



# 2026 EdTech Masterclass Series

## Masterclass 2: Enhancing Innovation

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# Masterclass 2: Enhancing Innovation



## Welcome

Louise Keegan

Membership Development Manager

Learnovate

# Masterclass 2: Enhancing Innovation

Time	Session	Speaker
09:30	Tea/Coffee & Networking	
09:50	Welcome Address	Louise Keegan, Membership Development Manager, Learnovate
09:55	Welcome Note	Nicola Kelly, Senior Client Advisor, Enterprise Ireland
10:00	Review of Masterclass 1	Dr. Peter Gillis, Innovation Lead, Learnovate
10:05	<b>Session 1: JTBD Exploration &amp; Opportunity Prioritisation</b> <ul style="list-style-type: none"><li>• Job Statement Review &amp; Alignment</li><li>• Select Customer Segment</li><li>• Create Proto Persona</li><li>• Identify JTBD &amp; Barriers</li><li>• Rank JTBD &amp; Barriers - Identify Top Insights</li><li>• Group Discussion</li></ul>	Dr. Peter Gillis, Innovation Lead, Learnovate
12:00	Tea/Coffee & Lunch Break	
12:30	<b>Session 2: Ideation Sprint</b> <ul style="list-style-type: none"><li>• Introduction to Ideation</li><li>• Alphabet Exercise</li><li>• Opposites Exercise</li><li>• Shopping Cart Concept Builder</li><li>• Group Discussion</li></ul>	Dr. Peter Gillis, Innovation Lead, Learnovate
13:25	<b>Session 3: Reflection &amp; Next Steps</b>	Dr. Peter Gillis, Innovation Lead, Learnovate
13:40	Event Close	

# Masterclass 2: Enhancing Innovation



## Welcome

Nicola Kelly

Senior Client Advisor  
Enterprise Ireland

# Masterclass 2: Enhancing Innovation



Dr. Peter Gillis

Innovation Lead

Learnovate

# Enterprise Ireland and Learnovate **Masterclass 2**

- Trinity Innovation Hub, April 16th

## Jobs to be Done & Ideation

Peter Gillis PhD, MSc, BA Psy  
Innovation Team Lead, Lead Researcher

April 2026

# Enterprise Ireland and Learnovate Masterclass 1

- Trinity Innovation Hub, March 5th



# Masterclass 1 - Trinity Portal Dublin, March 5th

..explore the Strengths, Weaknesses, Opportunities, and Threats facing your organisations, in relation to navigating export growth within a rapidly changing tech environment.”



# TODAY

## #1 Gain experience of using some of our tools

Innovation Services Team - 10 years' experience.



Janet



Pablo



Peter



Richie

In the last 12 months 48 Innovation Services Workshops/Projects delivered.

# TODAY

## #1 Gain experience of using some of our tools

### LEAN STARTUP



Innovation is not an academic endeavor.

It is a pragmatic, practice activity.

The more you engage with it, the better you get.

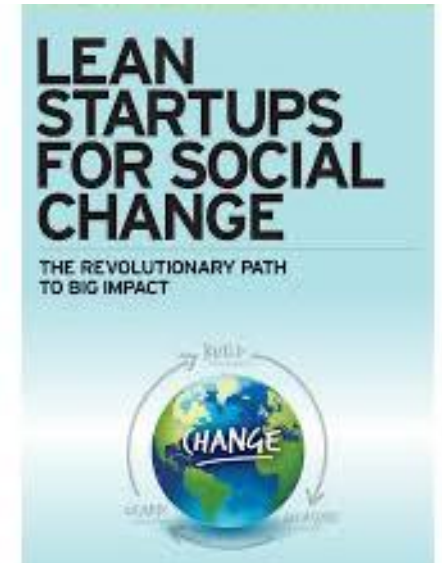
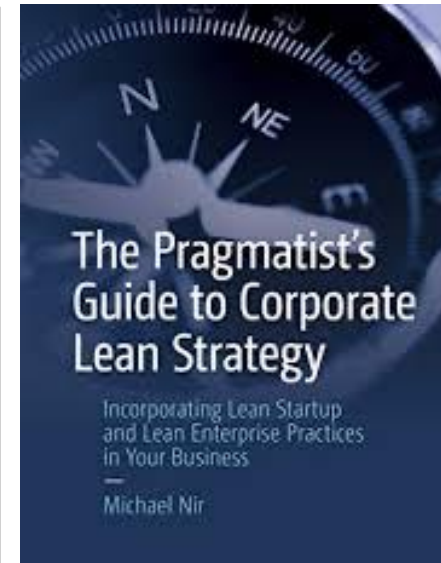
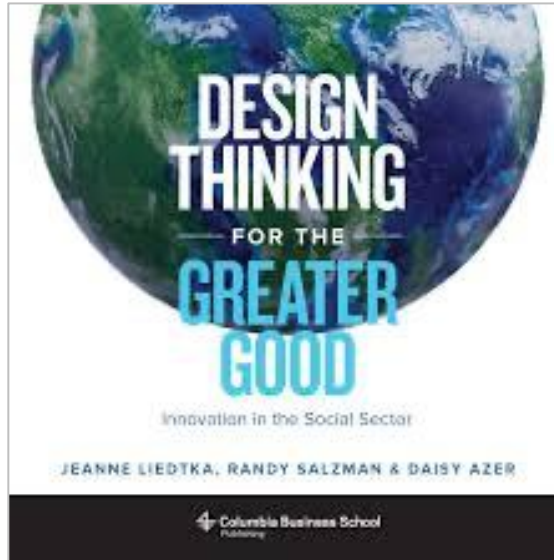
Peter Gillis

