

# Designing for Adoption Worksheet

The following sections are to be completed during the workshop. At the beginning of the workshop, please identify a technology that you want to design for adoption. The technology can be a wide range of things, including but not limited to, new varieties, new pest management strategies, new equipment, new teaching methodologies, and new concepts.

1. Define the Problem.
2. Define the Customer.
3. The Value Proposition.
4. The Elevator Pitch.
5. Building the Network (who are the groups of people to involve?)
6. What are the uncertainties (what do you need to find out that you don't already know?)?

Design action steps (from first page):

Action step	People involved	Date to complete
1.		
2.		
3.		
4.		
5.		

Notes:

Resources:

Emerging extension tools - <http://hortext.weebly.com/>

Entrepreneurship at UC Davis - <http://gsm.ucdavis.edu/entrepreneurship>

Human-Centered Design Toolkit - <http://www.ideo.com/by-ideo/human-centered-design-toolkit>

Grant funding opportunities: <http://partneringforinnovation.org/other-funding-opportunities.aspx>

This worksheet accompanies the Designing for Adoption workshop developed by:

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## Designing your Scaling System (using mind mapping)

Part 1. Designing for local adoption, then Part 2. Adding and designing for scale