



DEMOCRATIZING  
INNOVATION IN THE  
AMERICAS

## URBAN LAB FOR YOUTH INNOVATION JAMAICA

# PROJECT OVERVIEW



**About ILE:** The Institute of Law & Economics (ILE), is a private non-profit organization based in Kingston, Jamaica, established in 1998 to foster collaboration, innovation, research/consultancy, public education and discussion between the legal and economic professions, with a view to promoting a multi-disciplinary approach to sustainable development locally, and in the Caribbean Region.

ILE has been working towards this through stimulating public discussions, high level training and debate in an objective, non-partisan and democratic manner, with a view to empowering our citizens while influencing national and regional policies that affect our lives. [www.ilejamaica.org.jm](http://www.ilejamaica.org.jm)



INSTITUTE OF LAW & ECONOMICS  
Charting new perspectives in Law and Economics

## *Democratizing Innovation in the Americas (DIA)*

- fosters innovation and aims to activate the hidden talents of young people in the region.
- seeks to empower new generations through cutting-edge technology and innovation curricula to ultimately promote equitable prosperity in communities in situations of vulnerability.
- DIA provides youth and civil society with cutting-edge technology, financial resources, and specialized curricula to facilitate social and economic ventures.



### **Dream Hub:** First Stage

Young innovators develop their ideas of potential projects



### **Shape Hub:** Second Stage

Participants develop their business model through the ICI accelerator



### **Make Hub:** Third Stage

Participants use state-of-the-art tools to materialize projects: make prototypes



### **Link Hub:** Fourth Stage

Participants pitch their ideas, receive feedback from experts and are ready to go out, market and implement their ideas



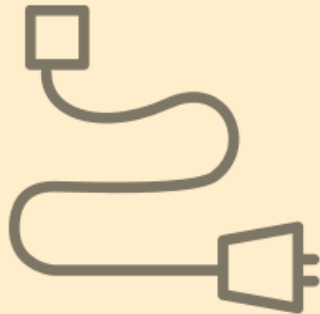
### **Venture Hub:** Fifth Stage

Financial and technological resources and mentorship for projects demonstrating potential to transform communities

# Project Objectives

## Creating the Collaborative Space

Create a unique collaboration and education space designed to foster innovation and disruptive entrepreneurship in Kingston, Jamaica.



Strengthen innovation, invention, and creativity skills on young innovators and disruptive entrepreneurs so that they come up with solution for local urban challenges.

## Innovation Training

## The Urban Labs for Youth Innovation

Launch youth-led innovation projects through access to cutting edge technologies and seed funding.



*Tom Duxbury - When everything comes together and works as expected it is very thrilling and very rewarding*









## *Target Population*

Young men and women aged 16 to 30 years of age, particularly those living in and working within vulnerable communities dealing with at-risk scenarios such as complex social environments, youth crime, poor academic performance, among others.



Innovation Curriculum & Guidance



Collaborative Spaces



State-of-the-art Technologies

## *Purpose of the Lab*

**Young innovators and disruptive entrepreneurs will in turn create low-cost, high-impact, high quality innovation solutions that generate affordable access and livelihood opportunities for their urban communities.**





# **Innovations / Solutions focused on;**



**Crime & Violence**



**Climate Change**



**Gender Base Violence**



**Youth Employment & Education**



**Youth Participation & Civic Engagement**





# Participant's Voice

“

RECIPE FOR **SUCCESS**:HEAT UP AN **IDEA**TAKE **ACTION**

MIX IT UP WITH

**PASSION** AND **BELIEF**THEN ADD A DASH  
OF **PERSISTENCE**

”

Our Recipe for Success...



# Supportive Environment



- ✓ **Strong Technical Assistance** from the TRUST/OAS
- ✓ **Build on best practices** across the region
- ✓ **Commitment** from donors
- ✓ **Youth Centered Programming**
- ✓ **Opportunities for knowledge sharing**
- ✓ **Opportunities for training and capacity building** for facilitators
- ✓ **Opportunities for cultural exchange / exposure** for our youth



# Relevant and Interactive Modules

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- A smartwatch with a black strap and a silver-colored case. The screen displays a list of modules, each preceded by a blue checkmark. The text is in a mix of blue and red colors.
- ✓ **Overview of the DIA Methodology**
  - ✓ **Introduction to Innovation**
  - ✓ **Becoming a World Class Entrepreneur**
  - ✓ **Business / Product Ideation using the Business Model Canvas**
  - ✓ **Financial Literacy**

