



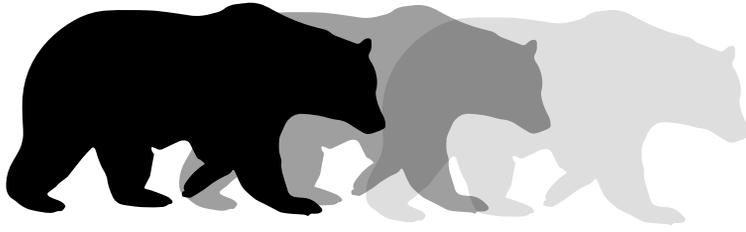
# NEW PRODUCT CHALLENGE

market for self-control

design a concept in the domain of self-control

15 February, 2018  
Desautels Hall





Welcome to the finals for the Manulife New Product Challenge: Market for Self-Control!

The Behavioural Economics in Action at Rotman [BEAR] center works with 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.

This year, we continue to focus the challenge on self-control - people often have great intentions, but somehow fall short on following through on converting many of those intentions to action. We would all love to save more money, waste less time on the internet, maintain a healthy lifestyle, improve our relationships, and complete the various goals we set for ourselves. Are there products and services out there that could help us turn our intentions into action and perhaps help others do the same thing as well?

The Manulife New Product Challenge encourages students at the University of Toronto to think about these issues and use the skills they have culminated to develop products and services to address them. All the products you will hear about today are designed to help people be truer to themselves, and to stick to their plans and goals.

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 Manulife New Product Challenge!

We hope you enjoy today's session!

Kim Ly, Liz Kang, and Dilip Soman  
BEAR



# WELCOME MESSAGE FROM MANULIFE

Welcome and thank you for participating in the Manulife New Product Challenge. As a member of the Rotman community, I am very excited to be part of this year's event for the first time.

Expectations have increased dramatically in the modern digital era with the widespread adoption of thoughtful, innovative technology.

Manulife is committed to helping Canadians make the best choices when it comes to their financial and physical wellness. We see that people need tools that are both simple to use and customized to individual needs. That's why we were drawn to partner with the Behavioural Economics in Action at Rotman.

It is exciting to see bright minds collaborate, develop and prototype innovative products that have the potential to drive positive behaviours, and bridge the gap between intention and action for our customers.

The most important reason for innovating is customer experience. At Manulife, we are pushing to create innovative technologies that better listen to customers, understand their needs and improve their experience at every touchpoint. It is thrilling to see how putting forth an opportunity to create change through a challenge, like this one, bring the principles of behavioral economics to life.

Congratulations to the six teams who have made it to the final round. I hope you will continue to be curious, creative and inspired to help consumers make meaningful and positive behavioural changes. I look forward to learning more about the products and services you have developed.

Xavier Debane  
Vice President Innovation & Business Development, Manulife



# SCHEDULE

## MSC2018 FINAL EVENT & NETWORKING RECEPTION

TIME	EVENT	
5:00-5:30PM	REGISTRATION AND REFRESHMENTS	
5:30-5:35PM	INTRODUCTORY REMARKS	
5:35-7:05PM	PITCH BY SIX FINALIST TEAMS AND QUESTIONS FROM JUDGING PANEL	
7:05-7:25PM	KEYNOTE / JUDGE DELIBERATION	
7:25-7:40PM	RESULTS AND CONCLUDING REMARKS	
7:40PM -	NETWORKING RECEPTION	

# KEYNOTE SPEAKER



**CYNTHIA GOH**  
DIRECTOR, IMPACT CENTRE,  
UNIVERSITY OF TORONTO

M. Cynthia Goh is a professor, entrepreneur, researcher and educator dedicated to transforming science to society. She received her PhD from the University of California at Los Angeles, and carried out postdoctoral fellowships at Columbia University and the University of California, Berkeley, prior to taking a faculty position at the University of Toronto. In the year's since coming to U of T, Cynthia has been bitten by the commercialization bug. She believes that students are the best vectors to translate academic discoveries into new products and services, and is dedicated to educating, mentoring and supporting the next-generation of scientist-entrepreneurs.

