Hex
THE HACKEREXCHANGE

Global Innovation Program

Unit Summary

Unit Title:	Global Innovation Program
Duration:	2 weeks (block mode)
Contact Hours Face to Face:	68.5
Total estimated hours (Face to Face, including independent study and assessment tasks	160
Requisites:	Pre-requisites: 1 year of FTE study at departure Co-requisites Nil Concurrent prerequisites Nil Anti-requisites Nil Assumed knowledge Nil
Delivery Locations:	San Francisco Singapore Tel Aviv Melbourne
Assessment:	Continuous: 100%, Post-unit Examination: 0%
Grading Schema:	HED Graded Mark

Aims

The business landscape is increasingly embracing the innovative mindset and focus on creativity and entrepreneurship both within the startup and the wider business community. This unit combines the principles required to succeed in a competitive innovation-led world while building a solid foundation of application for commercial exploration of new ideas. Through this unit, students increase their entrepreneurial orientation, entrepreneurial self-efficacy, and entrepreneurial cognition. The combination of real-world and theoretically-based evaluation techniques taught in this unit can be applied to entrepreneurship and innovation in any context, including start-up businesses, start-up tech companies, existing businesses, public sector, and social enterprise.

This program aims to critically reflect on real-world innovations and entrepreneurial practice using proven concepts, thought models, procedures, tools, methods and literature in the

innovation and entrepreneurship disciplinary environment while delivering this content within the real-world start-up environment. Product design and discovery principles are applied in order to discover and test product-market fit in conjunction with the development and demonstration of entrepreneurial delivery. The student's own business or start-up idea will become the real-world project that provides students with a step-by-step systematic road-map approach to hone their business skills and consolidated learning for crisp execution of a business venture.

Unit Outcomes

	Headline	Brief description	General mapping terms	Assessment items that assess the Unit Learning Outcomes
LO1	Critical thinking and real-world application	Effectively integrate and appropriately apply previous learning and knowledge to make and justify decisions in a real-world context of your project.	Critical Thinking, Innovation, Problem Solving, Digital Literacy, Customer Experience, Digital Marketing	4,5,6,8
LO2	Professional engagement	Demonstrate competencies; professionalism, adaptability, confidentiality, communication, responsibility for decision-making, and organizational, global, cultural & social awareness.	Communication, Global Citizenship, Professional Ethics	1,4,8,9
LO3	Personal growth	Reflect upon decisions, personal choices and actions during the program and critically appraise their appropriateness.	Self-Management, Teamwork, Communication	2,3,7,10
LO4	Pitch grade	(external review)	Communication, Self-Management	4,5

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Key Generic Skills

During this unit students will receive feedback on the following key generic skills:
- Teamwork skills
- Analysis skills
- Problem-solving skills
- Intercultural Communication skills
- Ability to tackle unfamiliar problems
- Ability to work independently

Content

- Business and social opportunity assessment, evaluation and exploration in all phases of the professional business environment
- Global innovation mindset and application for customer development
- Entrepreneurial cognition
- Lean methodology and application
- Innovation process, open innovation, and business models
- Technological innovation and its adaptation and diffusion

Assessment

Assessment number	Name	Details	Due date	Grading Metric	Assessed By	Method for submission	Weighting
1	LinkedIn Profile	Create/update your online profile for use at networking events etc.	On/before the second pre-departure meetup	Hurdle requirement	Program Leader (in consultation with HEX team and program mentors)	Link sent to Slack	Pass or fail
2	Reflective pre-departure questions (300-500 words)	Why did you choose this program? What is the main thing you hope to achieve? What are you most looking forward to? What particular skills would you like to develop during this program? How do you think this program will influence your business idea? What do you think you can offer to other students in this program? Currently; what are your greatest strengths/biggest	On/before the arrival day	Mark out of 10	Program Leader (in consultation with HEX team and program mentors)	Send via email to program leader	10%