- 
- A smartwatch with a black strap and a silver-colored case. The screen displays a list of modules, each preceded by a blue checkmark. The text is in a mix of blue and red colors.
- ✓ **Importance of Research in Product Development**
  - ✓ **Environmental Analysis**
  - ✓ **Business Planning & Management**
  - ✓ **App Development**
  - ✓ **Pitch Preparation**

# TRAINING MODULES

| Module Title  | Duration        |
|---|-----------------|
| Introduction Module                                       | 1.5 Hours       |
| Introduction to Innovation                                | 5 Hours         |
| On Becoming A World Class Entrepreneur                    | 2 Hours         |
| Business Module Canvas/Product Development                | 4 Hours         |
| Solidifying the Idea (SWOT Analysis)                      | 1.5 Hours       |
| Money Management/ Financial Literacy and Legal Compliance | 5 Hours         |
| Business Essentials (Customer Service)                    | 1.5 Hours       |
| Presentation – Business Pitch                             | 4 Hours         |
| Business Planning   | 3 Hours         |
| Networking & Social Media                                 | 2 Hours         |
| Marketing & Promotion                                     | 4 Hours         |
| Sales Strategies & Negotiation                            | 2.5 Hours       |
| Microsoft suite   | 4 Hours         |
| <b>TOTAL</b>  | <b>40 HOURS</b> |

# CERTIFICATE OF PARTICIPATION



**You Did It!**



This certificate for outstanding participation is proudly presented to

**Juan Pérez**

in recognition of the completion of the DIA Innovation Curriculum of the Youth Urban Lab



Jamaica, April 2018

**Shanae Owen, Project Coordinator**



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# Diverse Group of Participants



# URBAN CHALLENGE IDEATHONS



In this two (2) day workshop participants find solutions to specific urban and societal challenges and brainstorm ideas. This will serve as a platform for youth to start their long-term projects in community building or disruptive Entrepreneurship.





# DIA Pitchtank Boot-camp



- Primary objective is to assist the participants in their preparedness to pitch.
- Activities includes mock pitch presentations, speed pitching, pitch PowerPoint development.





# Pitchtank Competitions

- DIA participants get the opportunity to pitch project ideas
- Judging panel includes persons from both public and private sectors
- Pitchtank awards winners US\$ 1,000 to develop their ideas





# *Solutions: Crime & Violence*

Solutions for a safe and secure city should deal with, but are not limited to, any of the following aspects:

- reporting observed incidents of crime and violence
- **alert security personnel when in distress**
- **receive the updates on areas to avoid or safe spaces**
- create a collaborative space for the sharing of best practices



# ***Solutions: Youth Unemployment***

- The youth unemployment solutions should deal with, but are not limited to, any of the following aspects:
- Alternatives for youth employment (entrepreneurship, internship, apprenticeship etc.)
- **Provide relevant tools/resources/materials to assist youth in successfully landing a job**
- Suggest/highlight career options that are in high demand (currently or in the future)
- **Provide a comprehensive list of agencies / organizations that can offer training, career development and/or job opportunities**





# ***Solutions: Climate Change & the Environment***

- The environmentally friendly solutions should deal with, but are not limited to, any of the following aspects:
  - **promote recycling or proper garbage disposal**
  - promote the importance and increase need for green spaces
  - offer solutions for the use of renewal energy
  - **offer solutions to monitor energy consumption and conservation**



# ***Solutions: Gender Based Violence***

- reporting observed cases of abuse
- **foster a collaborative space for more positive interactions among women and girls**
- share the latest statistics and/or data on GBV
- list shelters/homes where abused persons can seek refuge
- share information on events and activities to support women most vulnerable to GBV
- **create a space where persons can request and receive help (eg. counselling, legal advice, etc.)**



# Solutions: Youth Participation & Civic Engagement

Solutions for the participatory city should deal with, but are not limited to, any of the following aspects:

- **increase the availability of documents/reports/infographics available to the community**
- allow citizens to make informed decisions
- **enable citizens to actively take part in the decision-making process at the community and /or constituency level**
- empower users to suggest or create their own solutions to challenges faced in their communities



