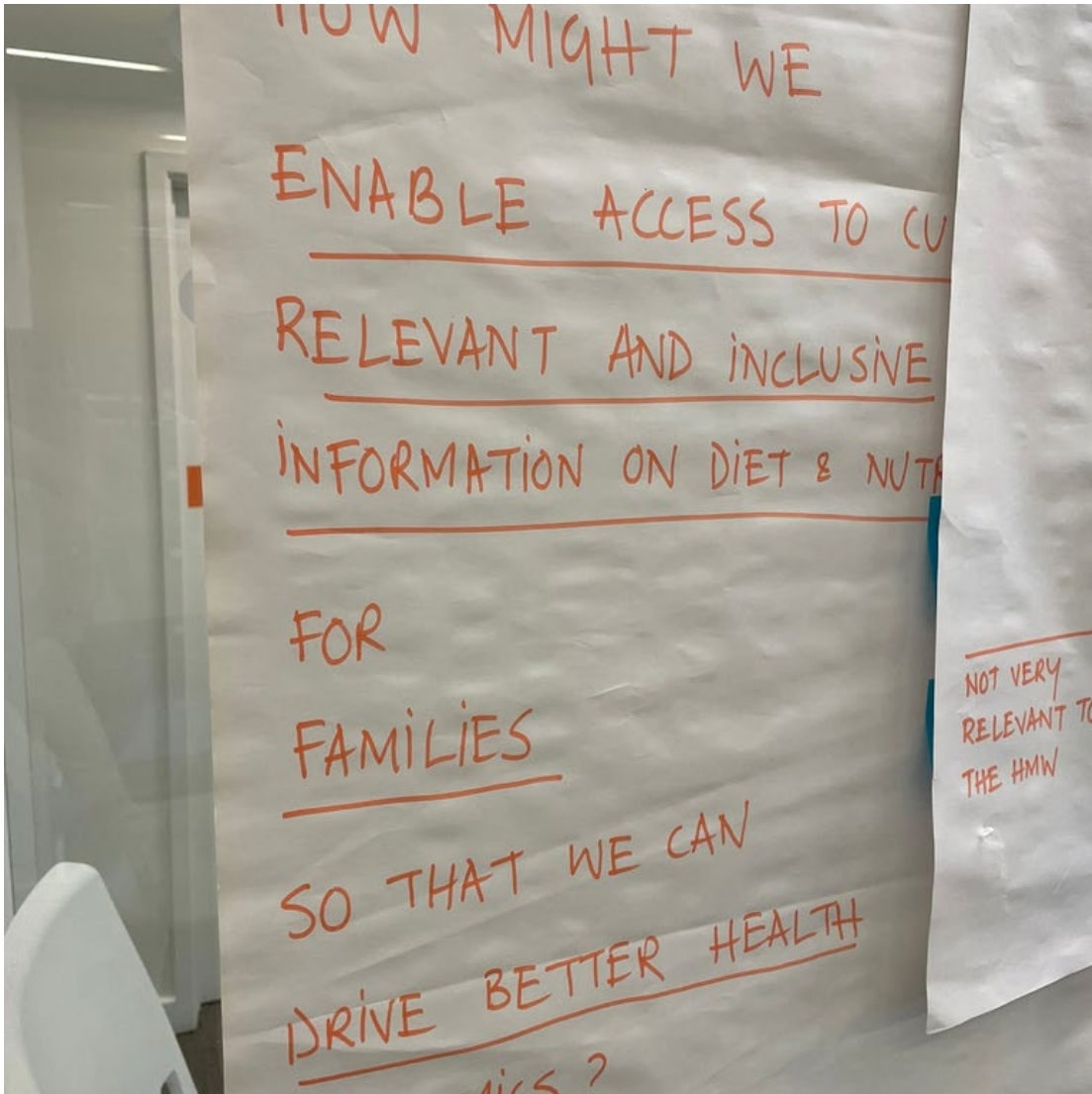
*Amplifying the call from the
Community Consultation of 18 October 2023.*

Picture stories.

A processual view of how the entrepreneurs' ideas evolved.



← **Roselyn's HMW.**
How Might We enable access to nutrition, exercise, and parent education for pregnant women from black and mixed heritage backgrounds so that we can guarantee holistic care and wellbeing?



