Creating new businesses, Reinventing existing businesses

Summer 2020

Prepared by
H4R - Hawai'i
Core Team
SUMMARY

The University of Hawai‘i Office of Innovation and Commercialization and MEDB STEMworks, mobilized to respond to the economic hardships caused COVID-19 by bringing the community together to help existing businesses recover and inspire new ones to start. In partnership with leading entrepreneurs at Stanford University, Steve Blank’s Hacking 4 Recovery, a lean business model course, was brought to Hawai‘i.

Hacking 4 Recovery – Hawai‘i, modeled after Stanford’s H4R program, was not a traditional hackathon where participants develop a widget/service/process. Instead, Hacking 4 Recovery – Hawai‘i was about spreading knowledge, developing an innovation and entrepreneurial mindset and engaging our community to develop an idea to support Hawai‘i’s recovery and taking this knowledge and pay it forward. The H4R – Hawai‘i bootcamp kicked off on Monday, August 10.

H4R – Hawai‘i was open to the entire community, including Hawai‘i college students, faculty & staff, and high school students. The response was overwhelming with over 160 applicants, across all demographics including high school students, college students, existing businesses, entrepreneurs, and community members. Business ideas and technologies spanned a wide range of economic sectors, from ocean-based renewable energy to a program helping to reduce loneliness through intergenerational connections to ways of connecting local companies and local talent and ways to tackle areas impacted by COVID-19, including education and the tourism industry.

Local instructors and experts were recruited to teach and mentor participants alongside Steve Blank and the Stanford teaching team. All in, more than 50 individuals volunteered their time to support this effort. Everyone involved, from the faculty and staff from multiple UH campuses, to community organizations, like MEDB STEMworks, to industry participants, like Hawaiian Electric Industries, Diamond Bakery, Hawaiian Telcom, and Steve Blank and the Stanford Team, volunteered their time to build capacity, share knowledge, drive innovation and inspire our community during this time of economic uncertainty and distress.

A total of 22 teams participated and paired with a Team Mentor to provide feedback and guidance. During the five-day bootcamp, teams worked intensely to conduct customer discovery interviews to revise and advance their ideas and business models. It was a tough week, but all 22 teams stuck it out, exhibiting grit and determination, and walked away with new and tested business models for an economy that is getting back to work. The final day highlighted all of their hard work with presentations on lessons learned and their path forward.

More than seven teams are pursuing their ideas. In addition, requests have been received to offer the program again, facilitate the programming across the state and partner with other universities to bring the program to their state.

The participants, instructors, mentors and volunteers all came together to share knowledge and ideas, build and inspire Hawai‘i’s innovation and entrepreneurship community and “pay it forward” to help Hawai‘i on its road to recovery.
THE NUMBERS

5-Days
August 10-14

- 90+ Participants
- 50+ Volunteers
- 22 Teams
- 1000+ Customer Interviews

Sector

- Agriculture
- Computer Sciences
- Health
- Remote Education
- Remote Entertainment
- Sciences
- Social Enterprise
- Travel/Hospitality

www.innovate2impact.hawaii.edu
TEAM AND PARTICIPANT BY:

LOCATION

- Kaua'i: 3%
- O'ahu: 1%
- Maui: 8%
- Hawai'i: 10%
- US: 1%
- Unknown: 7%

AFFILIATION

- Business: 28%
- College Student: 17%
- Community Member: 14%
- Entrepreneur: 15%
- High School Student: 7%
- Unknown: 51%

GENDER

- Men: 49%
- Women: 51%
TESTIMONIALS

Thank you so much for this opportunity to learn the Lean Startup methodology first hand, with very valuable feedback from all of the mentors. YES it's intense, YES it's a lot of work, YES we are getting many different viewpoints but it's forcing us to be flexible in our thought!

I've been sharing out with my friends all about this experience and method. Now that I understand the methodology, I want to continue to use it to develop the current project, and I want to use it to develop other proposals as well.

I will definitely share the lean methodology with others because it was a process that really helped our team in delivering a perfected product to the customer.

My biggest takeaway was the huge importance of customer interviews and experimentation, which is familiar to me in coming from a science background. You may be the most informed expert with the best possible product that you know is "needed," but when you present this to customers they may have no interest in purchasing your product. The interviews are critical to finding out what customers want, and remaining flexible and nimble -- ready to pivot -- is key.

My biggest takeaway from the program was to make sure the product is being driven in a way that satisfies the customer. Our team actually had to make a pivot to ensure our product would adhere to the customer's needs.

HR4 was an excellent experience, and I am so glad I did it!
Teaching Team

University of Hawai'i

Debasis Bhattacharya
University of Hawai'i Maui College
Assistant Professor
Business & Hospitality

Faustino Dagdag, Jr
Leeward Community College
Instructor
Business

Denise McKenzie
University of Hawai'i
Office of Innovation and Commercialization

Peter Rowan
University of Hawai'i
Executive Director
Pacific Asian Center for Entrepreneurship