# High Level Interactions



**Eva Lewis**

*Country Manager, Citi Bank*

**Linda Eddleman**

*CEO, Trust for the America*

**Michael Lee Chin**

*Chairman, National Commercial Bank*

**Minister Parnel Charles Jr.**

*Former Minister of State, Ministry of  
National Security*

**Minister Floyd Green**

*State Minister, Ministry of Education,  
Youth & Information*



# High Level Interactions



**Nestor Mendez**

Assistant Secretary General, OAS

**Eva Lewis**

CITI Country Officer, Jamaica

**Lascelles Chin**

Founder, Chairman & CEO, LASCO





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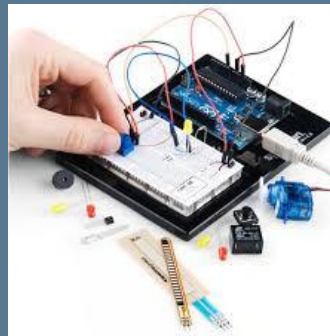
# High Level Meetings



- Visit of OAS Assistant Secretary General Nestor Mendez
- 5 DIA Urban Challenge Ideathons
- 4 DIA Pitchtanks
- DIA Jamaica Inauguration
- Visit of OAS Board Director Robert Almeida
- Visit of OAS Board Director Michael Lee Chin
- 5 DIA Jamaica Promotional Videos



# *Cutting-edge Equipment / Technology*



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# Continued Training & Capacity Building for Facilitators





# MENTORSHIP NETWORK

## Objective:

Connect innovators and disruptive entrepreneurs through access to guidance & mentorship opportunities, peer-to-peer collaboration, sharing of best-practices and lessons learned

## Specific Activities:

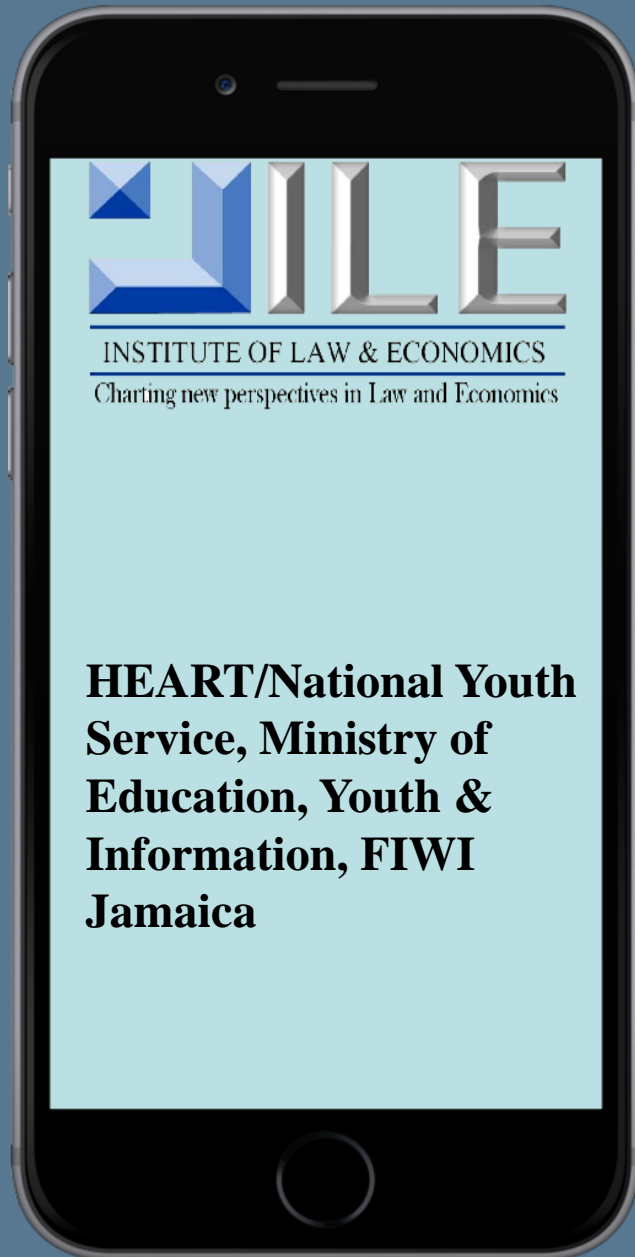
(1) Provide an opportunity for virtual exchanges between our participants and other youth across the region

(2) Mentors / volunteers interacts (virtually or otherwise) with participants to provide additional guidance perspective & support





# Networking & Partnership



- **Direct involvement** from our Board of Directors to **leverage support** for our initiatives.
- ILE continues to work with and rely on our network (*existing entrepreneurs, service providers, financial institutions, training agencies, volunteers, etc.*) to form **partnerships to enable success**
- Provide additional **exposure / opportunities** for the participants
- Strengthen the **ecosystem of support** for our innovators / entrepreneurs