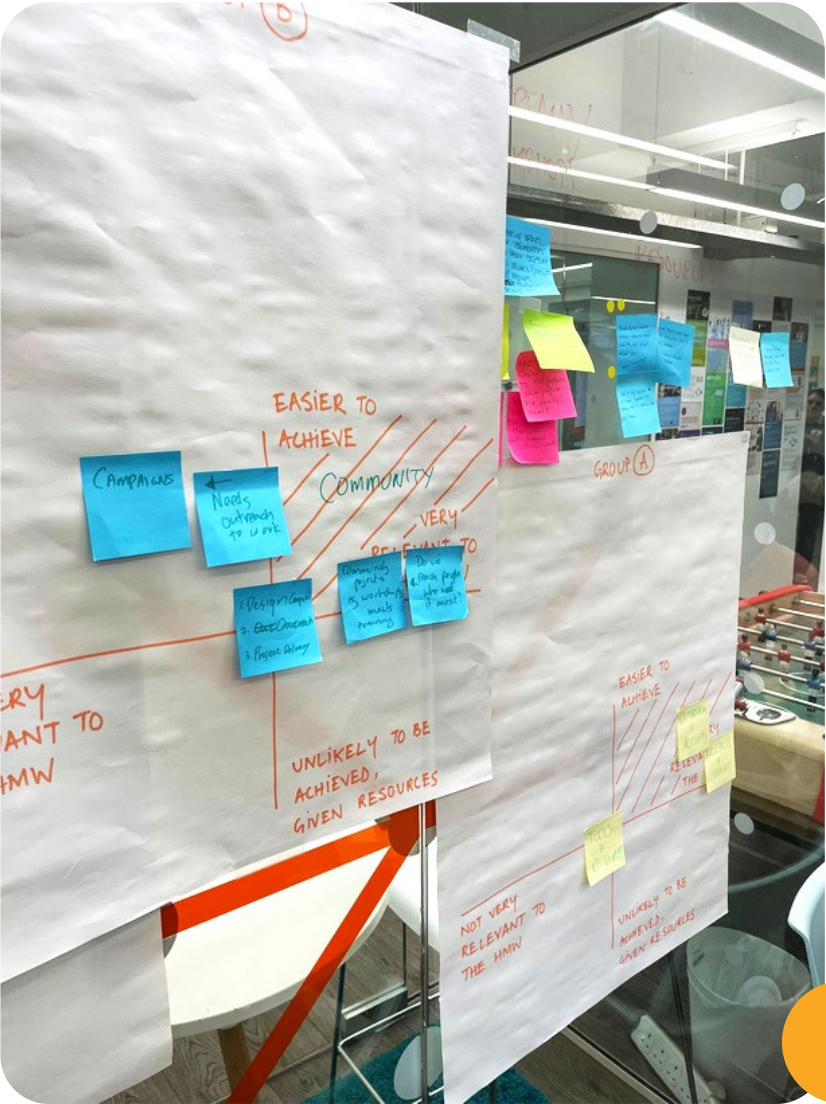
← **Cherie's HMW.**
How Might We enable access to relevant and inclusive information on diet and nutrition for families so that we can drive better health economics?

Picture stories.

A processual view of how the entrepreneurs' ideas evolved.

