

Session Objectives

- **Continue to share strategies and build upon what meeting participants learned in the two labs in the morning.**
- **Introduce a design method that creates a workshop environment where groups co-design by sharing ideas and building upon one another's' ideas.**

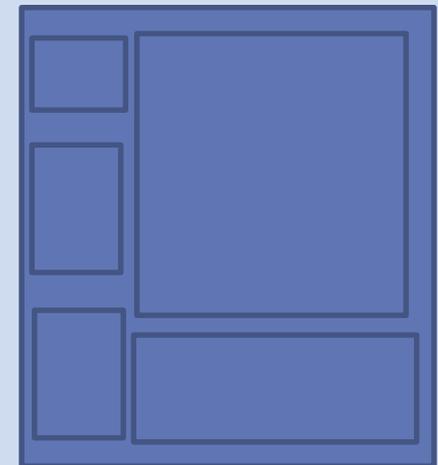
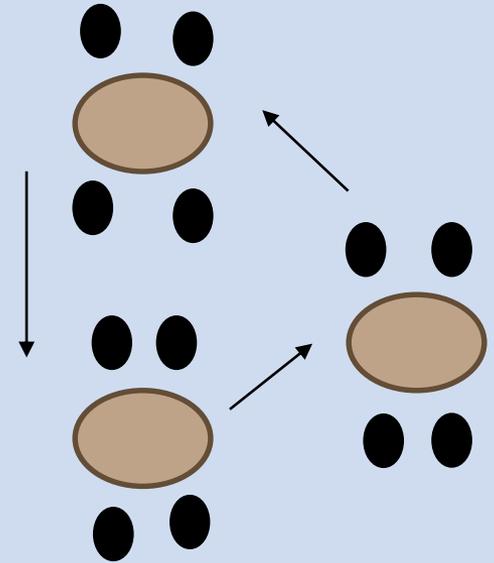
2GEN PROMPT: ACF recently submitted several proposals to the President's 2017 budget. One would fund 2gen pilots. Congress has approved the funding and your jurisdiction has been awarded funding to administer a new 2gen pilot at your TANF program.

CAREER PATHWAYS PROMPT: ACF recently submitted several proposals to the President's 2017 budget. One would fund much needed resources for building career pathways approaches in TANF programs. Congress has approved the funding and your jurisdiction has been awarded funding to start a career pathways initiative for your TANF customers.

YOUR MISSION: DESIGN A PILOT PROJECT.

Session Design

- You and your table will begin designing a potential pilot project.
- After a set period of time, two members of your group will move to the next table.
- This will occur two times to allow for crosspollination and feedback.
- Your table team will change and you will continue to work together with these two members.
- By the end of the session, you will complete a Concept Poster of your potential pilot project.



ENVISIONING

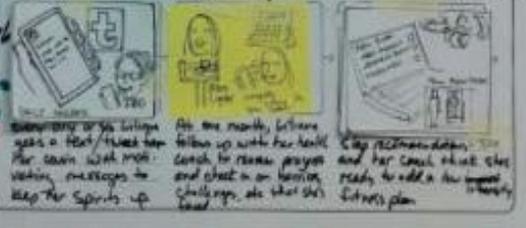
Concept Poster

Small steps
Big Successes

Liliana now has a family and wants to be there every day. Liliana needs a lot of support each day. This program gives her the "hand-holding" support she needs to be successful.



RTB: Expert support, Daily motivation, ICB support, Community, Hand-holding support, RTB: Expert support, Daily motivation, ICB support, Community, Hand-holding support.



Cost: \$1/day (30 day bundle) / \$1/day for 30 day bundle / Pay for 90 days discount

PRODUCTS & SERVICES

- Assessments: Life style, Family, Metrics
- Personalized Recommendations, Meal Replacement Supplements
- Personal Health Coach
- Visualization Tool: Mirror, Mirror
- Mental Engagement Supplements
- Access to Apps

METHOD
LUMA INSTITUTE

CONCEPT POSTER

NAME: Ford KeyFab™
VALUE STATEMENT: THERE IS AN UNDERSERVED MARKET OF FORD CUSTOMERS PROTECTING CUSTOMERS WHO WOULD PAY FOR ADDITIONAL PAY CAR BOUNDARY SERVICES NOT OFFERED BY A.L. CARPETTES



- BENEFITS
- CONTROL VARIOUS CAR FEATURES REMOTELY
 - ENHANCED SAFETY FEATURES
 - LOCATION-AVAILABLE SERVICES
 - ENHANCED CONFIDENCE
 - CAR IS SAFE STATS

- POSSIBLE ALTERNATE SHAPES?
- OPEN/LOCK CAR + TRUNK
 - OPEN/CLASH WINDOWS
 - START CAR
 - WARM/COOL CAR
 - FIND MY CAR!
 - ROADSIDE ASSISTANCE
 - TURN LIGHTS (ON/OFF)
 - ALERTS! (WINDOW OPEN, CHECK TIRE SAFETY)
 - FIND GAS STATION

PRICING MODEL: \$99.92 / YR
PREMIUM UPGRADE
COMES WITH LUX LINE OF CARS

COST & TIMELINE: \$5M
INCLUDES: R&D, MARKETING, POC PILOT, INITIAL LAUNCH
TIMELINE: 3 MONTHS DESIGN + DEVELOPMENT 3 MONTHS POC 3 MONTHS 3 MONTHS

Elements of Concept Poster

- **Title** – Name of Project/Pilot
- **Stakeholders** – The different people or organizations that would need to be involved to make it successful
- **Benefits** - A description of the different elements that respond to the prompt
- **Storyboarding of the concept:** The different steps or parts of the concept
- **Action Plan** – What are the steps that you would need to take to actually do this?”

The image shows a template for a concept poster, consisting of five distinct rectangular sections arranged in a grid-like fashion. The sections are labeled as follows:

- Name of Project:** A small rectangular box at the top left.
- Stakeholders:** A larger rectangular box below the 'Name of Project' section.
- Benefits:** A rectangular box below the 'Stakeholders' section.
- Concept:** A large, vertical rectangular box on the right side of the poster.
- Action Plan:** A rectangular box at the bottom right, positioned below the 'Concept' section.