

Watch the four videos on Box from the Radical Innovation Awards at <https://cornell.box.com/s/rss6xdzavg4d0xbw9o3k1qgfieb4mods>. After watching each of them together, discuss the models and the pitches presented. Imagine you are a judge--identify the following for each video on the Google Doc (this can be in bullet points): a) what was strong about the pitch/video? b) what was memorable about the pitch/video? c) what questions do you have for the leaders of the companies? d) what benefits do you see from the business model based on what you heard/saw? e) what challenges do you see from the business model based on what you heard/saw?

Video 1: Hotel with eco difference

- a) Feel good, visuals, music went well with idea, communicated vision clearly
- b) The model, particular examples like plants and aquarium, scalable model
- c) How do aquariums help sustainability? How affordable would such a hotel be? How environmentally friendly is it? What's the demand for it? Who's the customer?
- d) Healthy food could attract customers, environmentally friendly is cool
- e) Seems like healthy food was a huge attractive factor of this hotel but I would rather pay for a restaurant and a cheaper hotel instead. Seems very costly especially with maintenance. Who can afford it? How will they make enough money? Competition with other hotels

Video 2:

- a) Visuals, integration between hotel and vehicle, strong connection with viewer, talked about travel problems and how this will fix them,
- b) Visuals, futuristic, well explained, good music, well put together
- c) Affordability, what kinds of travel distances is this useful for, practicality, purpose, demand
- d) Merges in future technologies, combines travel and hotel
- e) Does the target market want this service? Making this affordable

Video 3:

- a) Started with story
- b) Being confused, too much text to read
- c) Why would I pay so much just to replace the taxi from the airport to the hotel?
- d) Convenience potentially
- e) Seems too expensive for a minor problem of having to take a taxi

Video 4:

- a) Visuals, positive and fantasy tone,
- b) Very specific target group, great visuals,
- c) Expanding idea to larger target groups, is it nonprofit?, is it affordable for single parents who need it the most?

- d) Makes vacations easy for single parents, specializes in specific segment
- e) Affordability for single parents, if the parent is financially doing well, they could also hire a nanny

Ranking:

- 1) Video 2 had the best business and portrayed their video in the best way
- 2) Video 1 had a nice feel good theme
- 3) Video 4 had a very clear target group
- 4) Video 3 was a very confusing video and did not see the use of the product

Vlog 1.1 reviews:

Gabe

- 1) Arshi's comments:
 - a) Good eye contact, good visuals, clear conclusions
 - b) Less um's, could be clearer, more transition between 2 questions
- 2) Gabe's comments:
 - a) Clear story, eye contact, clear transition
 - b) Said stuff too much, toomany ums, not always clear
- 3) Ghali's comments:
 - a) Clear communication and understanding of the content.
 - b) Having a story could have helped
- 4) Alexander's comments:
 - a) Well spoken, covered material on EP 10 and tableau well, Good visuals, said um a few times

Arshi

- 1) Arshi's comments:
 - a) Told story from results, explained chart results, good eye contact
 - b) Less um's, chart should've been shorter, repetitive at times
- 2) Gabe's comments
 - a) Great visuals, good job guiding through, great connection, clear presentation
 - b) Chart is very big and a bit hard to dissect, Show BP10,
- 3) Ghali's comments
 - a) Great connection between the results of the

- 4) Alexander's comments - good visuals and communication of the results. Well spoken.
However the chart has a lot of data points and isn't as intuitive

We did not finish and get to the last 2 videos:

Ghali

- 5) Arshi's comments:
- 6) Gabe's comments:
- 7) Ghali's comments:
- 8) Alexander's comments:

Alexander

- 1) Arshi's comments:
- 2) Gabe's comments:
 - a)
 - b)
- 3) Ghali's comments
- 4) Alexander's comments

5 thoughts on google do

1. Great way to work at the same time with a group
2. Simple and similar to other google products
3. Multiple people can edit and work together
4. Intuitive UI
5. Very comfortable to use