

**Welcome! ようこそ !**



**ESI Information Session**  
**Summer 2018 Programs**  
**in Silicon Valley**

# Agenda

- Introductions
- About VIA
  - ESI: Exploring Social Innovation
  - Alumni Voices
- Questions & Answers



# Language & Cultural Programs Director



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# Social Innovation Programs Director



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# Leading Asia-US Exchange Since 1963



*via*



# Program Themes



LANGUAGE  
& CULTURE



COMPARATIVE  
HEALTH CARE



GLOBAL  
LEADERSHIP



ENVIRONMENTAL  
SUSTAINABILITY



EDUCATION



SOCIAL INNOVATION  
& DESIGN-THINKING



SPORTS & YOUTH  
DEVELOPMENT



TECH FOR  
SOCIAL GOOD



COMMUNITY  
DEVELOPMENT



ART & SOCIAL  
MOVEMENTS

# Welcome to the Bay Area!







San Francisco, California





**Stanford University**





UBER



twitter



facebook

Stanford





# Exploring Social Innovation (ESI)

July 16-26 & August 15-25 | San Francisco & Silicon Valley









# Program Goals

## Exploring Social Innovation (ESI)



Explore the social  
innovation field



Gain hands-on  
experience



Accelerate your  
growth as an  
innovator



Strengthen  
cross-cultural  
communication skills



Connect with a  
community of  
changemakers

# Visit Social Enterprises

IDEO





# Visit Social Enterprises

BAYCAT





# Visit Social Enterprises

## Delancey Street Foundation





# Gain a Changemaker's Mindset

## Building Empathy





# Gain a Changemaker's Mindset

## Learning to Take Risks





# Gain a Changemaker's Mindset

## Design-Thinking





# Growth Through Reflection

Deep Dialogue • Personal Reflection • Storytelling





# Participant Profile

Kazuya Aoshima

**University:** Rikkyo University

**Major:** Foreign Language

**Reason for joining:** Friend strongly recommended, Expanding horizons, and also to practice English in a native environment

**Now:** Teacher pioneering innovative ways of learning English and motivating students to achieve their real dreams



# Participant Profile

Apiwan Duangphummet

**University:** Rikkyo University

**Major:** Economics

**Reason for joining:** Build a stronger foundation in creative problem solving for social issues

**Now:** Working in a start-up company in Thailand to change the education system through design



**TED<sup>x</sup>Bangkok**  
x = independently  
organized TED event



# Participant Profile

Tea Zhou

**University:** Beijing University

**Major:** Philosophy

**Reason for joining:** Understand new ways to solve social issues and have an experience abroad and consider graduate school options

**Now:** Working to create the future of CSR (corporate social responsibility) in China





# Program Cost

## Exploring Social Innovation (ESI)

|             |             |
|-------------|-------------|
| Program Fee | \$3,250 USD |
|-------------|-------------|

### Included

- Hotel in downtown San Francisco
- Welcome lunch, final dinner
- Local transportation
- Most scheduled activities

### Not Included

- International airfare
- Travel medical insurance
- Most meals

**Scholarships Available!**  
[viaprograms.org/silicon-valley/scholarships](http://viaprograms.org/silicon-valley/scholarships)



# Timeline

| Round 1                 | Round 2               |  |
|-------------------------|-----------------------|--|
| April 21<br>(Asia Time) | May 13<br>(Asia Time) | <ul style="list-style-type: none"><li>• Submit online application</li><li>• Reserve interview time (at end of application)</li></ul> |
| April 24<br>– May 4     | May 15 – 25           | <ul style="list-style-type: none"><li>• Participate in Skype or phone interview (approx. 15 minutes)</li></ul>                       |
| May 8                   | May 29                | <ul style="list-style-type: none"><li>• Notification of acceptance</li></ul>   |
| June – July             |                       | <ul style="list-style-type: none"><li>• Pre-departure preparations</li><li>• Online community-building activities</li></ul>          |