# Networking & Partnership



**USAID**  
FROM THE AMERICAN PEOPLE











# DIA JAMAICA LAB EXPERIENCE

# DIA Lab Experience



- ❑ The DIA lab provided a workable space
- ❑ I was able to use their equipment (Arduino kit)
- ❑ I obtain legal advise from the lab in order to register and patent my business.
- ❑ Their trainings were remarkable, they assisted me with pitching in their Pitch-Tank competition in 2018
- ❑ Their continuous support helps to motivate and keep me on the right path with my project
- ❑ The DIA lab has provided me with resources, mentorship and other opportunities for developing my project

# Seizure Guardians

## The Story Behind the System

- ❑ Multiple unpredictable seizure attacks.
- ❑ The project was created to help detect and prevent future attacks.





# The Solution



## Constant Monitoring

01

Monitor and record the user's brain activities

## Notifications

02

Notify the user when to take his/her medication

## Data Collection

03

The high volume of data will be stored using big data

## Data Storage

04

The data collected from the user will be sent to a cloud storage.

## Automatic Data Synchronization

05

Data will be automatically synchronize to the cloud storage once the user is connected to Wi-Fi



Monitoring Brain Activity

# Seizure Guardians

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- ❑ Seizure Guardians is a medical app and wearable device that automatically detect and monitor whenever someone is having a seizure.
- ❑ The device will alert persons around the user of the Seizure aid technique.
- ❑ The GPS navigator will allow easy tracking of the user
- ❑ The device will monitor the user's brain waves, body temperature, heart rate and blood pressure.

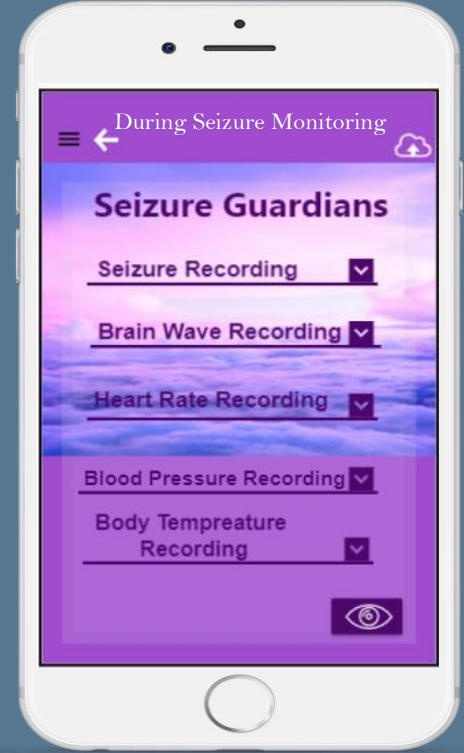
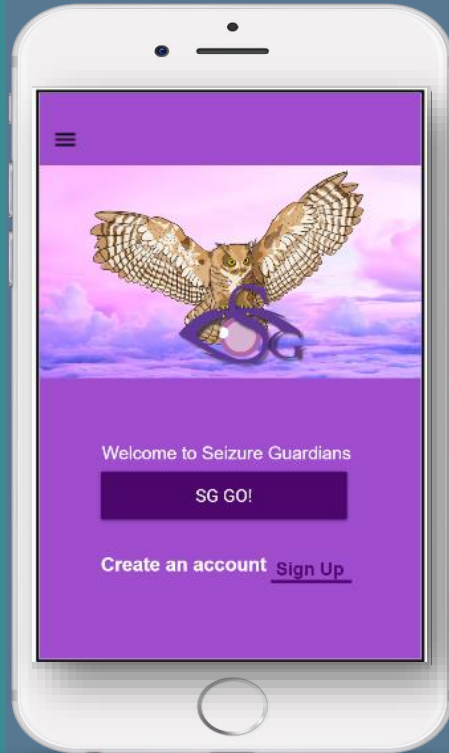


