



Innovation Sandpit

Never Stand Still UNSW Innovations

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**“Creativity is just
connecting things”**

- Steve Jobs



On June 2, 2003, Stephenie Myer had a dream ...



And look what it lead to ...

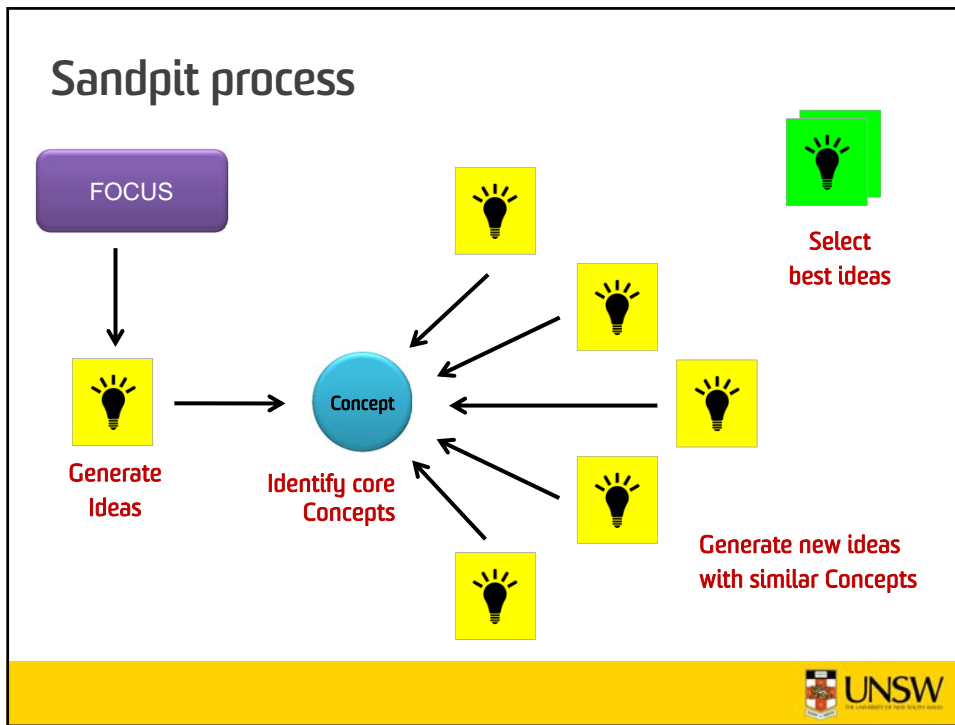


Total Franchise Sales*

\$5,736,100,000

* As at November 2012 - <http://www.statisticbrain.com/total-twilight-franchise-sales-revenue/>





CRC Low Carbon Living - Focus statement

Creative ideas for skills development,
and potential experiential learning
opportunities, to help accelerate
CRC-LCL HDR student's careers



Sandpit process

10mins

FOCUS



Generate
Ideas



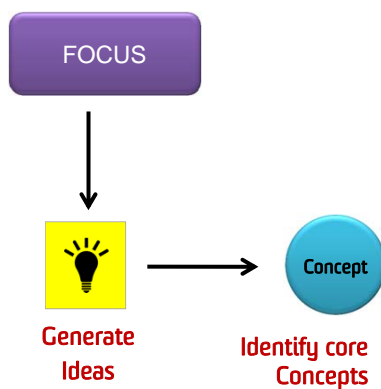
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Sandpit process

10mins



“Concepts are the
genes of ideas”