# Contact



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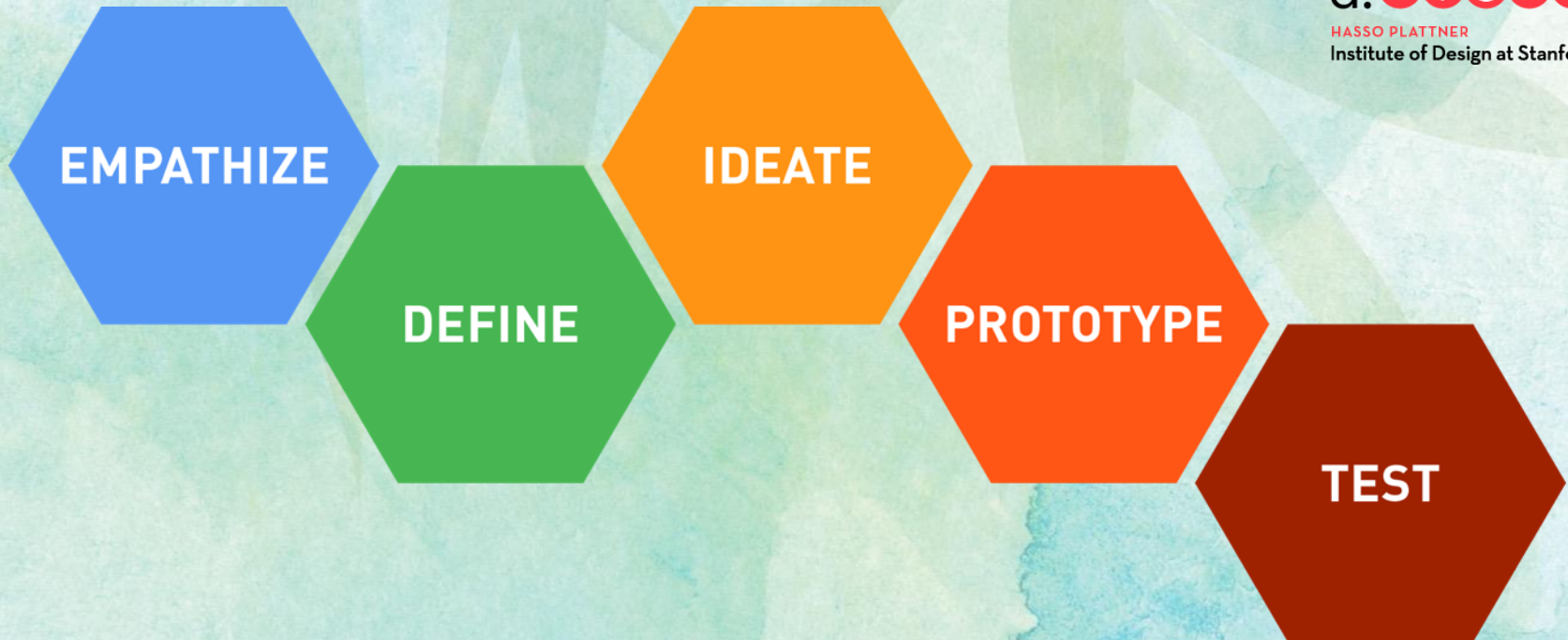