# Seizure Guardians Prototype

The Login

Before Seizure Monitoring

During Seizure Monitoring

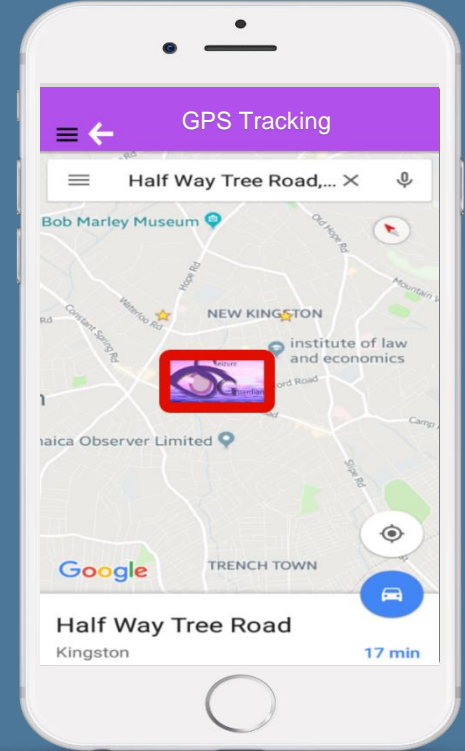
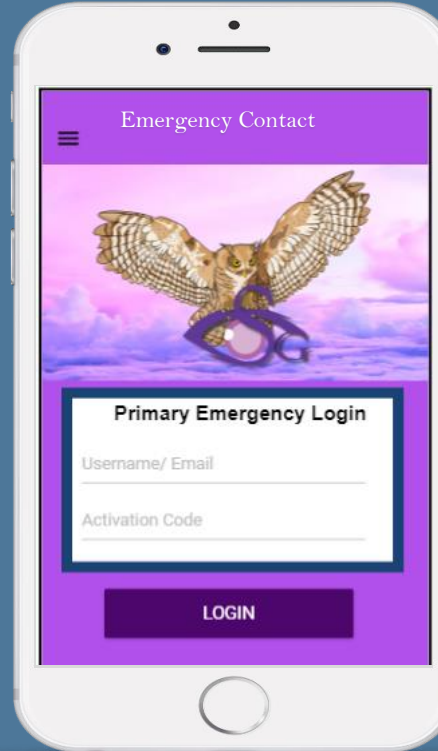
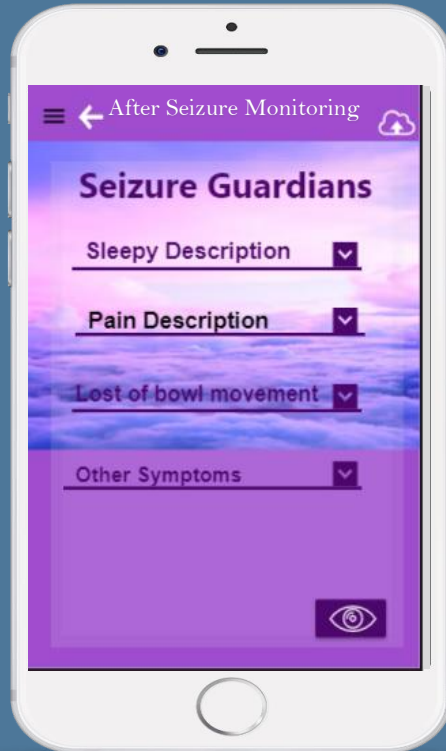