		areas for improvement? What aspect of the program are you most anxious/scared/worried about? Who would you most like to meet and why? (Who is in your ideal "elevator"?) . What strategies are you going to use to ensure you make the most of this program?					
3	Daily reflective writing and contribution at daily "stand-ups"	100-300 words per day, approx. 1500 words total over the program	On day 15 of the program	Mark out of 10	Program Leader (in consultation with HEX team and program mentors)	Send via email to program leader	10%
4	Video recording of their final pitch to VCs and investors	3 mins pitch 3 mins questions	On day 14 of the program	External judges give rating out of 50	External Judges	Upload into shared folder on google drive	15%
5	Pitch deck	This document outlines their business model, customer insight, technology, market validation and	Mid-day on day 14 of the program	External judges give rating out of 50	External Judges	Upload into shared folder on Google drive in the form of Google slide. Must have "first name_start up name" as the file name	15%
6	Market research survey and results	Created to test the market problem, viability, and desirability of their business model. Used as a basis for their solution validation and final pitch	On/before day 12 of the program	Mark out of 10	Program Leader	Send via email to program leader	10%
7	Final day reflective questions (800 - 1200 words)	Reflect on questions/answers from Pre-departure, then answer the following questions Now that it's over, what are your first thoughts about the overall program? Has this program changed your goals/milestones (especially in regard to Entrepreneurship)? If positive, what comes to mind specifically? Negative? What were some of the most interesting discoveries you made while on the program? About your business? About yourself? About others? What were some of my most challenging? moments over the past two weeks and what made them challenging? What were some of my most powerful learning moments and what made them so? Looking back on your initial pre-departure questions, is there anything that turned out different from what you expected? What would you do differently if you could go back to day one and do it again? What moment of the program are you most proud of? How will you use what you have learned in the future? What can you do to help and encourage other young entrepreneurs in Australia? Most importantly, if you could give one piece of advice to the next group, what would that be?	On/before 5 days post program	Mark out of 10	Program Leader	Send via email to program leader	10%
8	Creating an action plan for their own 'pay it forward' and peer mentoring opportunities	Including: Encouraging others to participate in a similar program Joining entrepreneurial groups and building their network Sharing learnings and discoveries with others Participating in forums such as LinkedIn Speaking at events Mentoring other young founders	On/before 10 days post program	Mark out of 10	HEX Team	Send via email to program leader	10%

9	Professional engagement	How does the student interact with other group members, professional conduct, attitude, adaptability, attendance etc. (to be assessed by the program leader in consultation with group mentors)	Throughout program	Mark out of 10	Program Leader	In person	10%
10	Personal growth	How has the student grown and developed over the course of the program? (to be assessed by the program leader in consultation with group mentors)	Throughout program	Mark out of 10	Program Leader	In person	10%

Workload requirements

Minimum total expected workload to achieve the learning outcomes for this unit is 160 hours per program, comprising a mixture of pre-departure activities, scheduled learning activities, and independent study. Independent study may include associated readings, assessment, and preparation for scheduled activities and is estimated to be 91.5 hours and is supported by program leader mentorship, advisor office hours and peer mentorship. Scheduled face to face activities (outlined below) may include a combination of program leader directed learning, guest facilitator directed learning and online engagement.

Face to Face Mode:
Scheduled hours: 10 days of 6.5-7 hrs.; plus 2 hours blended.

Face to face	Amount	Hours Total
Industry Visits	4	7
University / Incubator Visits	2	2
Lectures (all cohorts)	9	14
Workshops (individual cohorts)	6	12.5
Mentorship	4	11
Cultural Immersion	1	8
Organized Meetups/Networking	2	6
Pitches		2
HEX Workshops	2	4
Pre-departure Workshops	2	4
Total		68.5

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Other Student workload:

Other activities including independent study and assessment tasks for a total of approximately 91.5 hours. With 68.5 hours face-to-face the total expected workload for this unit is **160 hours**.

Program Leaders

Jeanette Cheah, BEc, BA(Soc), GradCertMarCom
CO-FOUNDER & CEO

Jeanette is the co-founder and CEO of The Hacker Exchange and is passionate about helping students, founders and curious professionals develop global citizenship, entrepreneurship and innovation skills, and to embrace lifelong learning.

A regular keynote speaker and startup mentor, Jeanette has represented Australia at the G20 Young Entrepreneurs Alliance in Argentina and SXSW in Austin, Texas. She also champions startup community building and diversity in business, having been listed as a woman of influence in Smart Company's 2018 International Women's Day Showcase and named a Finalist in the Telstra Business Women's Awards, 2019 for 'Public Sector & Academia'.

Prior to co-founding The Hacker Exchange, Jeanette's career involved 15 years building digital products, innovation and marketing strategies at corporates in the financial services and energy industries, such as ANZ, AXA and Origin Energy.

Jeanette holds a Bachelor of Economics and a Bachelor of Arts (Sociology and French) from Monash University, a Graduate Certificate in Integrated Marketing Communications from Queensland University of Technology, and User Experience Design qualifications from General Assembly.

Bevis Cheng, BCom
CO-FOUNDER & EXECUTIVE DIRECTOR

Co-founder of The Hacker Exchange, Bevis is dedicated to connecting Australian startups to global ecosystems and is a dedicated startup mentor, angel investor and experienced entrepreneur, While running The Hacker Exchange from San Francisco, Bevis' property team in Melbourne manages projects in excess of $10M at any given time, allowing investible proceeds to be diversified across varying asset classes including tech startups.

Bevis is a mentor at ANZA Technology, supporting Australian companies gain US market entry and

investment, a mentor at Plug & Play, a Community Partner for TechCrunch Battlefield Sydney, and has an academic background in commerce, economics, finance and Chinese from Melbourne University and Shanghai International Studies University.

Bevis's professional background also includes business and institutional banking roles at the Commonwealth Bank of Australia and National Australia Bank (NAB), as well as an investment management and analytical role at Bay Angels in San Francisco.

