

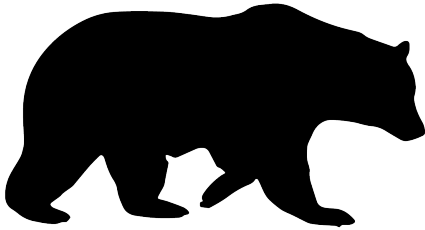
# THE NEW PRODUCT CHALLENGE

MARKET FOR SELF-CONTROL

15 February, 2017  
Desautels Hall



Behavioural Economics  
in Action at Rotman



Welcome to the finals for the Market for Self-Control: New Product Challenge! Over 30 teams registered to take part, and after a first round of online submissions, a jury of 12 Rotman faculty and staff have picked five product ideas for today's finals!

For the past few years, our center – Behavioural Economics in Action at Rotman [BEAR] – has been working with several corporate, government and other partners to help them better use behavioural insights in their organizations. Our work is based on the (hopefully) uncontroversial claim that all organizations are fundamentally in the business of behaviour change. Yet, many of them struggle with it because human behaviour is complicated, often context-dependent and almost always inconsistent.

While we could write tomes outlining the principles that underlie human behaviour, one particular aspect jumps out – the fact that people always have great intentions, but somehow fall short on following through on converting those intentions to action. We all would love to spend time at the gym, eat more fruits and vegetables, reduce our sedentary lifestyles, go to bed early and wake up early, or avoid texting and driving. If only there were devices that allowed people to actually do what they would like to do!

In the world of Behavioural Economics, we call these devices self-control products. For instance, a website ([www.stickk.com](http://www.stickk.com)) invites people to announce behavioural goals and uses a bag of incentives and behavioural techniques to help people achieve those goals. A visit to the website will show that the total dollars that people have committed to better self-control is in excess of \$29 million! The market for self-control is large, and growing. Today's challenge is an effort to start developing these devices. All the products you will hear about today are designed to help people be true to themselves, and to stick to their plans.

Rotman is in the unique position to host this challenge because of its expertise in Behavioural Insights (BEAR), Innovation and New Ventures (The Creative Destruction Lab) and Design (Rotman DesignWorks). Our goal is that our students not only get exposed to knowledge and tools, but also get the opportunity to use these tools in forums similar to the New Product Challenge!

We hope you enjoy today's session!

Nina Mazar and Dilip Soman  
Co-Directors, BEAR

Avi Goldfarb  
Chief Data Scientist, CDL



# WELCOME MESSAGE FROM THE DEAN

I am delighted to extend a warm welcome to all participants, guests, judges and members of the Rotman community attending the Market for Self-Control New Product Challenge.

This challenge is hosted by our Behavioural Economics in Action at Rotman (BEAR) in partnership with The Creative Destruction Lab and Rotman DesignWorks. Over 30 teams comprising both graduate and undergraduate students entered the competition. First round submissions were evaluated by a jury of 12 Rotman faculty and staff, and we are now down to the five teams that will make their pitches today. In preparing for today, the teams have brought to the table skills in behavioural science, marketing, design, going-to-market strategy and entrepreneurship.

It is exciting and gratifying to see the Rotman community participate and be very engaged in the Challenge. The products and services that the students have created are not only commercializable, but are intended to have a positive impact on a consumer's way of life.

Entrepreneurship and innovation are a key focus at Rotman and are topics that cannot just be taught in the classroom. These competitions as well as other initiatives developed by BEAR, DesignWorks, and the Creative Destruction Lab give our students the opportunity to apply their learnings to real-world business scenarios.

As you listen to the finalists present their pitches, I hope they inspire you to think of new and different ways of applying evidence-based research, behavioural insights and design thinking in your company or institution.

Welcome to the Challenge!

Tiff Macklem  
Dean, Rotman School of Management



# SCHEDULE

## MSC2017 FINAL EVENT & NETWORKING RECEPTION

<b>TIME</b>	<b>EVENT</b>	
<b>5:00-5:30PM</b>	<b>REGISTRATION AND REFRESHMENTS</b>	
<b>5:30-5:40PM</b>	<b>INTRODUCTORY REMARKS</b>	
<b>5:40-6:55PM</b>	<b>PITCH BY FIVE FINALIST TEAMS AND QUESTIONS FROM JUDGING PANEL</b>	
<b>6:55-7:15PM</b>	<b>BREAK</b>	
<b>7:15-7:35PM</b>	<b>KEYNOTE</b>	
<b>7:35-7:45PM</b>	<b>RESULTS AND CONCLUDING REMARKS</b>	
<b>7:45PM-</b>	<b>NETWORKING RECEPTION</b>	



# KEYNOTE SPEAKER



## **SOM SEIF**

PRESIDENT & CEO

PURPOSE INVESTMENTS INC.

Som Seif is the founder and Chief Executive Officer of Purpose Investments Inc. which he formed following the sale of Claymore Investments to BlackRock Inc. in March 2012. Mr. Seif started Claymore Investments in Canada in January 2005 and was the former President and Chief Executive Officer leading the implementation of the company's business development and corporate strategies. Over the seven years of its operation, Claymore Investments organically grew to \$8 billion in assets and established itself as a Canadian leader in bringing intelligent, low cost exchange-traded funds to investors through its family of thirty-four exchange-traded funds across broad asset classes.