In collaboration with her students she has founded 7 companies, including biosensor company Axela, agri-tech company Vive Crop Protection and the charity Pueblo Science, which is dedicated to improving science literacy in low-resource settings. In 2010, she introduced the Impact Centre's Techno program, an intensive hands-on training workshop specifically geared for university scientists intending to build a tech-based company.

# THE FINALISTS



## AVAIL

Zi Tynn Cheng (Rotman Commerce Finance & Economics), Steven Cui (Rotman Commerce Finance & Economics), Kim-Thu Nguyen (Rotman Commerce Finance & Economics), & Tash-had Saqif (Computer Science & Cognitive Science)

*"AVAIL is a behavioural-focused mobile app that helps parents and teens negotiate goals and rewards for internet usage reduction."*



## BEJU

Jaimie Holland (Rotman Full-Time MBA), Bryan McLaughlin (Rotman Full-Time MBA), Andrew Seepersad (Rotman Full-Time MBA), & Daphne Uy (Rotman Full-Time MBA)

*"Beju is a high-tech, fashionable wearable that is reinventing the way women take their birth control pill."*



## ELOQUENCE

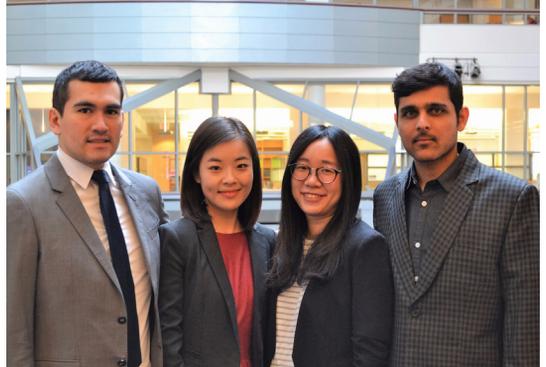
Natassia Bukina (Evening MBA 2020), Kevin Hanley (Morning MBA 2020), Parth Patel (Morning MBA 2020), Adam Pham-Hung (Evening MBA 2020), & Nitin Jaitely (Morning MBA 2020)

*"Elo is a wearable speech companion that passively listens to your speech and gently nudges you when you use a crutch word, allowing you to eliminate your crutches and communicate flawlessly. With Elo by your side, you can be more confident, credible, and eloquent."*

## **SINKBOSS**

Akshath Bhatia (Rotman Full-Time MBA), Bing Feng (Rotman Full-Time MBA), Sergio Montalvan (Rotman Full-Time MBA), & Ning Supharek (Rotman Full-Time MBA)

*"SinkBoss is designed to help people solve dishwashing procrastination. The product is a rubber mat that detects the weight of dishes inside the sink. It will generate sound once dishes are piled up to the maximum load, nudging the user to clean their dishes on time."*



## **THE NUDGERS**

Bassam Abdellatif (Rotman Commerce Finance & Economics), Ali Mrani Alaoui (Math Applied to Finance and Economics), Hoomam Homsy (Pharmacology & Biochemistry), & Bisher Sammak (Rotman Commerce Finance & Economics)

*"Tanda is a digitized solution that incorporates a peer to peer lending model, nudging individuals to save collectively, granting each saver a turn at the group savings."*



## **THE TROUPERS**

Cody Lam (Rotman Commerce Finance & Economics), Alex Jeong (Rotman Commerce Finance & Economics), Konrad Rabeda (Rotman Commerce Finance & Economics), & Maggie Zhang (Rotman Commerce Finance & Economics)

*"Tightrope is an app that prevents impulsive purchases by reminding users of their spending habits at the time of purchase."*



# JUDGING PANEL



**ELIZABETH CHAK**  
BUSINESS DEVELOPMENT  
MANAGER

*Ontario Centres of Excellence*

Elizabeth is a Business Development Manager in the Central Ontario team at the Ontario Centres of Excellence. In her role at OCE, she focuses on growing the fintech ecosystem and fostering partnerships between fintechs and financial institutions. Prior to joining OCE, Elizabeth held various leadership roles in the financial services sector developing financial technology services and products for financial institutions. Elizabeth's 12 years of financial services industry experience spans across various financial institutions such as CIBC and Canada Pension Plan Investment Board. Elizabeth holds a Bachelor of Technology degree, Master of Applied Computing degree and Master of Bachelor Administration degree.