Jaclyn Benstead, BSocSci, MBA
HEAD OF PROGRAM EXPERIENCE

Head of Program Experience at The Hacker Exchange, Jaclyn is an international higher education practitioner and student experience professional and has worked over 11 years in the Australian, Japanese, UK, and Canadian tertiary sector. At The Hacker Exchange, Jaclyn designs and leads international student programs to Silicon Valley and Singapore to align with academic outcomes, and is known for her approachable, commercial and effective mentoring style.

Jaclyn is also an experienced entrepreneur and creative, operating six e-commerce businesses, including the successful product invention - Cat Camp. She plays drums professionally, and holds an MBA, specializing in Entrepreneurship from Swinburne University and Northeastern University. She completed her MBA at Swinburne University as the Highest Achieving Graduate in the Master of Business Administration and was awarded the Dr John Miller AO Prize for highest achieving graduate. She is also PRINCE2 accredited to the foundation and practitioner level.

Jaclyn is passionately focused on student experience and learning outcomes and believes in the transformative power of entrepreneurship to drive skills development and work-ready graduate outcomes.

Chris Hoffmann, Dip(Mgt), BA(Pol), MA (Edu)
VP PARTNERSHIPS & ENGAGEMENT

VP Partnership & Engagements at The Hacker Exchange, Chris is an international higher education practitioner, consultant, and partner relations professional with over 12 years of experience in the North American and Australian tertiary sector. He has led university international offices in both the US and Australia and was previously the National Convenor for Learning Abroad for the International Education Association of Australia (IEAA).

Chris is also dedicated to driving professional development opportunities amongst his peers and is a Co-Chair of STAMP (Study Tour for Academics and Mobility Professionals). He holds a Masters in Higher Education Administration & Student Affairs from New York University, in which he completed a third of studies in South Africa, Ghana, and India. He is immensely passionate about the value of international experiences and cross-cultural communication and their importance in entrepreneurship education. Chris has residency in Australia, Canada, and the United States - and hopes to add a Scandinavian country to the list!

A list of our guest workshop facilitators can be found online here-
https://hacker.exchange/program-mentors

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Block Schedule

	Topic and content	Preparation/Assessment
Pre-departure	- Idea refinement and Opportunity Focus - Expectation setting - Networking recommendations	Assessment 1 & 2 to be submitted
Day 1	- Overview of course and outline of syllabus, assignments, and assessment - Opportunity: the core of entrepreneurial activity - Introduction to country and market - New venture activity - Lean thinking and methodology - Business model canvas - Networking skill development and social capital discussion	Assessment 9&10
Day 2	- Assumption identification and validation - Pitching workshop - Customer/user motivations - Market Analysis: size, growth, profitability/social value - Business feedback and discussions - Guest founder discussion and Q&A	Assessment 9&10

Day 3	- UI and UX design and its importance for successful customer relationships and acquisition - Rapid prototyping workshop - Industry visit	Assessment 9&10
Day 4	- Individual mentor support for project development - Assessment of market validation and research - Created to test the market problem, viability, and desirability of their business model - Industry visit	Assessment 9&10
Day 5	- Growth hacking - Market channel identification and validation - Funding options and investment	Assessment 9&10
Day 6	- Tech giant visit - Product branding and culture - Leadership reflection and individual mentor project support	Assessment 9&10
Day 7	- Pitching workshop - Scheduled networking evening for business development opportunities	Assessment 9&10
Day 8	- Tech Industry visit - Individual mentor support for project development - Incubator options and visit - Market validation outcomes and project integration	Assessment 6,9&10
Day 9	- Individual mentor support for project development	Assessment 9&10

Day 10	- Pitch presentation - Program Debrief - Community Building - Assessments - Reflections and feedback	Assessment 4,5,9&10
Post program	- Joining entrepreneurial groups and building their network - Sharing learnings and discoveries with others - Participating in forums such as LinkedIn - Mentoring other young founders	Assessment 3,7&8

Submission of Assessment Tasks

Assessments must be submitted in accordance with instructions provided. Assessment tasks which have not been submitted as required will not be marked; they will be considered a non-submission and zero marks will be awarded for the task.

GRADING SYSTEM

% Range	Grade
80 - 100	HD
70 - 79	D
60 - 69	C
50 - 59	P
0 - 49	F

Requirements to Pass

In order to pass this unit a student must obtain a mark of 65 or more for the unit.

Missed assessments

In line with our University partners' policies, our Special Consideration Policy establishes the principles that support students seeking to notify us when they experience short-term, unexpected, serious and unavoidable circumstances, which affect their performance in assessment.

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Student behaviors and expectations

For the duration of the program, our HEX students are expected to:

- act with consideration and courtesy to other students and all HEX stakeholders
- respect the rights of others to study and work free from discrimination and harassment
- express your views respectfully and responsibly and accept the rights of others to do the same
- act safely, and not endanger others
- professionally and positively represent their home university, their country of citizenship and The Hacker Exchange organization.