Som is a Chartered Financial Analyst and has a Bachelor of Applied Science with an emphasis on Industrial and Systems Engineering from the University of Toronto. He has a strong commitment to community and is currently a member of the Sunnybrook Hospital Foundation Board, Chair of the Art Gallery of Ontario Corporate Development Committee, a member of the Art Gallery of Ontario's Foundation Board and University of Toronto Mechanical & Industrial Engineering Advisory Board, and a board member of The Next 36. In 2011, Som was recognized for his vision and leadership by Caldwell Partners International with the Top 40 Under 40 award.

# THE FINALISTS



## CAVITY PATROL

Faye Almeshaan, Darcy Drury, Juliana Luque Cala, Juan Carolos Enciso, Arjoon Vohra, and Rohit Hora

*"Brushii is an interactive, sensor-controlled toothbrush and tablet that fully engages and promotes proper dental hygiene in children through the use of an avatar buddy. Brushii will help children to develop good dental habits and assist parents through active and dynamic supervision."*



## DAS.CORP

Carlos D'Enjoy, Carlos Salgado, Despina Maliaka, Mohsin Bin Lath-eef, and Justin Cuperfain

*"DAS.CHAÏR is a smart office chair that regulates sitting behavior by folding up after every hour (of continuous sitting) and forcing the user to stand for a few minutes. During this period, the user will be nudged to stand more often, after which the chair then unfolds, and the user can then choose to sit down or remain standing and work."*



## DRIVE CAPTAIN

Khoa Nguyen, Chuong Pham, Daniel Nguyen, and Tong Liu

*"Drive Captain aims to improve road safety in society by enforcing a strict and innovative solution to distracted driving by mobile devices."*

## IDEATORS

Cailin Hillier, Natalie Eckler, Marie Daley, and Jose Valdez

*"Tok-Rok is a combined software and hardware communication solution to replace today's stagnant conference room tools. Through voice recognition, natural language processing, live moderation for meetings and brainstorming sessions, and individualized analytics for personal development, the Tok-Rok will enrich time spent in meetings, foster team collaboration and curb common interrupting habits."*



## S.A.L.T.

Sally Tian, Anjeli Kruytbosch, Lisa Chen, and Tracy Hui

*"Here at Correctify, our mission is to build skin confidence for everyone using wearable technology. NudgeRing is a motion-sensing ring that aims to eliminate the compulsive behaviour of acne excoriation (or skin picking), through physical intervention and constructive feedback on user progress."*



# JUDGING PANEL



**KELLY PETERS**  
CO-FOUNDER AND CEO  
*BEWORKS*

Kelly Peters is the CEO and co-founder of BEworks. She is passionate about bringing scientific thinking to business strategy, marketing, and operations. Among the first to see the commercial potential of the Web in 1993, Kelly spent several years in the dot-com industry before focusing on financial services, where she spent 12 years leading complex innovation projects.

Kelly has overseen the launch of several new business ventures that capitalized on insights into consumer behavior. Her interest in behavioral science stems back to the late 90s when working on behavioral scoring models in credit risk and online distribution models, evolved through behavioral finance, and finally culminated in 2008 when she embraced behavioral economics as the most foundational approach to executing strategy at the people level. Kelly is a Faculty Lecturer of applied behavioral science at the University of Toronto's Rotman School of Management. She earned an MBA from Dalhousie University and is a Fellow of the Institute of Canadian Bankers.



**KENA PARANJAPE**  
CO-FOUNDER AND CRAFTER OF  
BRAND  
*BRIKA*

Kena is a marketer, merchandiser, writer and the creative force behind BRIKA. After earning an MBA from the Rotman School of Management, she created merchandising strategies for Old Navy, Banana Republic, Joe Fresh, and a high-end eco-lifestyle concept shop.





**FRANK FALCONE**  
HEAD OF PRODUCT  
*INFLUITIVE*

Frank is Head of Product at Influitive, where he is responsible for advancing the world's best-in-class advocate marketing platform. Frank is a veteran product manager, application engineer, and patent author who joins Influitive via the acquisition of Triggerfox Corporation, where he was Founder and CEO. Previously, Frank spent six years at Microsoft as Head of Product for the Microsoft Dynamics CRM product line. Frank also serves as an Executive-in-Residence at the Rotman School of Management and was the Co-Founder and Executive Program Director for the Centre for CRM Excellence at the University of Toronto (a joint venture between Microsoft and Rotman). Frank loves tennis and mixed martial arts.



**RON BORKOVSKY**  
ASSISTANT PROFESSOR OF  
MARKETING  
*ROTMAN SCHOOL OF  
MANAGEMENT*

Ron Borkovsky is an assistant professor of marketing at the Rotman School of Management. His research focuses on dynamic models of industry evolution. He has applied such models in studying brand building, product development, and innovation. Ron formerly worked as an Economic Consultant for Charles River Associates







Behavioural Economics  
in Action at Rotman

Event Director: Kim Ly   Event Coordinator: Liz Kang

The New Product Challenge: Market for Self-Control is hosted by BEAR in partnership with the Creative Destruction Lab and Rotman DesignWorks. We'd like to thank our first round judges who helped us review and evaluate the many submissions we received: Nouman Ashraf, Mitchell Hoffman, Julian House, Michael Inzlicht, Melanie Kim, Peter Landry, Mark Leung, Nitin Mehta, Philip Oreopoulos, Meera Paleja, Claire Tsai, and Jennifer Riel. We'd also like to thank Lak Chinta, Karl Martin, Khalid Kurji, Shray Mehra, Haider Nawab, and Stewart Shum for the coaching and mentorship they graciously provided to the finalists.

## Contact Us

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