### DESIGN THINKING

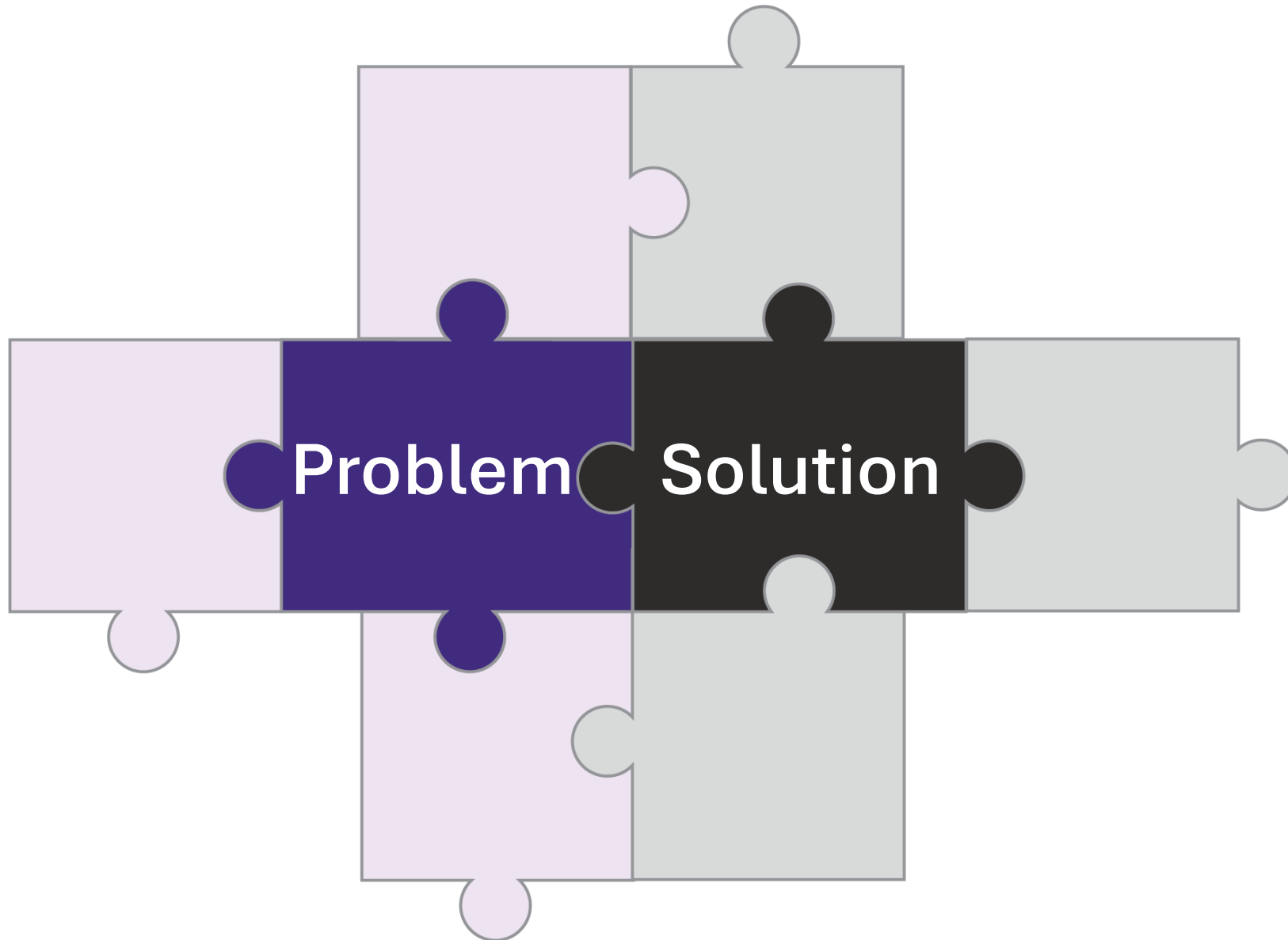


## JOBS TO BE DONE

# Innovation?



# Many Components – two essentials



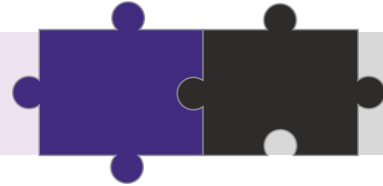
# Learnovate - Toolkit Approach!



# TODAY

## #1 Gain experience of using some of our tools

Problem



Solution

**Jobs to be Done**

**Alphabet    Opposite Thinking**

Workshop  
"Let's give it a  
go"

Today is  
about the  
experience

Get through  
it, not Get it  
perfect

So, please  
stick to our  
times

# Start with a job statement

*How might we*

*Verb.....*

*object noun.....*

*contextual qualifier...*

*How might we*

*improve*

*Irish Junior Infants' skills  
development in math*

*allowing for a broad range of  
abilities and limited one to one  
teacher time*

# TODAY

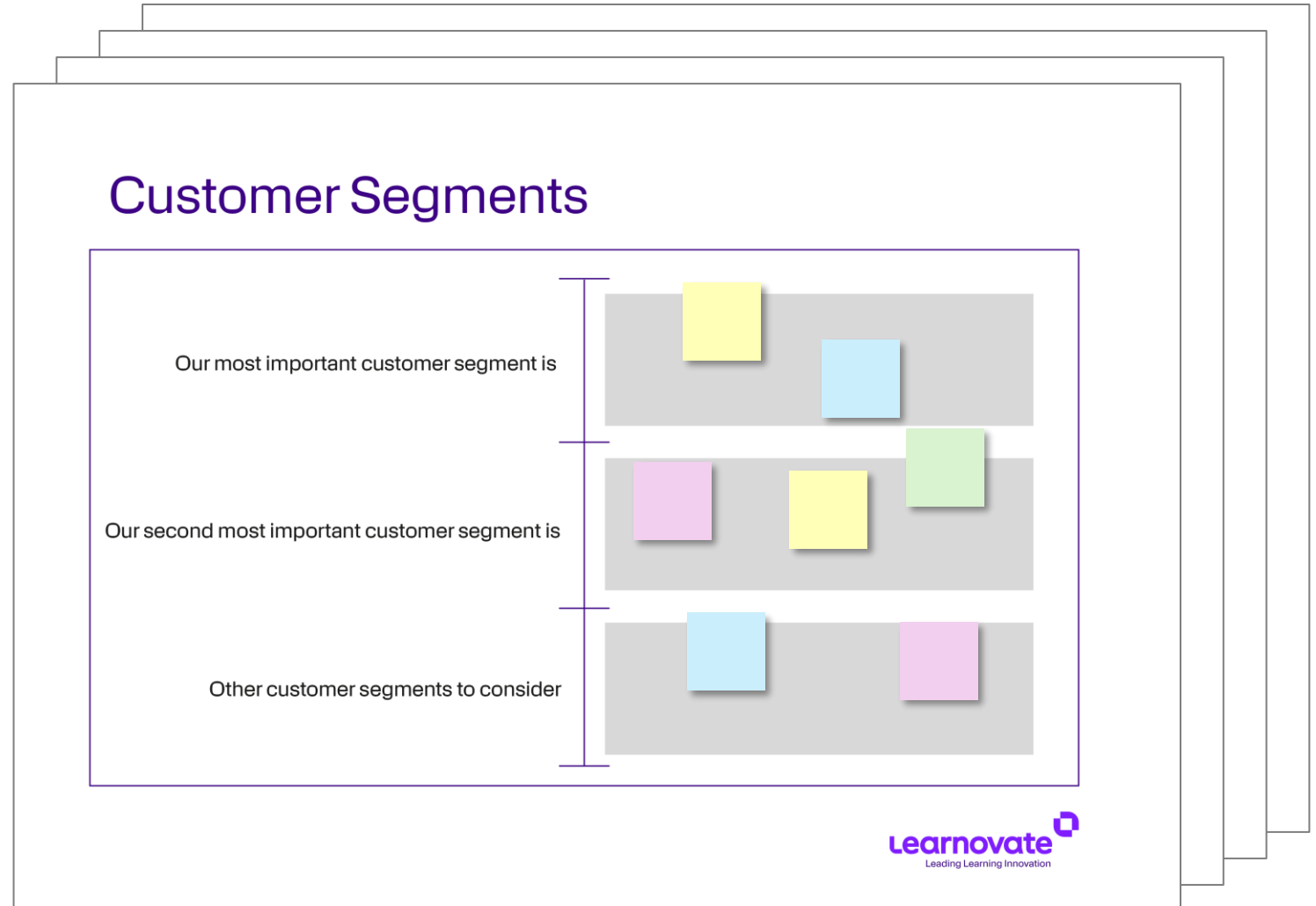
Normally you each would start with a problem / challenge your organisation is facing.

Today we have prepared 2 challenges for you based on Masterclass 1 outputs. As a team your first job is to decide which ONE to work on in your group.