Dirk Soma
Kaua'i Community College
Assistant Professor
Business

Stanford University

Steve Blank
Adjunct Professor
Management Science and Engineering

Tom Bedecarré
Lecturer
Graduate School of Business

Steve Weinstein
Lecturer
Management Science and Engineering

Guest Speakers

Pia Aarma
Pineapple Tweed
Founder & President

France Hoang
boodleAI
Founder

Donavan Kealoha
Startup Capital Ventures
Director
### MENTORS

#### Team Mentors

<table>
<thead>
<tr>
<th>Ajay “AJ” Aluri</th>
<th>Creighton Liu</th>
<th>Steve Sue</th>
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<tr>
<td>Joey Aquino</td>
<td>Mark Loughridge</td>
<td>Dan Swift</td>
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<td>Margie Bennett</td>
<td>Cindy Matsuki</td>
<td>Jason Thune</td>
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<td>Eugene Chang</td>
<td>Virendra Nath</td>
<td>Ray Tsuchiyama</td>
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<tr>
<td>Trung Dung</td>
<td>Constancio Paranal III</td>
<td>Edward White</td>
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<tr>
<td>Steven Farmer</td>
<td>Heidi Renata</td>
<td>Gary Yoshioka</td>
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#### Customer Discovery / Subject Matter Expert Mentors

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<tr>
<th>Steve Auerbach</th>
<th>Tiffany Huynh</th>
<th>Veronica Rocha</th>
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<tr>
<td>Chenoa Farnsworth</td>
<td>Jennifer Ingersoll</td>
<td>Anna Sikkink</td>
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<td>Sandra Fujiyama</td>
<td>Meli James</td>
<td>Katie Taladay</td>
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<tr>
<td>Alex Gallo</td>
<td>Keoni Lee</td>
<td>Joseph Teipel</td>
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<td>Aly Gregg</td>
<td>Krystal Lee</td>
<td>Alec Wagner</td>
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<tr>
<td>Brittany Heyd</td>
<td>Ian Masterson</td>
<td>Lauren Ward</td>
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<td>Brandon Higa</td>
<td>Frank de Rego</td>
<td>Jarret Yip</td>
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#### Teaching Team Coordinators

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<th>Jennifer Ingersoll</th>
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<td>Gabor Paczolay</td>
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<td>Alec Wagner</td>
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OUR PARTNERS
Teams

**Team Name:** Adnoviv  
**Sector:** Sciences - Energy  
Smart occupancy sensors that reduce energy use

**Team Name:** AJ3  
**Sector:** Education  
Financial education for the younger generation

**Team Name:** Aruki Pets  
**Sector:** Health  
Making health attractive

**Team Name:** Coding for Social Change  
**Sector:** Social Enterprise  
Deliver user driven, information driven content about politics

**Team Name:** CUP20  
**Sector:** Health  
Ultraviolet sanitizer with COVID-Kit

**Team Name:** D-FEX  
**Sector:** Travel Hospitality - Food sustainability  
Decentralized fish exchange
Team Name: Duel Stream  
**Sector:** Remote Entertainment  
Remote entertainment and gaming platform

Team Name: Experiential (Frost)  
**Sector:** Social Enterprise  
Connect students and businesses with job opportunities and internships

Team Name: GDLFA  
**Sector:** Social Enterprise  
Fundraising platform for schools

Team Name: Hawaii Interns  
**Sector:** Social Enterprise  
Talent recruitment website helping local youth connect with internship opportunities

Team Name: Holo Pono  
**Sector:** Health  
COVID-19 safety app

Team Name: Kupukupu  
**Sector:** Computer Sciences  
Platform to sell never used before products
**Team Name:** Maui Agricultural Technologies  
**Sector:** Agriculture - Food sustainability  
Connecting farms to business buyers

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**Team Name:** Meet Need Hawaii  
**Sector:** Social Enterprise  
Connecting the community with job opportunities and each other

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**Team Name:** My Biotics  
**Sector:** Health  
Creating individualized lifestyle plans for people to achieve their best health

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**Team Name:** P-CHAMP  
**Sector:** Social Enterprise  
Transitioning offenders from prison to the community

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**Team Name:** Polu  
**Sector:** Sciences - Energy  
Create energy stability and diversity by providing firm generation of renewable electricity

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**Team Name:** Purpose Pals  
**Sector:** Health  
Pairing the generations – remote companionship service
Team Name: Senpai
Sector: Computer Sciences
Connecting subject matter experts/mentors to customers online

Team Name: Spark
Sector: Education
STEM education platform – Together Let’s Light the Spark Today for a Brighter Tomorrow

Team Name: Surf World Hawaii
Sector: Social Enterprise
Gathering place to showcase stories of surfing and Hawaiian watersports culture

Team Name: Words 4
Sector: Education
Read aloud videos books and connector to libraries
Mahalo to all 22 teams, the local teaching team, the guest speakers, the mentors and volunteers, our innovation, entrepreneurship, industry and community partners, Steve Blank, Tom Bedecarré and Steve Weinstein...what an experience, we could not have achieved what we did without you!

Our recovery is going to be a long and difficult journey, but we will get there together.

If you are interested in supporting innovation and entrepreneurship programs, including H4R – Hawai‘i, please contact us at h4r@hawaii.edu or uhott@hawaii.edu.

H4R – HAWAI‘I
CORE TEAM

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University of Hawai‘i
Interim Director
Office of Innovation and Commercialization

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Program Manager

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Program Manager
Pacific Asian Center for Entrepreneurship

Anna Sikkink
STEMworks
Maui Economic Development Board
Program Specialist
Mahalo!

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