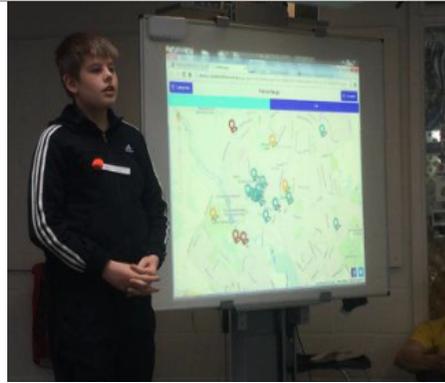


Student Innovation Unleashed in St Albans



The Brief...

Over 30 students from local schools joined forces at Oaklands College in St Albans on Saturday March 27, 2015 to learn about and 'play' with Open Data at a Student Digital Fest sponsored by Microsoft, AECOM and Silicon Abbey, a community-based association of local digital businesses.



To stimulate entrepreneurship and innovation, the Digital Fest used a 'Dragon's Den' format in which students were divided into competing 'business' teams where they were asked to strategically analyse data sets and brainstorm a new digital service for their city.

21c Accelerator Approach

The day was designed and run using 21c's Accelerator Methodology based on three open innovation principles

1. Exploration: facilitating discovery of new concepts through interactive tasks and discussions,
2. Co-creation: enabling solutions to be designed together by users and producers,
3. Experimentation: bringing the new knowledge to life through hands-on, quick and easy tools.

The Results...

New service concept designs in hand, the students – many of whom had never heard about Open Data before – next used Citadel-on-the-Move's quick and easy-to-use app creation tools to upload data sets and create a new mobile app before brainstorming their pitch during a business innovation session.

Apps created and set to market, tensions mounted as the young entrepreneurs presented their innovations before the 'Dragon' judges. Two all female 'owned and operated' teams took top prizes for Best Overall App (Plan-

IT St Albans) and most Creative App (At Home Abroad). But the guys came back on strong with a win in the Best Financials category, following a fascinating presentation on randomization theories and psychological consumer engagement studies!

Thanks to the ingenuity and creativity of local students using Open Data, St Albans now boasts an innovative mix of 6 new apps – all specially designed to make it easier and more fun for residents and visitors alike to enjoy the city – and a group of budding digital entrepreneurs ready to go!