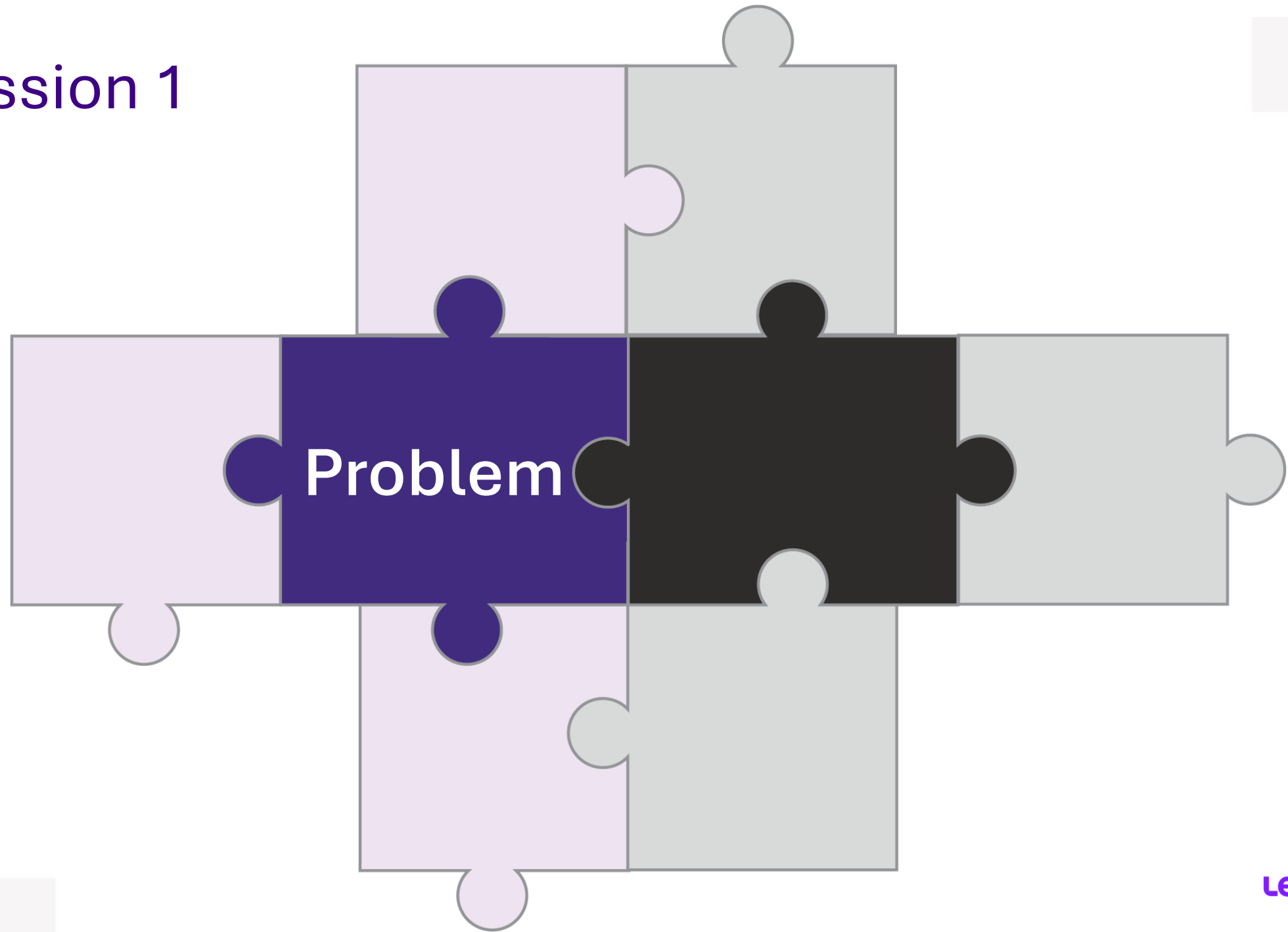
- A** *How might we improve your edtech export capability in an environment of geopolitical uncertainty and rapid obsolescence*
  
- B** *How might we improve your edtech export capability in an environment where education is resistant to digital/AI change*

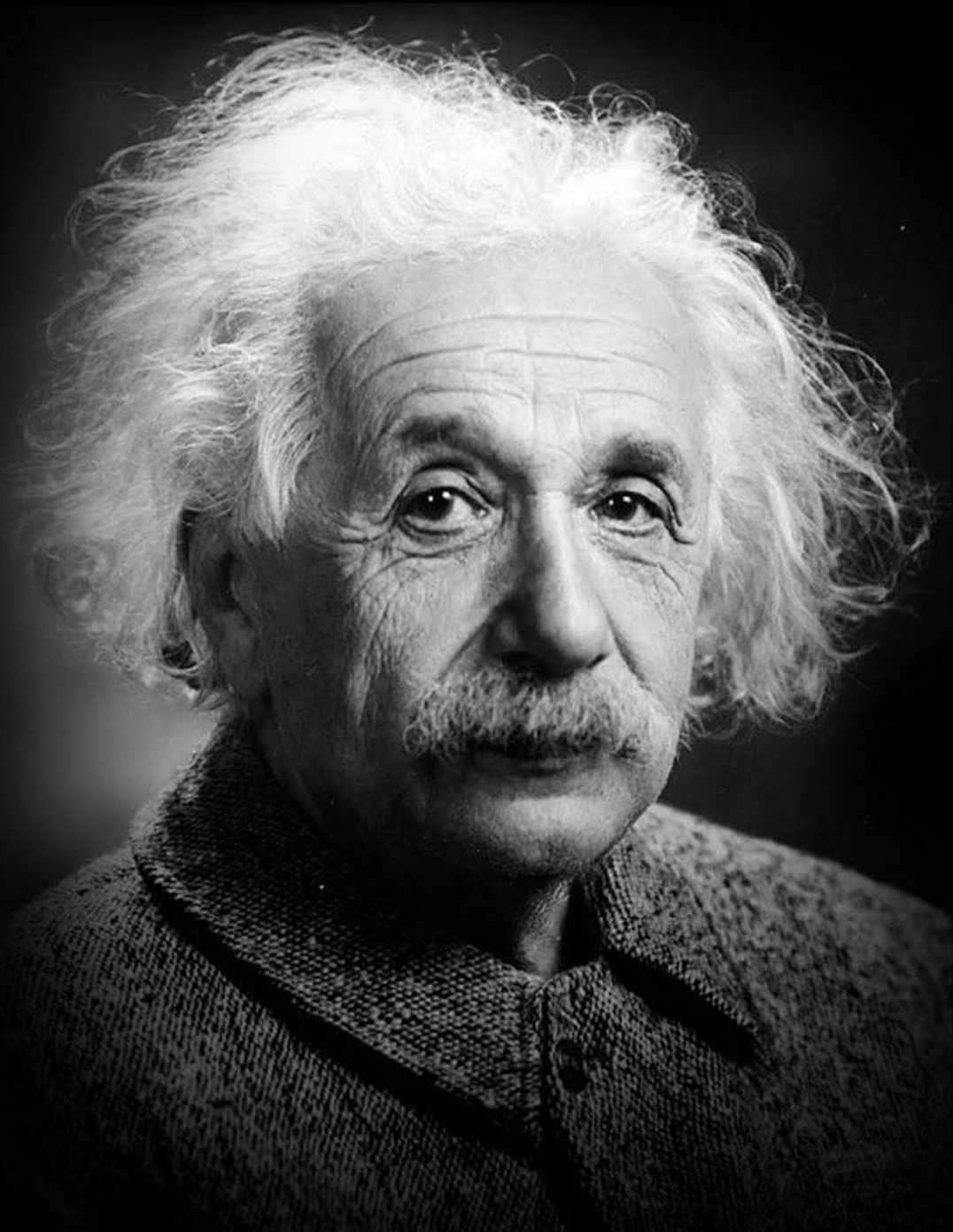
# Logistics / Questions?