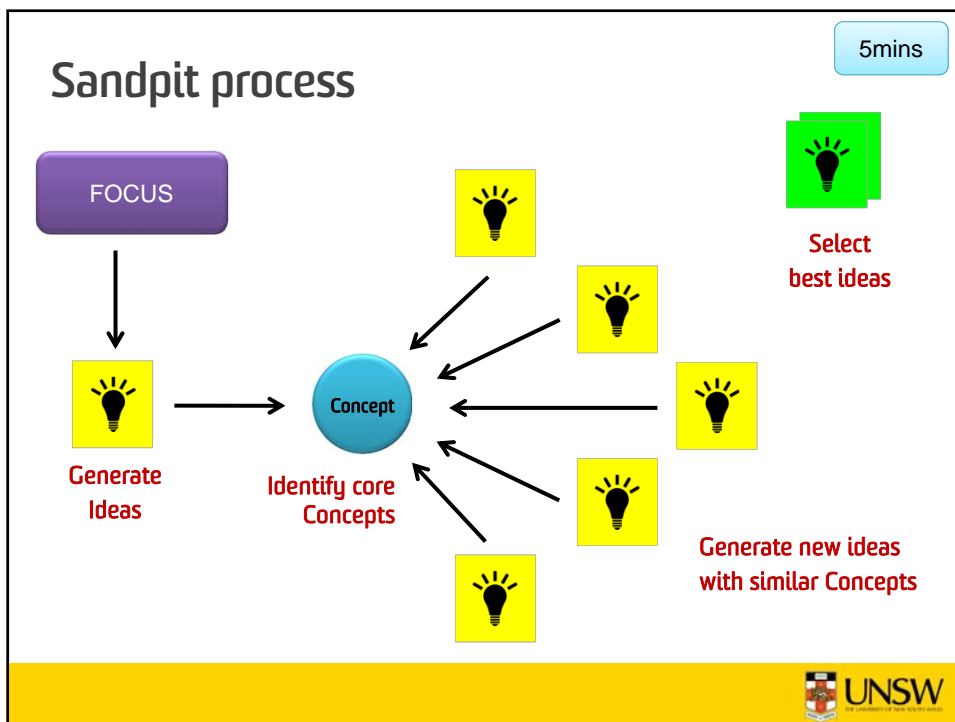
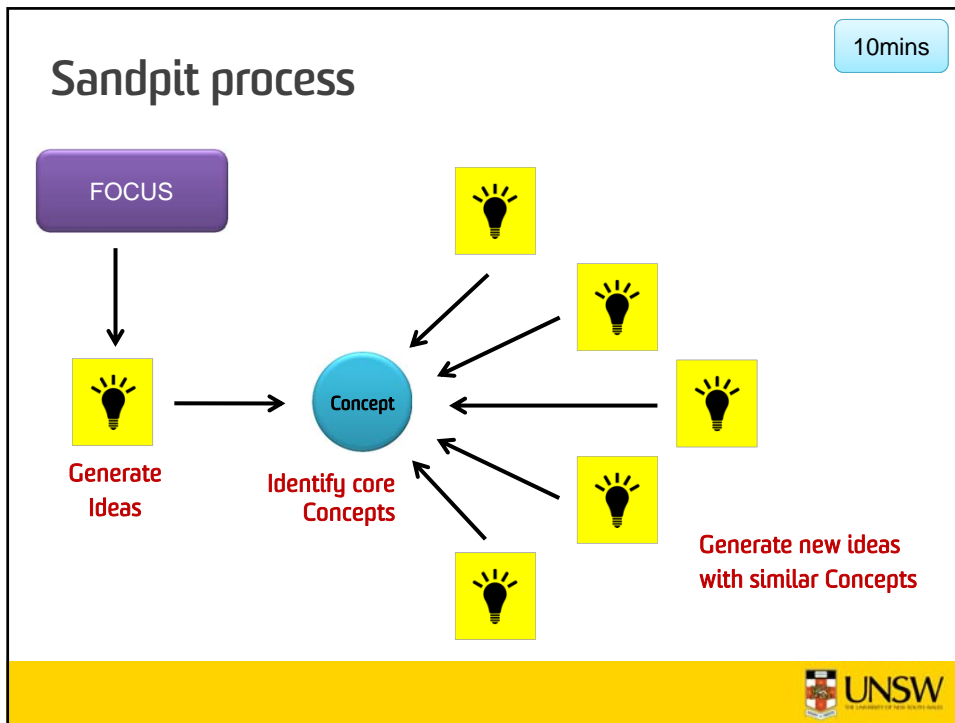
Concept Extraction

- Task: Empty water out of the glass.
Can't damage glass or move it
- Idea: Use a straw and suck out the water
Concept: "lifting the water out"
- Idea: Drop stones in
Concept: "Displacement"
- Idea: "Boil" the water out
Concept: "Giving energy to the water"



After Edward de Bono







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CRC Low Carbon Living - Focus statement

Which skills or experiences would
best help launch and accelerate a
CRC-LCL HDR students career?