**Questions?**

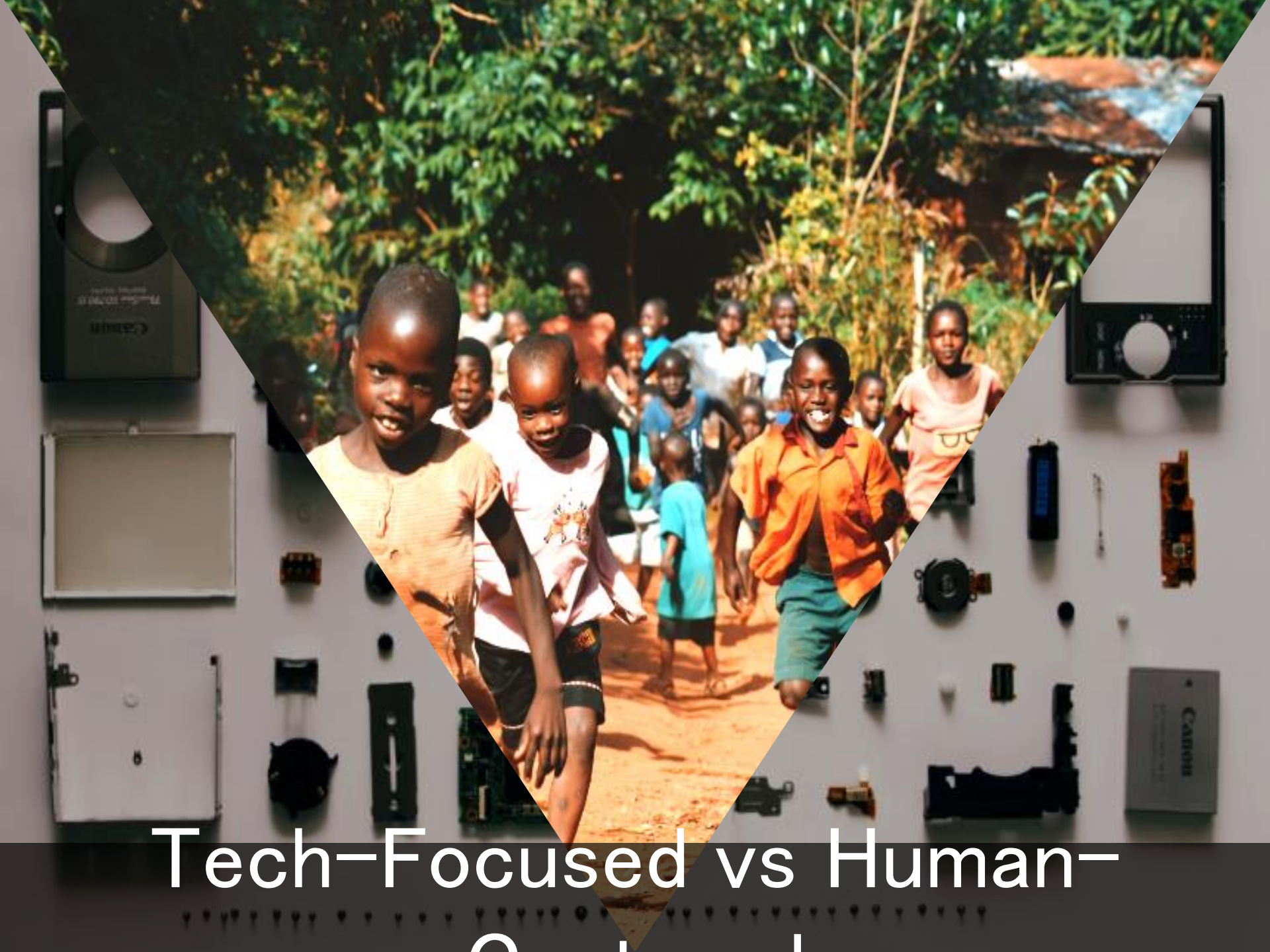


# *Alumni Conversation Circles*



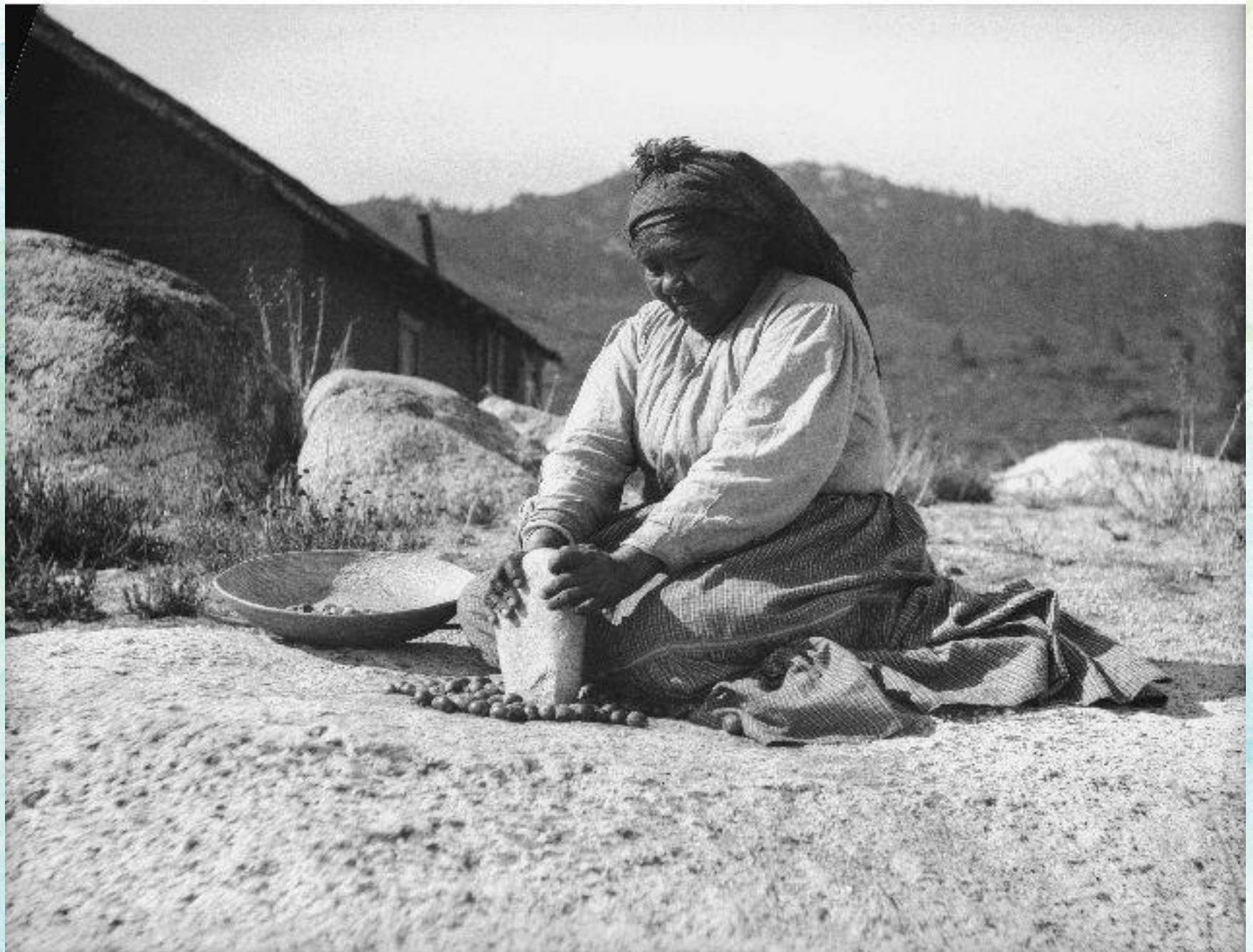


# Mini-Intro to Design-Thinking



Tech-Focused vs Human-









# HOW IS DESIGN-THINKING DONE?



embrace



million die annually

They are born too early and can't keep themselves warm



A newborn baby is lying in a hospital incubator. The baby is wearing a white hospital gown and has a red oxygen sensor on their forehead. The incubator is white and has a clear plastic window. In the foreground, there is a blue medical device, possibly a ventilator or a pump, with various tubes and wires connected to it. The background is slightly blurred, showing other medical equipment and a hospital setting.

# THESE DEATHS ARE PREVENTABLE

But \$25,000 incubators are too **expensive** for most people in developing countries.

# The Challenge Begins



In 2007, Stanford d.school students start to design an incubator that only cost **1%** of the original price



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Empathize

# UNDERSTAND THE USERS

The Embrace team **traveled** from Stanford to Nepal's capital city to interview & observe





SURPRISINGLY,  
THEY FOUND  
OLD  
INCUBATORS,  
**UNUSED**



Actually, most premature babies are born in **rural areas**. Parents can't afford to come to cities, or babies die traveling

Define

# Insights

1. The REAL users **don't** live in cities.
2. The 1% cost incubator is still too **expensive**.
3. Many rural areas had **no** electricity.





Define

# Refine the problem

“Design an **ultra low cost**,  
**portable** way of maintaining  
babies’ temperatures  
without electricity.”





The team created **many** different ideas before deciding on a pouch warmer for the babies.





Prototype

# KEEP MAKING, KEEP LEARNING

Embrace members lived in India for a summer & made a **new prototype every day** to answer different questions



Does the pouch keep the baby warm enough?  
What should the pouch look like?  
What materials should we use?

Test

# TESTING AT EVERY STAGE

Clinical trials started with a **premature lamb**, then the first baby, and finally across many hospitals around the world





# Test RESULT: EFFECTIVE, AFFORDABLE, REVOLUTIONARY

Embrace is now a  
**successful** company and  
has helped over 200,000  
babies



## Inexpensive

Less than 1% of the cost of a standard incubator

## Durable

Can be reused up to 50 times

## Portable

Can be used while the baby is held in the mother's arms or during transport

## Hygienic

Easily cleaned using soap and water

## Safe

Simple and intuitive to use, validated through routine safety testing and extensive clinical trials

## Effective

Incorporates an innovative phase change material to rapidly stabilize the temperature of an infant suffering from hypothermia