1. Use post-its
2. One idea per post-it
3. PLEASE DO NOT WRITE ON THE CANVAS!
4. Hybrid Collaboration, individually first, then as a group



# Session 1





“If I had an hour  
to solve a problem  
I'd spend 55 minutes  
thinking about the problem  
and 5 minutes  
thinking about solutions.”

2hrs

45 mins

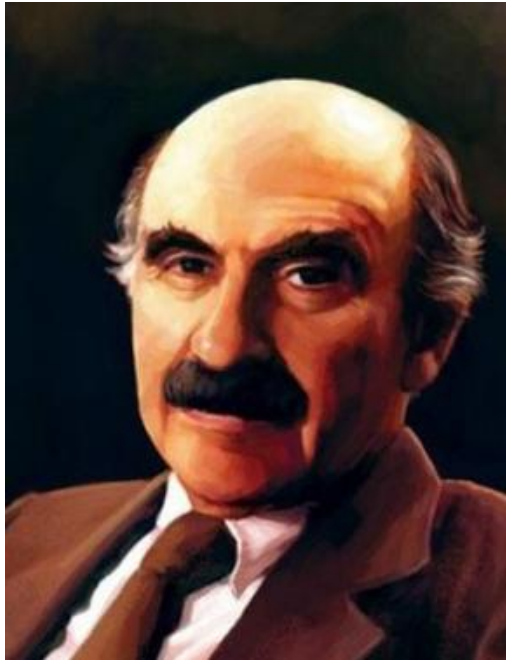
# Jobs to be Done (or problems to be solved)

## The Milwaukee Metric HSS-G THUNDERWEB



- Conical shaped web, gets thicker towards the back, parabolic for increased strength,
- Dissipates heat better, increasing the life span,
- Open flute form reduces drill drawback,
- 135° split point allows for precision starting
- Great for drilling on curved surfaces.

# Jobs to be Done (or problems to be solved)

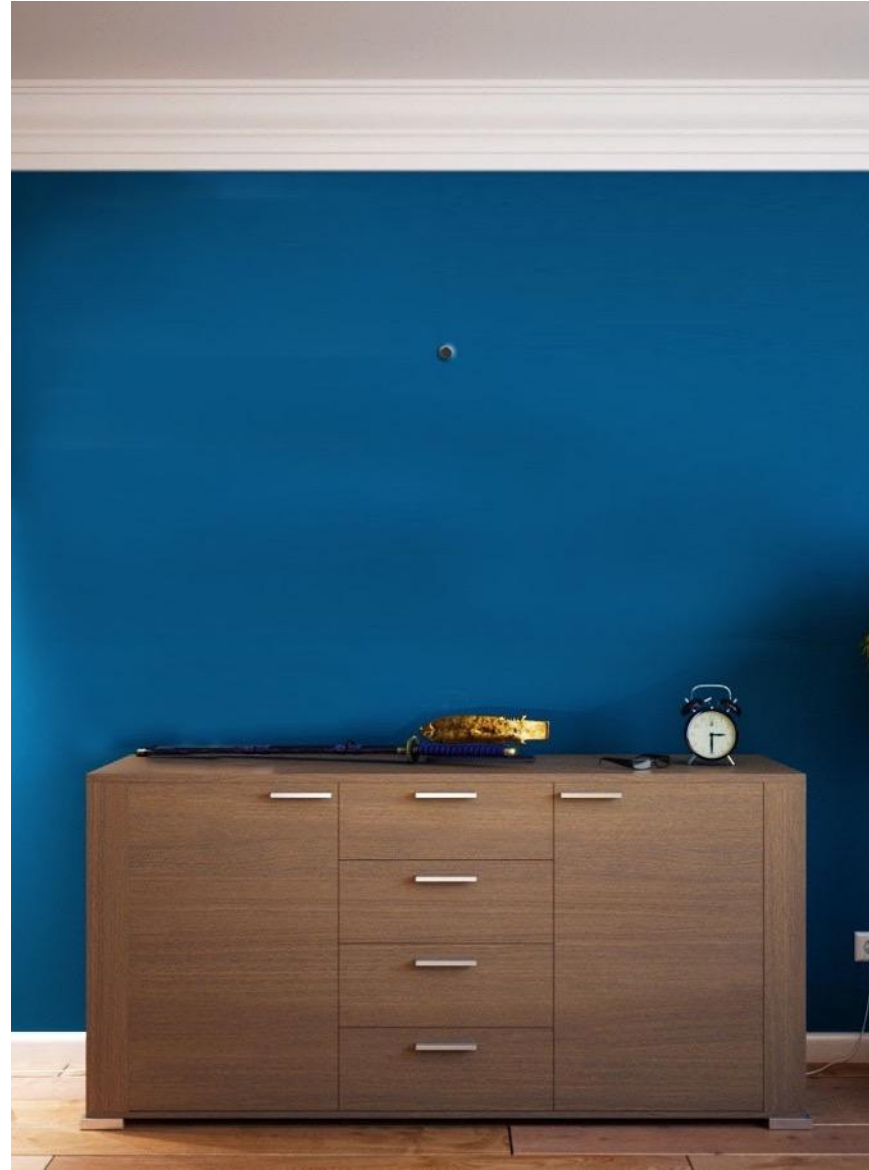


“People don’t want  
quarter inch drill bits –  
They want quarter inch  
holes”

- Ted Levitt



But... who wants a hole in their wall??



# But... who wants a hole in their wall??

## Functional Job

Maybe the actual job was to hang his painting on the wall



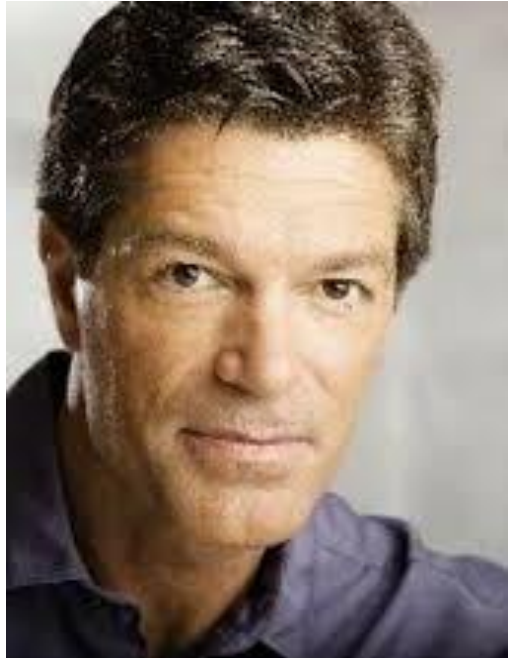
## Emotional Job

Very important to him, his favourite place, and proud of his efforts.