**XAVIER DEBANE**  
VICE PRESIDENT INNOVATION  
& BUSINESS DEVELOPMENT

*Manulife*

Xavier Debane is Vice-President Innovation and Business Development for Manulife's Canadian Division. In this role, Xavier leads the Division's innovation program and drives the development of new solutions to accelerate innovation across all of Manulife's businesses (insurance, investments, bank). He manages Manulife's RED Lab, installed at Communitech (in Kitchener) for research and prototyping, and drives external partnerships for developing new businesses. As part of the execution of innovation, and to accelerate the transition to digital, he leads the agile transformation at Manulife in Canada.

Xavier has extensive experience in strategy and management with a strong focus on designing and implementing innovation strategies. He previously held several positions in Strategy, Innovation and Product Management, at Rogers Communications and the Boston Consulting Group (BCG).

He holds an MBA from the Rotman School of Management (Toronto) and a Master of Science & Engineering from AgroParisTech (Paris Institute for Life, Food and Environmental Sciences).



## **ROY KAO**

SENIOR ADVISOR, FINANCE AND  
COMMERCE

*MaRS Discovery District*

Roy possesses more than 20 years of senior technology and business development executive leadership, as well as extensive entrepreneurial experience in North America, China and Europe.

He is currently senior advisor of finance and commerce at MaRS Discovery District, a 1.5 million square foot innovation hub located in the heart of Toronto, Ontario, Canada.

Prior to joining MaRS, Roy was the founding chief technology officer of Lendified, a small business lender fintech startup, and co-founder of Alpha Insights, a data and analytics strategy consultancy for the financial services vertical. Before Lendified and Alpha Insights, he was CEO of his family-owned business, Bentley & Co. Limited, in New York and Shanghai.

He has also held management and consulting positions at companies including BCE Emergis, CA Technologies, CIBC/INTRIA, Accenture and Hewlett-Packard.

Roy is natively fluent in Mandarin Chinese and English and graduated with an honours bachelor of science in computer science and economics from the University of Toronto.



## **MELAINA VINSKI**

BEHAVIOURAL ECONOMICS LEAD

*PwC*

Melaina is a behavioural economics and behaviour change specialist in PwC's Advisory practice. She has over 10 years of experience in the experimental study of cognitive science and human behaviour, and four years of experience crafting evidence-based solutions for global companies on stakeholder engagement, reputation risk, issues management, and behaviour change.

As the Behavioural Economics Lead for PwC Canada, Melaina is recognized as the firm's leading expert in the design and application of behavioural science to the traditional consulting toolkit across all lines of service and industries in which PwC operates. She holds a degree in cognitive neuroscience, business, and fine art from the University of Guelph, and both a MSc and PhD in Cognitive Neuropsychology from McMaster University.





Behavioural Economics  
in Action at Rotman

The Manulife New Product Challenge: Market for Self-Control is hosted by BEAR and offered in collaboration with the Creative Destruction Lab and Rotman DesignWorks with thanks to our Presenting Sponsor Manulife. We'd like to thank our first round judges who helped us review and evaluate the many submissions we received: Claire Celerier, Laura Doering, Jacob Hirsh, Michael Inzlicht, Sonia Kang, Nico Lacetera, Peter Landry, Nitin Mehta, Claire Tsai, Jennifer Riel, and Chenbo Zhong. We'd also like to thank Tyler Ashby, Tricia Jose, Khalid Kurji, Mark Leung, Karl Martin, and Shray Mehra for the coaching and mentorship they graciously provided to the finalists.

### Contact Us

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