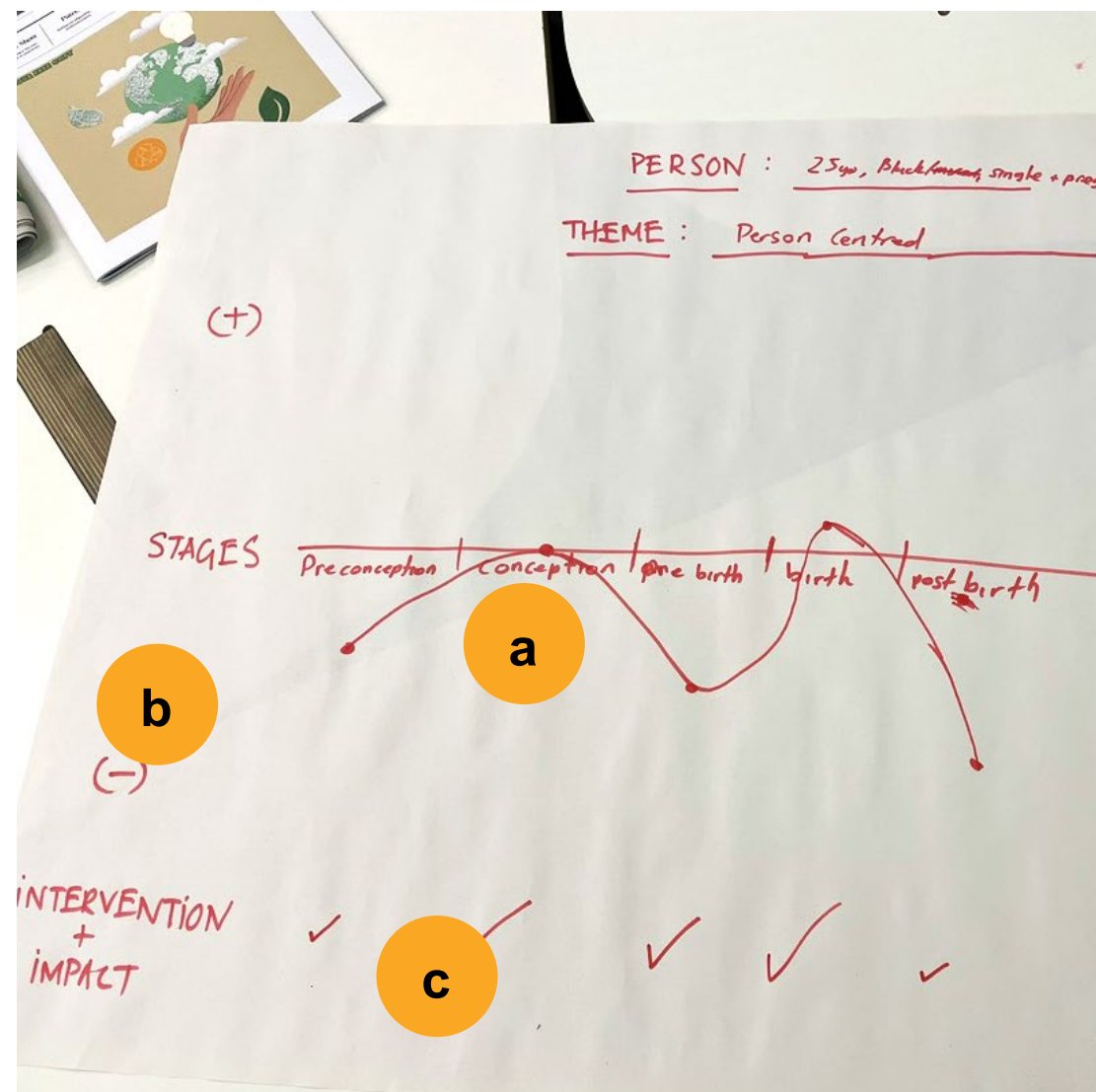
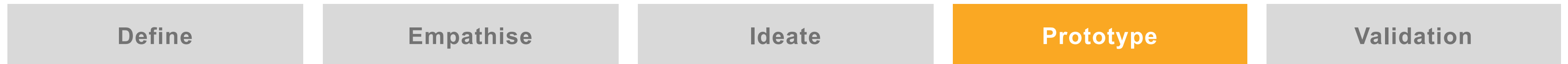


1 2
Ideas and clusters.
Post-its were used to jot down ideas, one idea per post-it. This was an individual activity. Participants generated between 3 and 5 ideas each. Later, the group clustered post-its into themes.