## Social Job

Opportunity for his friends to appreciate his talents

# Jobs to be Done (or problems to be solved)



“make the ‘job’,  
rather than the  
product or the  
customer, the unit of  
analysis”

- *Tony Ulwick*

- stable over time
- solution agnostic



# Where to start, Who has the problem?

*How might we prepare your organisation's workforce to respond to unpredictable disruption in the business environment*



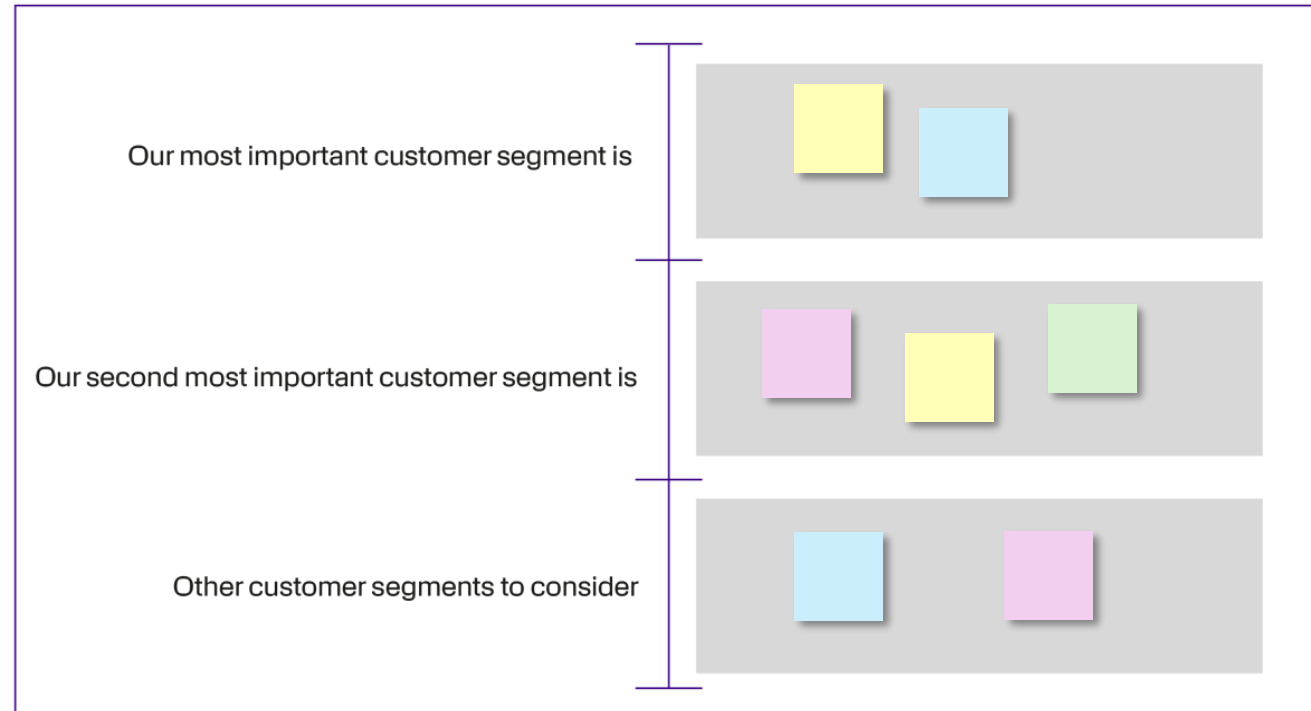
# Where to start, Who has the problem?

## Over to you!

Please take five minutes to individually write down on post-its. The customer segments you believe will benefit the most from solving this challenge

Take ten minutes as a group to discuss and rank your post-its on the canvas

## Customer Segments



# Let's give our segment a persona





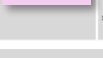


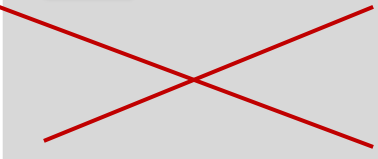

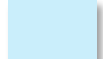


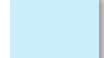

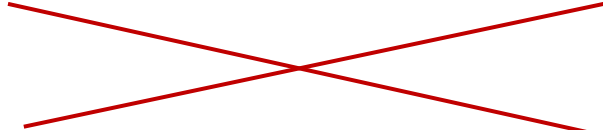
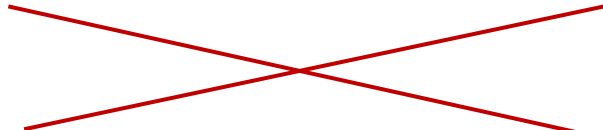
## Over to you!

As a group, complete this canvas **with post-its** to give us a representative persona of your chosen segment

## Today

You do not need to fill in the sections with red 'X's

## Proto Persona

<p><b>Persona</b></p> <p>Name:   Age </p> <p>Education  </p> <p>Job Title   €</p> <p>Technology in Context </p>	<p><b>Personal Motivations &amp; Personality</b></p>      
<p><b>How they buy/access</b></p> 	<p><b>Influencers in buying decision</b></p> 

# But... who wants a hole in their wall??

## Functional Job

Maybe the actual job was to hang his painting on the wall



## Emotional Job

Very important to him, his favourite place, and proud of his efforts.

## Social Job

Opportunity for his friends to appreciate his talents

# Jobs to be Done

## Over to you!

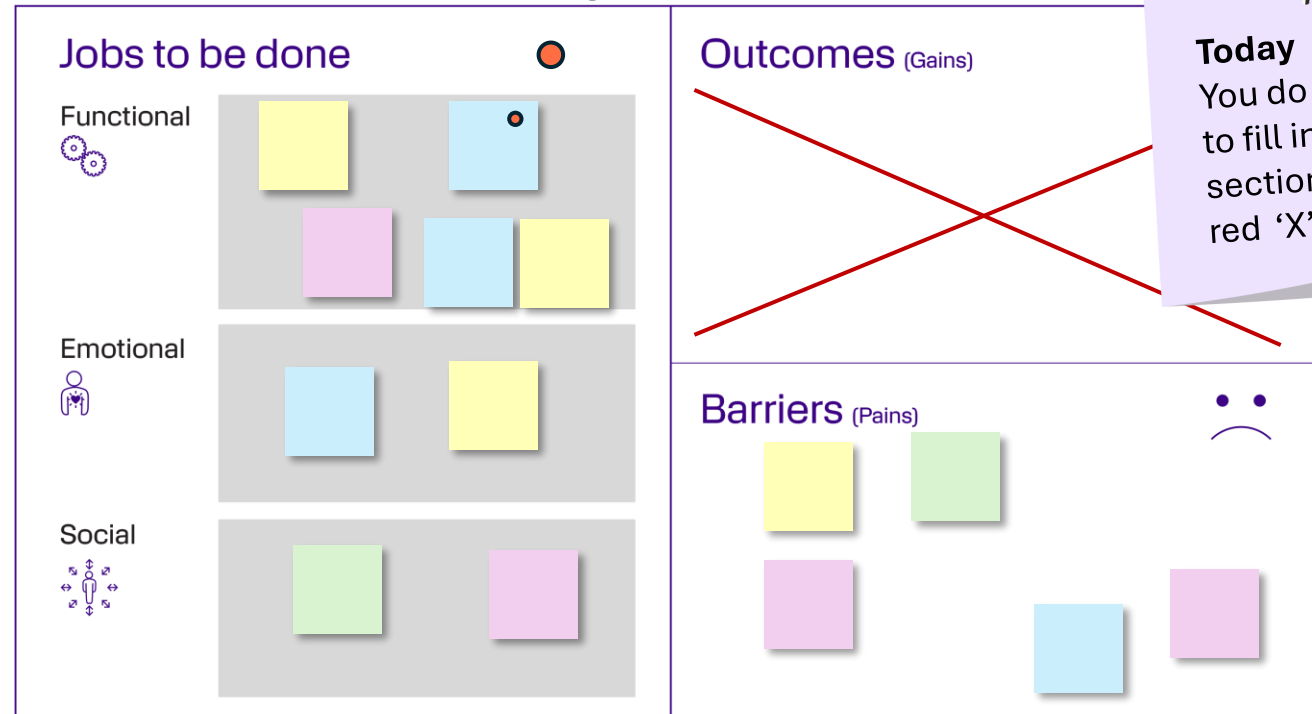
Please take ten minutes to individually write down on post-its, The jobs to be done and barriers for your persona related to addressing the challenge.

