

# Defining a moonshot

To establish the criteria of what makes an innovation a moonshot

## Description

The program facilitators will outline the characteristics of a 'moonshot' that will set the bar for the kind of innovations that will meet that threshold. For WFP-X, we've defined 'moonshot' as follows.

### A Moonshot is:

1. A solution that will enable us to achieve our preferred vision (i.e. North Star), or aspects thereof, within the time required;
2. Can be proven by testing against specific threshold criteria (i.e. falsification) that represent the preferred vision outcomes;
3. And in doing so, can solve for two or more huge problems within the system

**Suggested time** 1 hr

**Level of difficulty** Low

**Materials needed** Mural board, flip chart paper

## Steps

1

Get to know the mini-moonshot creation journey

2

Conduct mini-moonshot exercise

3

Debrief with the team

### Check how we used this in WFP-X:

<https://app.mural.co/t/wfpx20daressalaam8404/m/wfpx20daressalaam8404/1596774551957/9a95a6e8eaa413c517660e064a7b79a12edcc512>

## Tool 6 / Defining a moonshot

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### Steps

#### STEP 1

Get to know the mini-moonshot creation journey

#### STEP 2

Conduct mini-moonshoot exercise

#### STEP 3

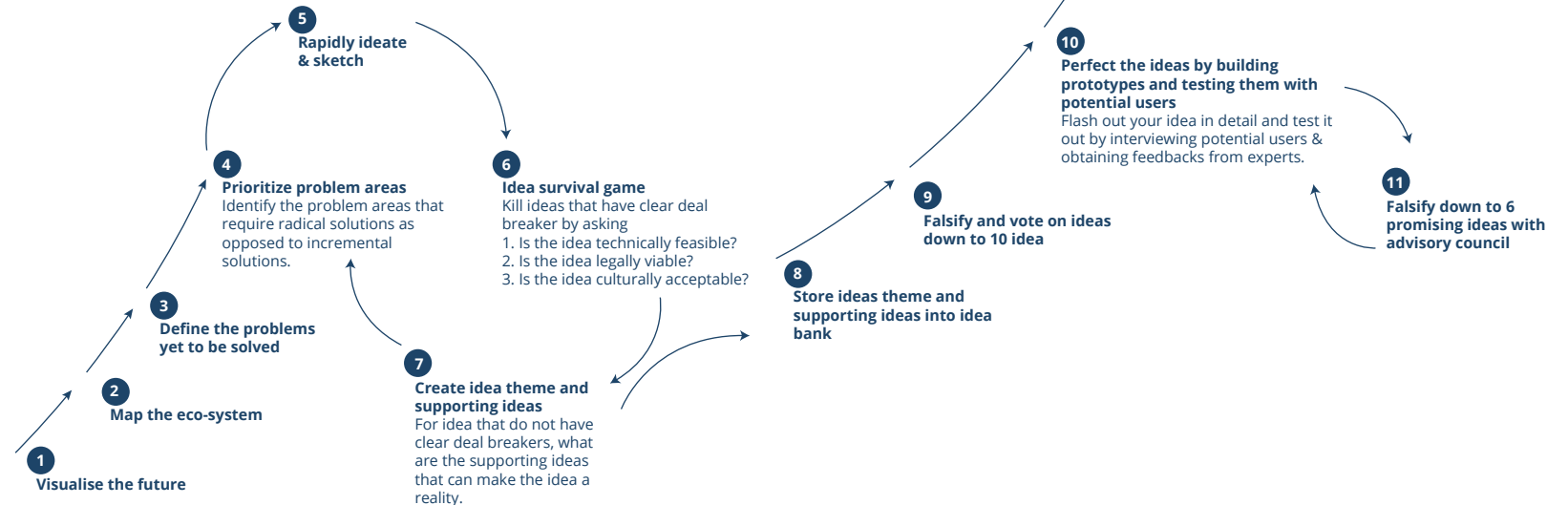
Debrief

# WFP-X Moonshot Creation Journey

## 100 ideas in 100 days



## Suggested time



Check GoogleX definition of moonshot in 'How to Make Moonshots' (Wired Magazine).

<https://www.wired.com/2015/03/how-to-make-moonshots/>



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# Conduct mini-moonshoot exercise



**Suggested time**

20 minutes

Name

Theme

**1**  
**Visualise the future**

5 mins

**2**  
**Map the eco-system**

5 mins

**3**  
**Define the problems yet to be solved**

5 mins

**4**  
**Prioritize problem areas**

2 mins

Identify the problem areas that require radical solutions as opposed to incremental solutions.



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5 10 mins  
**Rapidly ideate & sketch**

6 5 mins  
**Idea survival game**

Kill ideas that have clear deal breaker by asking:  
1. Is the idea technically feasible?  
2. Is the idea legally viable?  
3. Is the idea culturally acceptable?  
Drag the remaining ideas down here:

7 8 mins  
**Create idea theme and supporting idea ecosystem**

For ideas that do not have clear deal breakers, what are the supporting ideas that can make the idea a reality?  
What is the ecosystem of solutions that would need to be in place to help this solution thrive?

8 2 mins  
**Falsify and vote on ideas down to 2 ideas - 1 min to explain each idea 1 min voting session**

Use Mural voting function to have everyone vote on your best idea. Put the winning 2 ideas here:

9 10 mins

**Perfect the ideas by building prototypes (5 mins per idea x 2) and testing them with potential users (5 mins per idea x 2)**

Flesh out your idea in detail and test it out by interviewing potential users obtaining feedbacks from experts. In this case, draw your two ideas on paper, take a photo and upload it here, or hold it up. In pairs, explain your ideas in detail to your partner and get their feedback. Note feedback here:

10 5 mins

**Falsify down to 1 promising idea using the criteria below**

Chris's falsification criteria to be added here.

11 30 mins

**Share your final idea and hear everyone's ideas.**

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# Moonshot debrief

## Your task in this step

You made it! To end the session, fill in the feedback grid to check what worked best or needs to change, and if there's any unanswered questions or new ideas.



## Suggested time

5 minutes

**Feedback Grid** Fill the tool task sheet

|                             |                         |
|-----------------------------|-------------------------|
|                             |                         |
| <b>What worked well</b>     | <b>Needs to change</b>  |
| <b>Unanswered questions</b> | <b>New ideas to try</b> |
|                             |                         |



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