G2 Insurance Services design sprint with MBA in Design Strategy students

PURPOSE
Answer business questions that are critical to the sustainable growth of G2 Insurance with a design sprint methodology that applies an innovation mindset, systems thinking, design thinking, prototyping, and idea testing.

PROCESS
Two-day design sprint held on the CCA campus in San Francisco over the weekend of March 28 and 29. Four teams of DMBA students from Business Models & Stakeholders will combine their primary and secondary research on the insurance industry, trend analysis, and founder interviews to develop solutions that address the G2 Insurance vision, goals, opportunities and challenges for Personal Risk Management.

SCHEDULE
Saturday, March 28, Studio classroom, 101 Carolina Street
  8:30am   Student registration and breakfast served in the studio
  9:30am   Setting the stage: Q&A with Jason Goldman and Matthew Goldman [1]
10:30am   Immersive research by 4 student teams with guidance from 4 Mentors [2]
12:30pm   Lunch served in the studio
  1:30pm   Blue Sky Thinking with DMBA tools, sketching out "what wows"
  3:30pm   Initial hypotheses, prototyping, testing to find "what works"
  6:00pm   Independent work and prep for Sunday

Sunday, March 29, Studio classroom, 101 Carolina Street
  8:30am   Working breakfast served in the studio
  9:30am   Teams review draft recommendations with Mentors
11:00am   Fine-tune recommendations and identify presentation elements
12:30pm   Lunch served in the studio
  1:30pm   Finish storyboard and script, develop final slide deck
  3:00pm   Rehearse presentation
  4:00pm   Present solutions to G2 founders and stakeholders
  4:30pm   Comments from Jason and Matthew
  5:00pm   Closing statements and acknowledgements

[1] Students will appreciate access to Steve Dascole and Larry Colton, either onsite or via phone
[2] Mentors for student teams include Seth D'Ambrosia, Ann Rich, Rana Cho, and Damian Wolfgram