Take twenty minutes as a group to share and place your JTBDs & Barriers on the canvas

## Jobs to be done



Customer



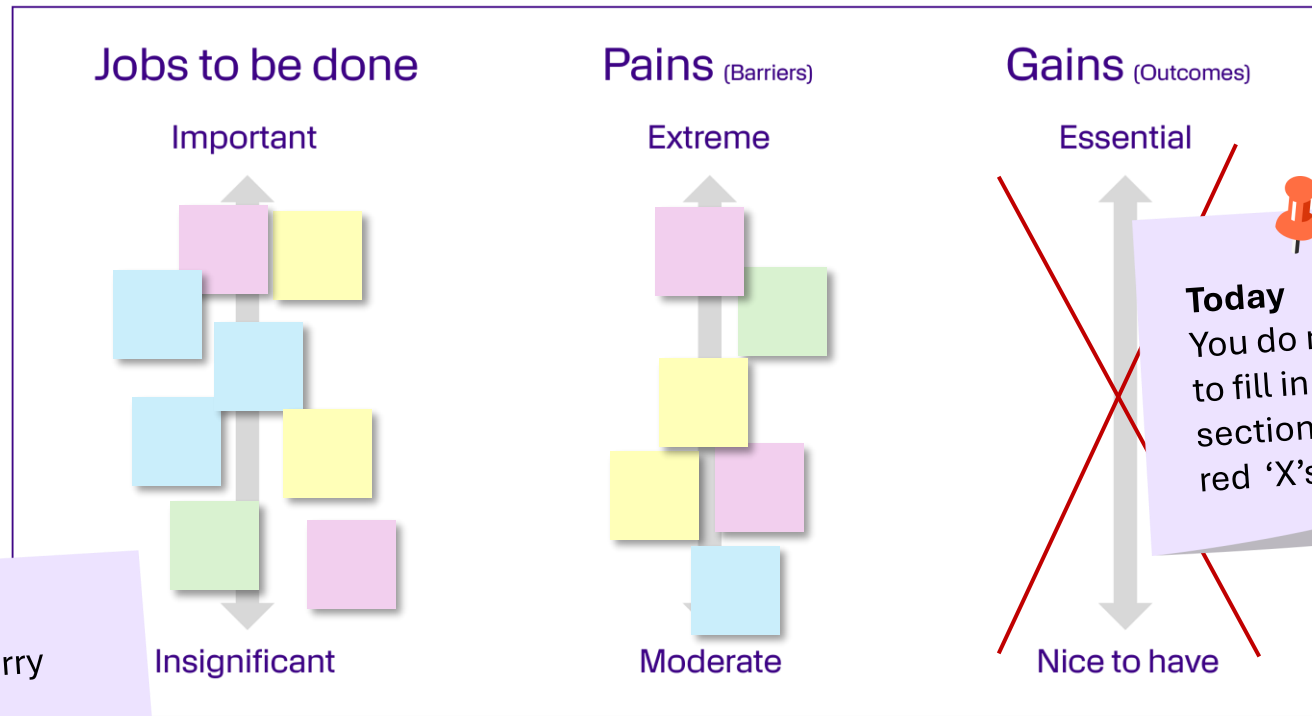
**Today**  
You do not need to fill in the sections with red 'X's

# Jobs to be Done

**Over to you!**  
Please take fifteen minutes to discuss and rank the JTBD and the Barriers

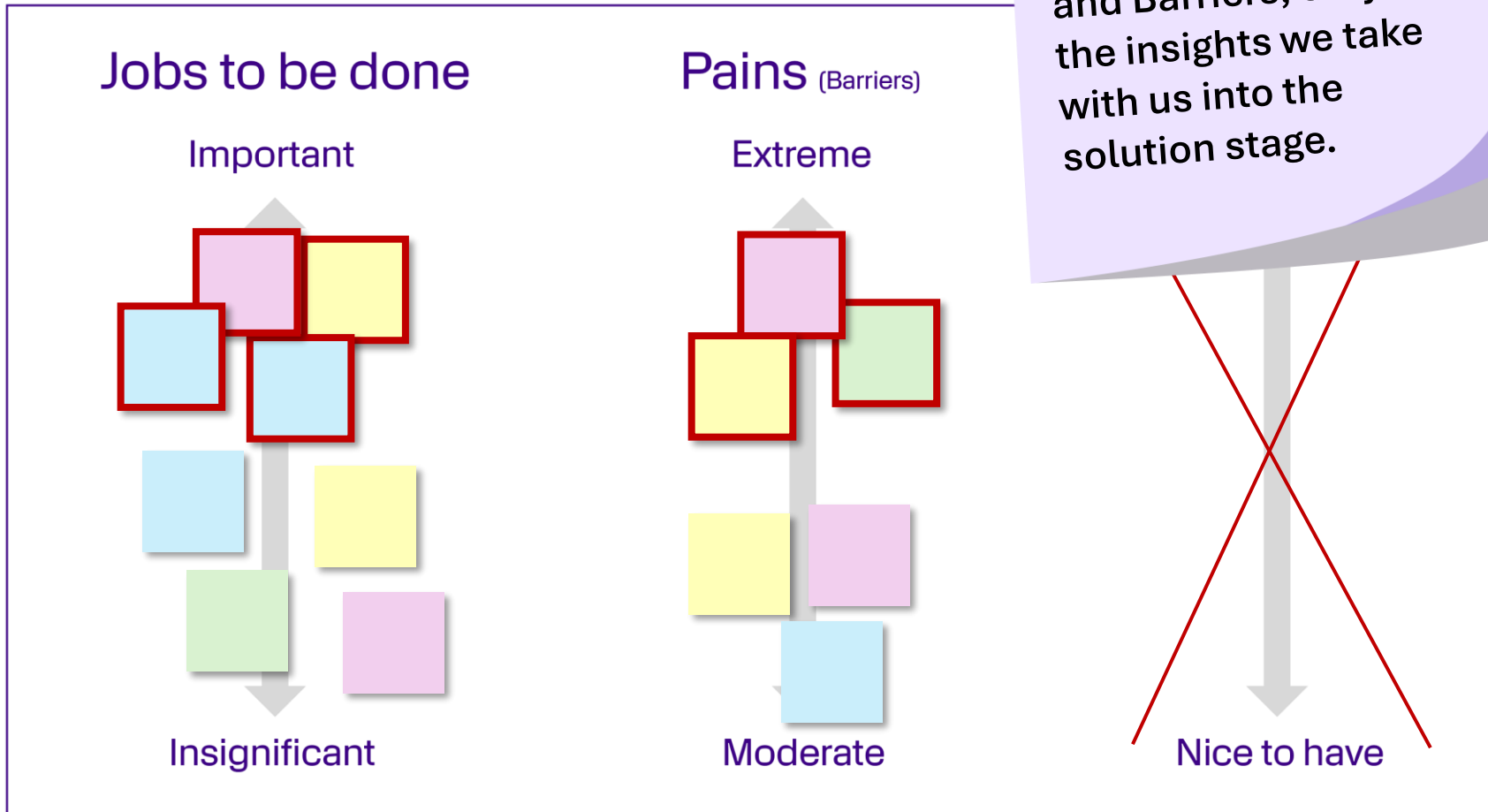
**JTBD?**  
Don't worry about  
- Functional  
- Social  
- Emotional