# Seizure Guardians Prototype

After Seizure Monitoring  
Emergency Contact

GPS Navigator Tracking

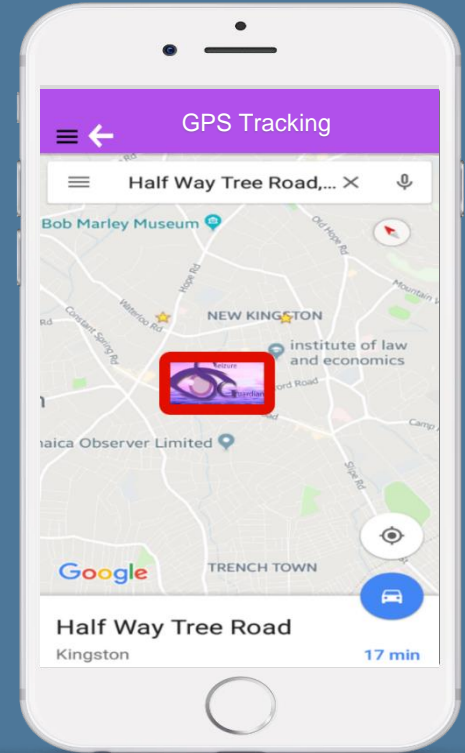
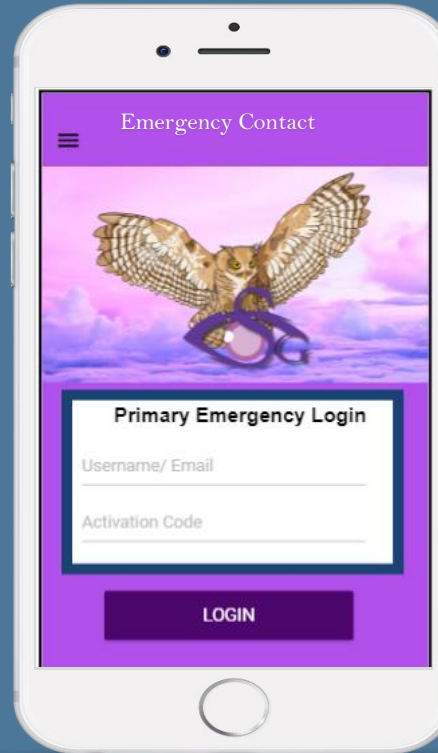
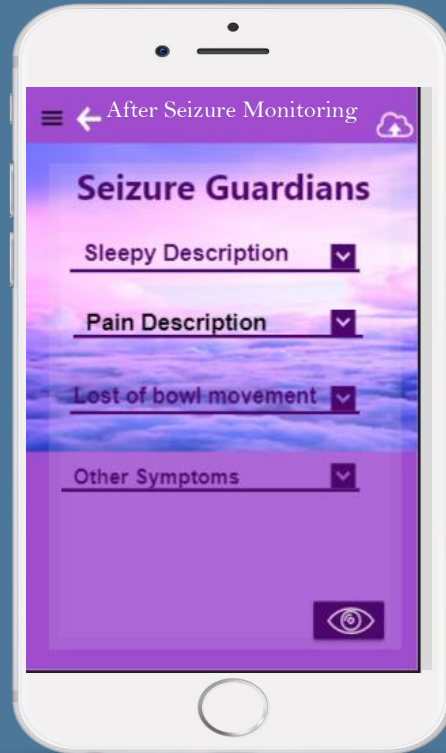


# Seizure Guardians Prototype

After  
Seizure  
Monitoring

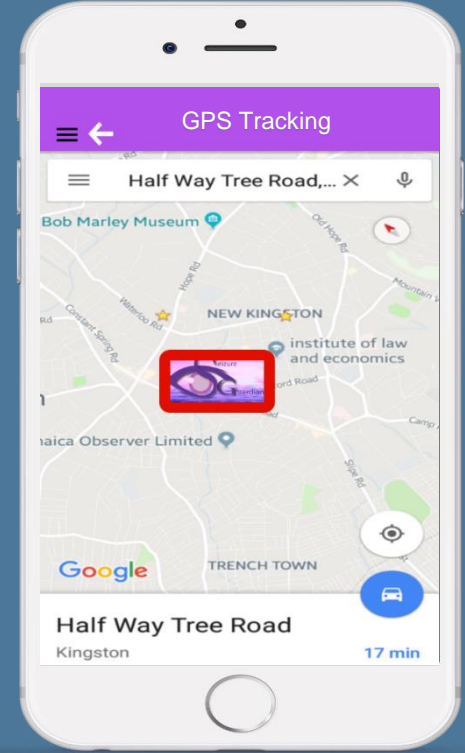
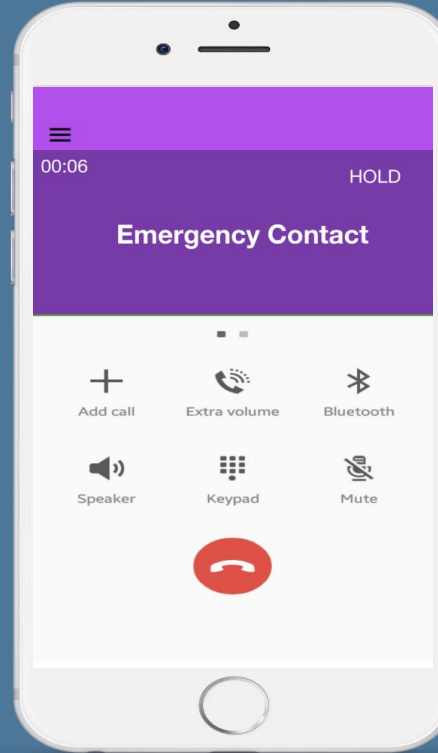
Emergency  
Contact

GPS  
Navigator  
Tracking



# Seizure Guardians Prototype

- Lock  
Screen
- Emergency  
Contact
- GPS  
Navigator  
Tracking





# CONTACT INFORMATION



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THANK  
YOU!