

PENN DESIGN CHALLENGE

Today's Agenda

THE DESIGN CHALLENGE

Explain the Design Challenge

OUR MISSION

Present this year's topic and challenge sponsor

OUR APPROACH

Describe how we will tackle this challenge

GET INVOLVED

Discuss application process

Q&A

Answer any and all questions

The Design Challenge



THE PENN DESIGN CHALLENGE IS AN OPPORTUNITY TO:

- Use *design thinking* methodologies to tackle *real-world problems*
- Work in *interdisciplinary teams* with students from *Design, Engineering, and Wharton*
- Create *user-centric solutions* that will make a meaningful impact for *underbanked consumers*
- *Connect with leaders* in design and innovation, and *learn from industry experts*
- *Gain experience* in the design and innovation space and *build your resume*

Our Mission



Our Mission

Create a Platform for Financial Inclusion

How can we use technology to create a meaningful alternative to traditional banking for the underbanked?

Our Challenge Sponsor

WE HAVE PARTNERED WITH AMERICAN EXPRESS

- *AMEX is deeply committed to new technology and new ideas, encouraging financial inclusion and working to make managing money more simple and affordable*
 - *Teams are encouraged to try AMEX's product for this segment, Serve*
- *The company has invested heavily in developing new products and services to connect underbanked populations with critical financial tools to break this cycle*
- *American Express has turned to the Penn Design Challenge to learn from you and the design thinking process*
 - *Senior leadership from AMEX will be judging all submissions, which will include an online prototype*

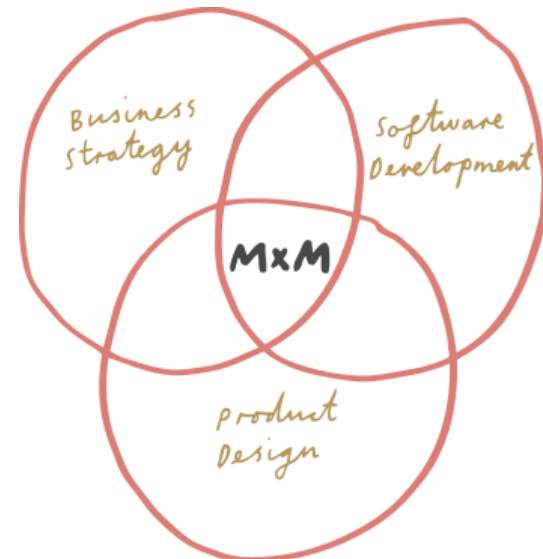


Our Challenge Partner

**INNOVATION ACCELERATOR MADE BY MANY
WILL COACH TEAMS IN TAKING A CUSTOMER-
CENTRIC APPROACH TO DESIGNING SOLUTIONS**

- *Made by Many specializes in product development through user research and design thinking*
- *The firm will host two workshops that will teach participants about ethnographic research, insight generation, and rapid prototyping/testing*
- *AMEX and Made by Many will offer weekly coaching sessions*

MxM



Timeline

PARTICIPATION IS IMPORTANT SO PLEASE NOTE THE TIME COMMITMENT

EVENT	DATE
Sign Up Deadline	OCT 11: 5PM
Kick-off Workshop #1: User-Centered Research	OCT 16: 12-4PM
Kick-off Reception	OCT 16: Following Kickoff
<i>Coaching Session #1</i>	<i>OCT 16 – OCT 22 (1/2–1 hour)</i>
User Research Safari	Week of OCT 23 (3-4 hours)
<i>Coaching Session #2</i>	<i>OCT 23 – OCT 29 (1/2–1 hour)</i>
Workshop #2: Prototyping & Testing	OCT 30: 12-6PM
<i>Coaching Session #3</i>	<i>OCT 30 – NOV 5 (1/2–1 hour)</i>
Final Presentations to American Express	NOV 6: 4-6PM

**While most work will be completed during the workshops, teams are highly encouraged to meet outside of these designated times*

***Teams will determine their own timeline for coaching sessions*



The Prize

- Opportunity to present your winning idea to American Express executives in NYC
- Lunch with AMEX executives
- Exclusive tours of AMEX and Made by Many
- \$3,000 team cash prize



Get Involved

1. Apply individually by 5PM OCT. 11 on the website
 - Why do you want to participate? (200 words)
 - Copy of your resume
2. ID will place you into an interdisciplinary team
3. Join and have fun!

In event of oversubscription, ID club members have priority in participating in the challenge.

Website: whartonidclub.com/challenge-overview

Email: whartonidclub@gmail.com