## Jobs to be done



# Insights

## Jobs to be done

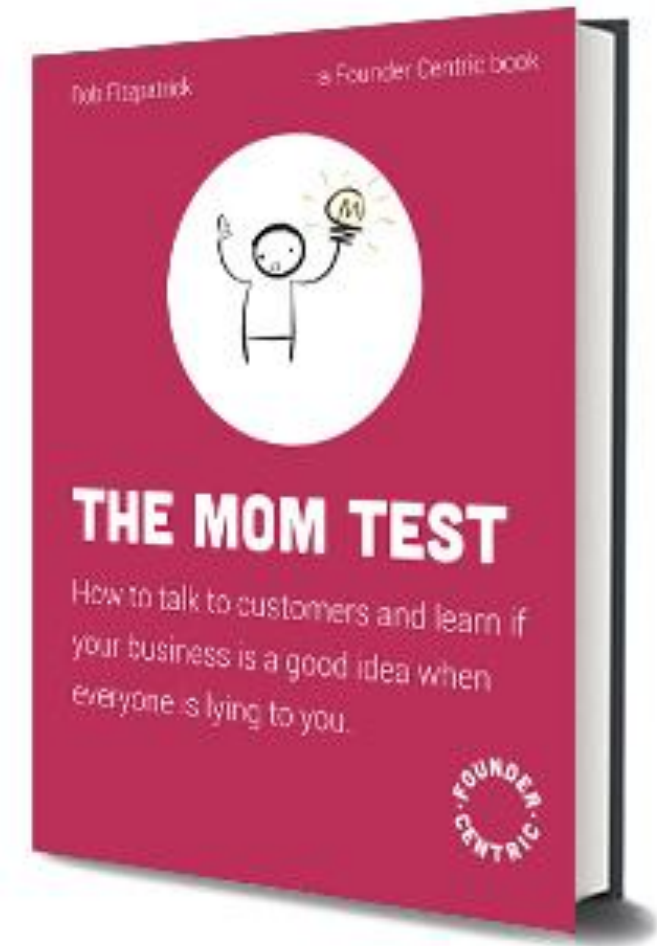


# Insights

Next Step (real world)  
– Problem Interviews

*How to get to the truth when everyone is lying to you!*

- Avoid opinions
- Avoid Solutions
- Ask about situations in the past



# Discussion

## Customer Segments

Our most important customer segment is	
Our second most important customer segment is	
Other customer segments to consider	



## Jobs to be done

Customer

<b>Jobs to be done</b> Functional  Emotional  Social 	<table border="1" style="width: 100%;"> <tr> <td style="width: 70%;">Outcomes (Gains) </td> </tr> <tr> <td>Barriers (Pains) </td> </tr> </table>	Outcomes (Gains) 	Barriers (Pains) 
Outcomes (Gains) 			
Barriers (Pains) 			



## Proto Persona

<b>Persona</b> Name: <span style="background-color: #ccc; display: inline-block; width: 100px; height: 15px;"></span> Age <span style="background-color: #ccc; display: inline-block; width: 30px; height: 15px;"></span> Education <span style="background-color: #ccc; display: inline-block; width: 100px; height: 15px;"></span> Job Title <span style="background-color: #ccc; display: inline-block; width: 100px; height: 15px;"></span> € <span style="background-color: #ccc; display: inline-block; width: 30px; height: 15px;"></span> Technology in Context <span style="background-color: #ccc; display: inline-block; width: 100px; height: 30px;"></span>	<b>Personal Motivations &amp; Personality</b>
How they buy/access	Influencers in buying decision



## Jobs to be done

<b>Jobs to be done</b> Important  Insignificant	<b>Pains (Barriers)</b> Extreme  Moderate	<b>Gains (Outcomes)</b> Essential  Nice to have
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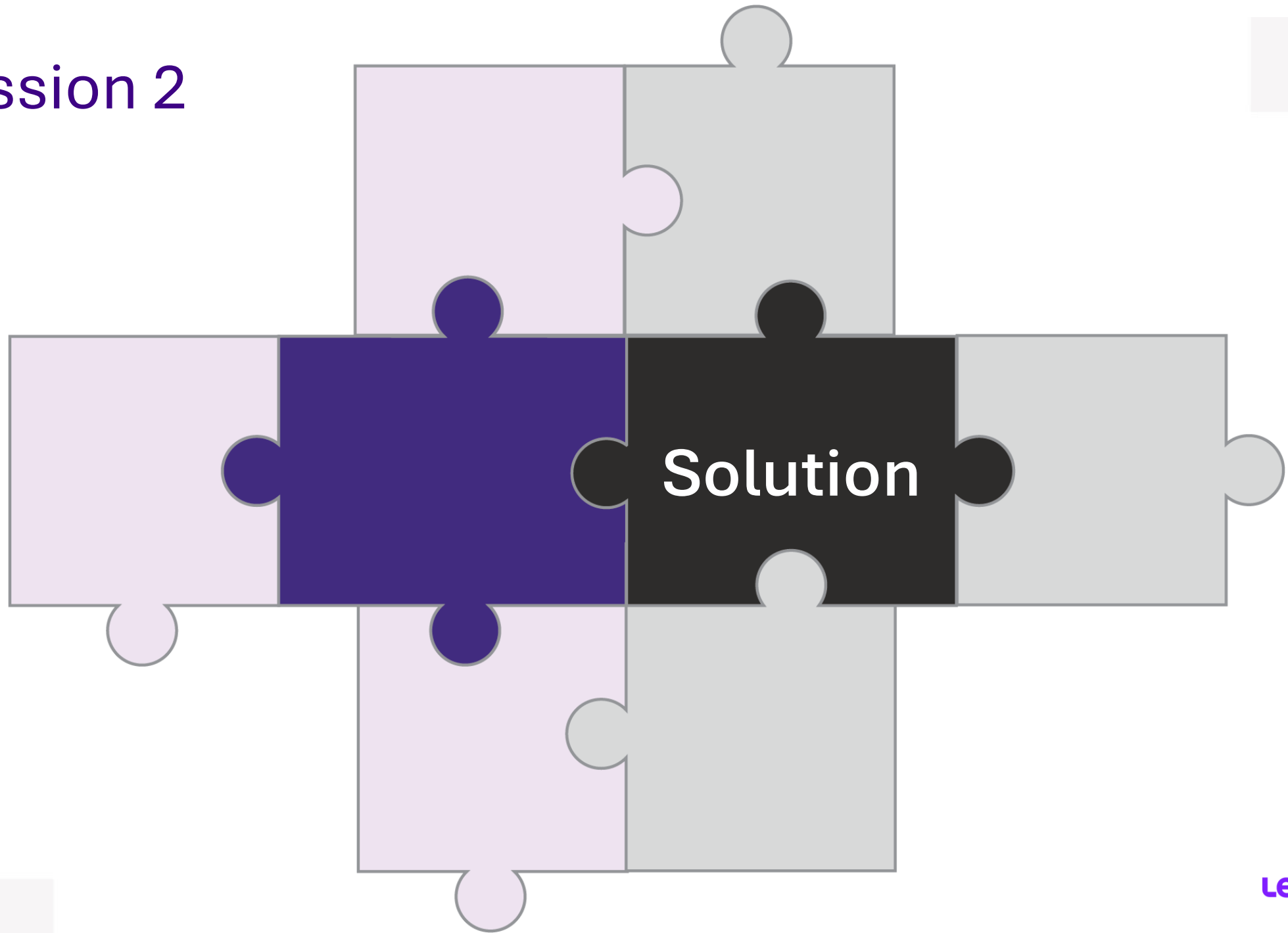
# 2026 EdTech Masterclass Series

