

Algae Innovation Challenge

Innovating with biology for a sustainable future

How can we grow a greener future with algae?

Your challenge is to design a product or a process, using algae, that makes an existing product or process more sustainable.

1. Discover

Watch these video links to learn about:

- (a) [Algae Possibilities](#)
- (b) [Algae's Past](#)
- (c) [Algae's Future](#)
- (d) [Algae Innovation at UTS](#)

*Start out
by finding your definition
of 'Sustainable'
This will help to guide
your idea.*

2. Define your 'why' and your 'who'

What is the problem you are trying to solve?

When have you recently thought, 'there has to be a better way to do this'?

Why is the current process, product or service unsustainable?

Who are you trying to help? Who might benefit from innovation in this area?

*It might help to
use large pieces of paper,
post-it notes, a white-
board or a smartboard to
brainstorm your ideas.*

3. Brainstorm your 'what'

Brainstorm a solution or an alternative to your problem that uses algae.

Your ideas can be as wild, unique, unusual or unreasonable as you like (don't worry if they seem silly, go for quantity of ideas!)

You can list ideas that you have seen before, or ideas you've imagined yourself.

*Try putting on
your favourite song or
set a timer for 3-5 minutes
and come up with as
many ideas as you can*

*"Curiosity taking
cues from nature
has long been part
of innovation"*

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4. Refine your 'how'

Now go through a process of elimination to narrow down your ideas.

It might help to do a little more research to find out which idea will have the most impact, and which idea will be the most feasible.

Map out your chosen innovation in further detail to design how it will work.

Feasible
=
*practical, achievable,
possible or
realistic*

6. Inspiration Station

- Read about [Future Feed](#) - An animal feed seaweed supplement that reduces livestock methane emissions.
- Watch this [ABC news feature](#) about a Sydney brewery using algae to offset their carbon emissions.
- Learn about algae being used in [buildings](#), [asphalt](#), [food](#), [ink](#), [plastic foam](#) and [Omega 3 oil](#).

Have more algae questions? Get them ready for our Student Q&A session on Friday the 23rd July!

5. Create and practice your Pitch

Create a short 'Elevator Pitch' of your chosen idea, describing:

1. Your idea (What it is/how it works)
2. How it solves a sustainability issue in your chosen area (The benefit/Why it matters)
3. Your user or market (Who it benefits)
4. How you are going to get your idea off the ground to become widespread in society.

Tips:

- Practice as much as you can!
- Be creative
- Hook your audience from the start

*An elevator pitch is an **engaging** description of an idea that any listener can understand in a very short period of time.*

"Envisioning the future is the first step to shaping it"