3
Prioritising.
Voting and an Achievable vs Relevance Matrix was used by groups to prioritise themes of ideas.

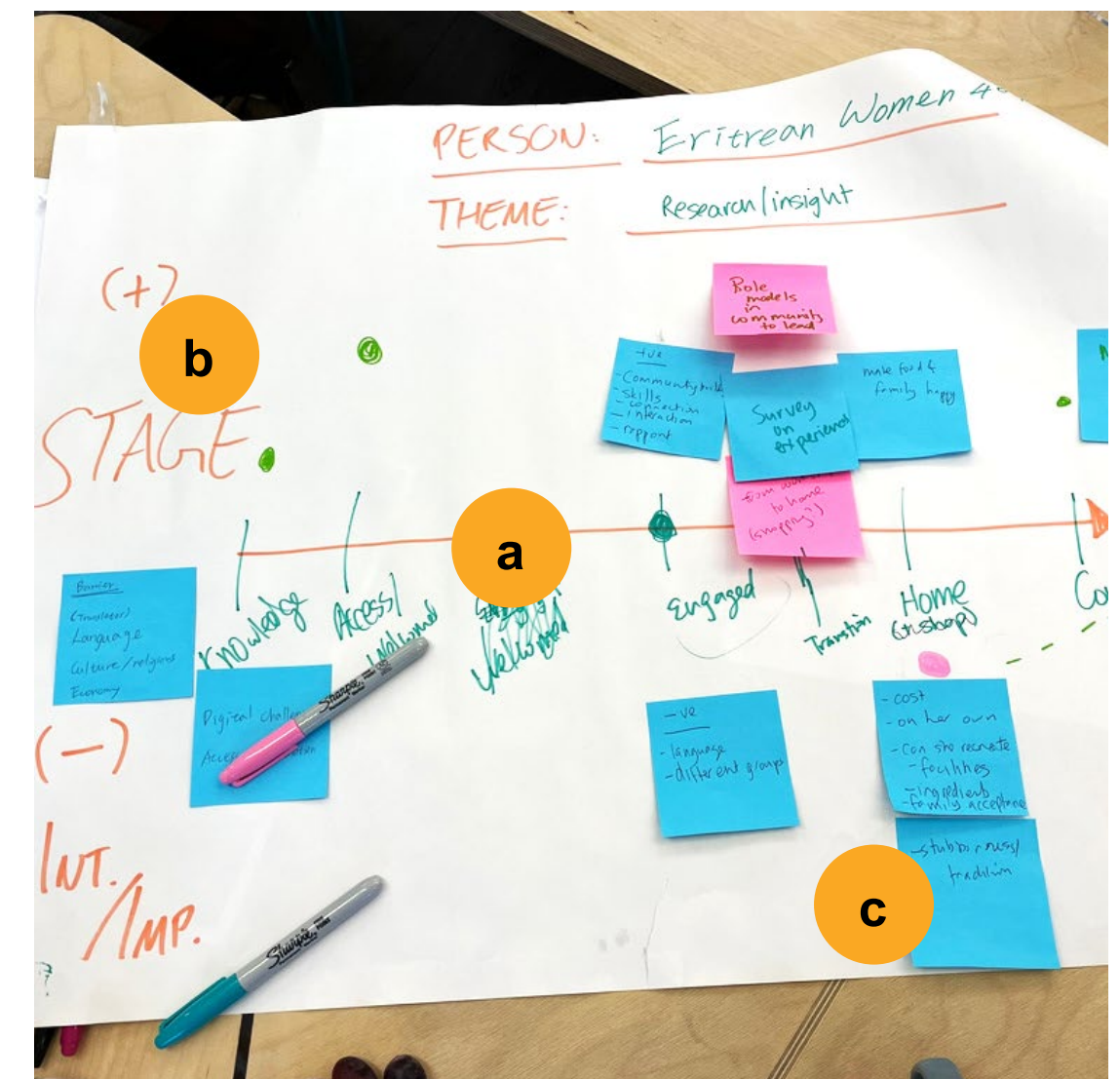
A processual view of how the entrepreneurs' ideas evolved.



User experience journey prototypes.

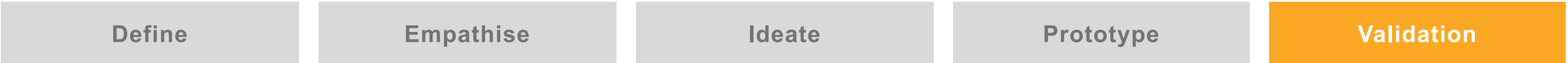
Groups discussed and drew out experience stages for each entrepreneur's HMW and archetypal user, on prioritised themes from the ideation stage. In doing so, they also identified intervention and impact touch points. Effectively, these serve as inputs to the entrepreneur on how their proposition could be positioned for uptake and impact.

