

# Welcome to The Data Lab MSc Innovation Week

3rd - 5th June 2019  
Glasgow



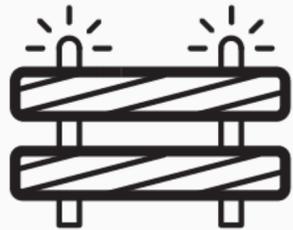
# Support The Data Lab MSc Innovation Week

The DataLab Msc Innovation week is an opportunity for organisations to **work with 155 data scientists** and **tackle issues that have a real impact on Scotland**. You have the opportunity to:

- **Submit a persistent business challenge** that the students can respond to.
- **Submit datasets** that they can explore and interrogate.
- **Sponsor the event.**

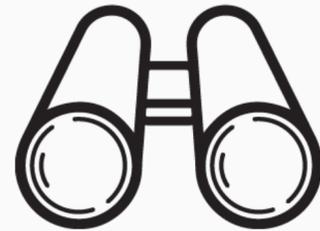


# Support the Data Lab MSc Innovation Week



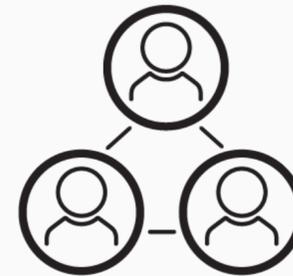
## Submit a business challenge

We'll work with you to identify and develop challenges that will make a difference to your organisation and pique participants' interest.



## Gather relevant datasets

These will shed light on the challenge, identifying causes, barriers and most importantly opportunities. Submit your data if you have any. We will work with you to ensure the confidentiality of your datasets if required.



## Work with 155 data scientists and designers

During the Innovation Week, we'll work with you, data scientists and designers to explore innovative solutions through design and data.



## Recruitment

You will be able to work first-hand with potential recruits.

# What makes a good challenge?

- It describes a problem, an opportunity, or a barrier.
- It doesn't predict the solution.
- It catches people's attention.
- It is persistent and difficult to crack.
- If it were solved, we would see the difference.
- We would be able to measure a solution's impact.
- We have evidence that it is a real challenge.
- **We can explain it simply so that participants can grasp the challenge.**
- **We are able to talk to some of the user communities during the Innovation Week.**



# Example of a challenge

## Problem:

Support for charities is declining. Why? What can be done to change people's minds?

## Evidence:

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## Impact:

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## Known or assumed causes:

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## Hypothesis:

Increasing openness and transparency might help restore the public's trust in charities.

## Challenge:

How might we encourage people to support charities?

## We'll know we've had a positive impact when:

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## Previous challenges

What makes a great beer?

How do transport issues impact customers?

How might we better understand how people use prescriptions to improve patient outcomes?

How might we increase the benefits of marine tourism for the West Coast of Scotland?

How might we better understand the impact of planning applications on biodiversity?

## Themes

- Transport
- Tourism
- Finance
- Media
- Sports
- Housing
- Government
- Health

## Triple bottom line

- Environmental impact
- Social impact
- Financial impact

## Feasibility

- Financial
- Operational
- Acceptable

# The MSc Innovation Week

The Data Lab MSc is a challenge-based learning programme in its fourth year, supporting 155 students across 11 Scottish Universities. It helps students acquire the skills that the industry requires.

The students will learn to use **design thinking to tackle real-life challenges** from the private, public and third sector. They will practice the non-technical skills that employers highly value such as **teamwork** and **communication**.

They will produce a meaningful output, a product, process, service or visualisation that benefits the business.

**Watch the video from Innovation Week 2018**

<https://www.youtube.com/watch?v=R2aMInvDwhM>

# The Data Lab

The Data Lab aims to revolutionise how the Scottish industry develops and applies cutting-edge analytics and data science to capture new market opportunities, boost productivity and connect experts.

Established with a grant from the Scottish Funding Council, The Data Lab enables industry, public sector and world-class university researchers to develop new data science capabilities in a collaborative environment. Its core mission is to generate significant economic, social and scientific value from data.

The Data Lab has a Scotland-wide presence with Hubs in Aberdeen, Edinburgh and Glasgow.

# SNOOK

For the second year running, Snook will organise, design and facilitate the Data Lab MSc Innovation Week. The award-winning service design agency will train participants in design thinking and help them apply their newfound skills to the business challenges.



# Contact Us

## The Data Lab

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Thank you.