12:00 - 12:30 Lunch Break

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# Session 2



# What is your Insight

From our JTBD we have:

- Identified a Customer Segment
- Formed Assumptions
- Prioritised our insights



# Idea Alphabet

*“Improved transportation service for Sue (40), Finance Manager who commutes into Dublin every day”*

**Over to you! - ten minutes**

On your canvas are all the letters of the alphabet, think about your insight(s)

- put an idea related to a solution starting with each letter

Don't judge, be crazy, force yourself to fill in an idea for each.

If you finish them all with time to spare go back over them, see if they prompt you to fill in more.

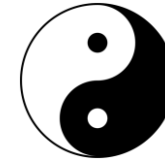
## Idea Alphabet

A		H		O		V	
B		I		P		W	
C	Car Pooling	J		Q		X	
D		K		R		Y	
E		L		S		Z	
F		M	Magic Carpet	T			
G		N		U			

# Opposite Thinking

This tool is as easy to use, as it is powerful. Familiarise yourself with the opposite side of things, to stretch the horizon of possibilities.

- Put down some assumptions you're making about the challenge you are ideating about.
- Write down the opposite (or modified version) of the assumptions.
- In the third column ("Solution"), write new ideas inspired by our opposites



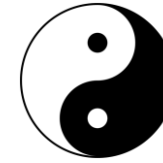
4  
legs

No  
legs



Hangs  
from the  
ceiling!

# Opposite Thinking



<b>ASSUMPTION</b> Describe an assumption you have about your concept or domain	<b>OPPOSITE</b> Describe the opposite of this assumption	<b>SOLUTION</b> Describe a new service, offering, improvement out of the opposite
Sue has to commute every day	Sue stays at home      Sue commutes 16 times a day	VR suite in her house that is her office
Sue hates to commute	Sue loves to commute	Luxury cab on Luas - entertainment, workstation

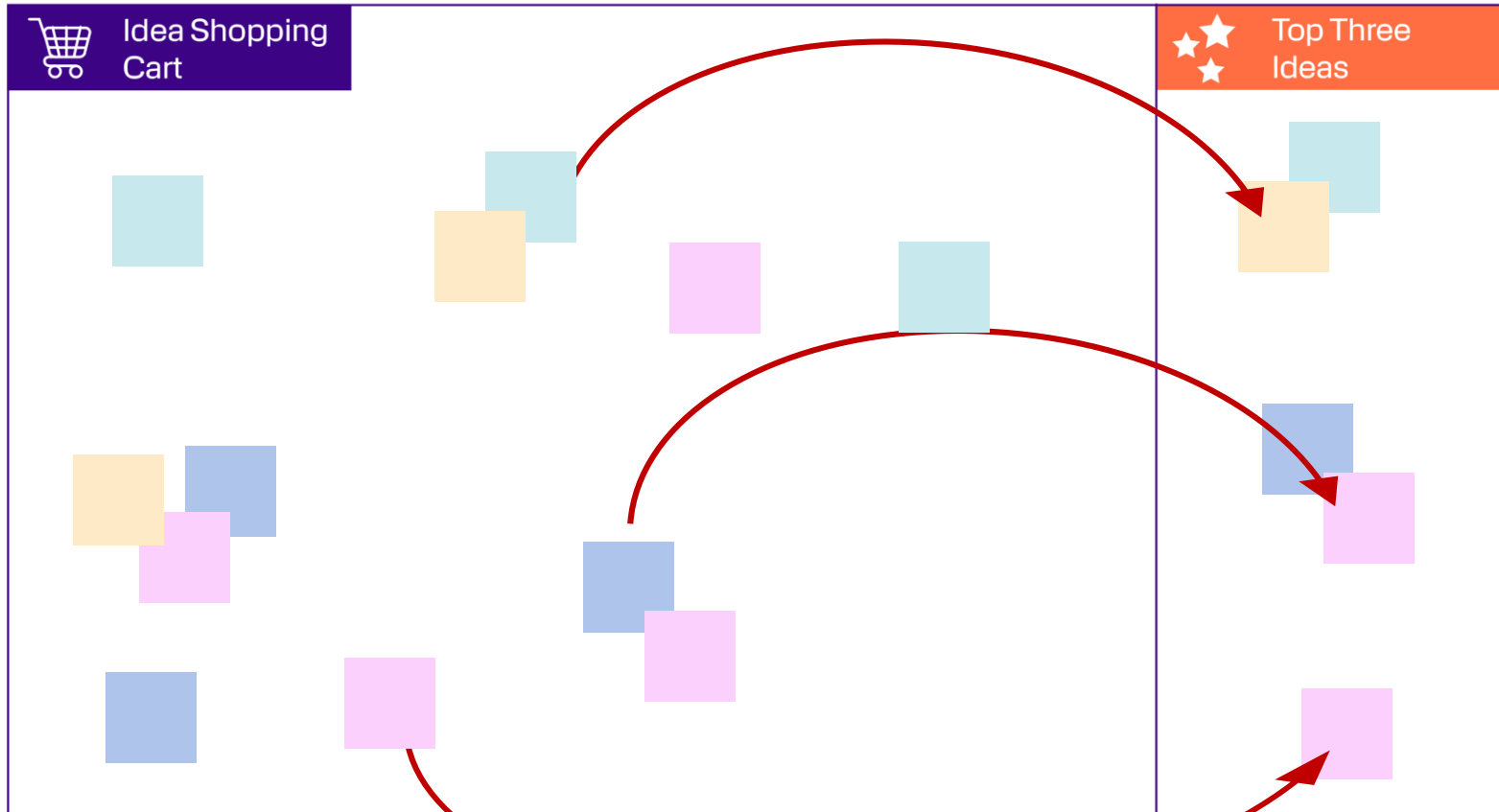
**Over to you! – fifteen minutes**

# Idea Shopping Cart

**Over to you! - ten minutes**  
Keep it varied! Wild to Conservative,  
remember Desirability, Feasibility, Viability

Idea Alphabet

Opposite Thinking



# Ok, let's prototype! (conversation prototype)

Before you start, answer these three questions for yourself.

- Who is your target audience?
- Which problems are you solving?
- What is the solution?

You should keep these as focus as you prototype.



Learnovate 

**Thank you!**



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

**TECHNOLOGY  
CENTRE**  
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# 2026 EdTech Masterclass Series

Cycle 2: Masterclass 1

24 September 2026

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