- a** Stages, represent phases in which the user might experience the proposition.
- b** User experience is mapped as positive or negative.
- c** Touch points indicate the extent of impact the proposition might have along the stages.



Picture stories.

A processual view of how the entrepreneurs' ideas evolved.



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USER PERSONA	THE VALUE PROPOSITION	RELATIONSHIP WITH THE USER	CHANNELS AND RESOURCES
Who is our user? Intersectionalities & Needs Inequalities and support needed. • 25+ • Single Mother • Lower Income Group • Female • Black Woman • Cultural Identities + Traditions • Unequal Knowledge (maternity/pregnancy journey) • Personal Centre Care / approach	What is value we are delivering? Which of their needs are we addressing? Guarantee holistic care and wellbeing to the user Primary Need: - Unequal Knowledge of pregnancy journey / maternity NB: There are more	What kind of a relationship is expected from us? Nurturing (The next step is...) - Supportive - Empowering Ambassadors	How do we reach the user? Webapp / App ↳ Social Media Face to face groups Online groups Video Content Resources * Community Engagement



Roselyn is now looking at building a pool of ambassadors who amplify the webpage/app she envisages in their communities.

✕ □ ▬

USER PERSONA	THE VALUE PROPOSITION	RELATIONSHIP WITH THE USER	CHANNELS AND RESOURCES
Who is our user? Intersectionalities and needs. Inequalities and support needed. ERITREAN FEMALE 40+ CULTURAL IDENTITY - LANGUAGE - LITERACY - FINANCE - SKILL SET	What is the value we are delivering? Which of their needs are we addressing? HEALTHY ECONOMICS - AFFORDABLE - HEALTHY - NUTRITIOUS MEALS DIETARY HEALTH ISSUES	What kind of a relationship is expected from us? PASTORAL NURTURING	How do we reach the user? Words of Mouth Flyers EVENTS APPS IN RELEVANT LANGUAGES



Cherie's proposition will now focus on the economics of nutrition, recognising imperatives of health conditions, cultures, and languages.

The **mini business model canvas** borrowed from the Business Model Canvas template, to help the two entrepreneurs consolidate participants inputs and articulate their idea in a more informed and considered manner. It represents how the needle has moved over the course of the day, and is an artefact that each entrepreneur will take forward to the next stage, i.e. Mentoring and Incubation.

Like no other.

What made the Innovation Day event stand out?

Getting the conversation going

The participants or entrepreneurs were not familiar with the design thinking approach. As such, the Innovation Day was a learning opportunity. The event was designed for participants to carry this **mindset of innovation and feedback** back to their communities in Lambeth and Southwark, thereby catalysing more social enterprise and community involvement in health and the life sciences in the future.

Showcasing real action

Over the course of the day, participants worked actively to create **artefacts**. In this tactile process, the entrepreneurs' ideas were made more **tangible**. And by awarding grants in the end, the Innovation Day demonstrated **real action** and support for community-driven social enterprise.

Diverse and inclusive

The participants represented community and peer support groups, universities, statutory bodies, social enterprises and collectives, as well as digital health companies.

Academia-industry partnership

The Innovation Day was co-designed and co-facilitated by Christopher French, Health Foundry's Director of Strategy, and Abhishek Mohanty, Social Anthropologist at SOAS University of London and Researcher-in-Residence at the Health Foundry. The event builds the case for extending such a partnership to help deliver UKSPF's aims.



Chris



Abhishek

Feedback

What did participants think?

What they most found helpful

Hearing other people's thoughts, Different perspectives



The event was very different to community events and I think there's value in expanding beyond the usual networks and places that I would normally visit... I can appreciate how both design thinking and taking an entrepreneurial approach is useful for community work and I think overall that there are opportunities to utilise this approach for future work.

Things that could be better

Venue, Facilitation



I think an idea of the workshop technique or explanation sheet ahead would have helped people with the process

Taking a cross borough approach is challenging and I don't think that this Innovation Day reflected or understood that

Reasons for taking part

Developing Community Innovation, Hear what else is happening



Always enjoy seeing innovation in action - professional development

Because [we are] driven by innovation

To network and support local projects

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