**UC Imagine Fest**

Take these 4 steps:

**Step 1**

Apply the concept of Competitive Analysis to learn the attributes that make up the “best college towns”

Research 3 of the best competitors or best current alternatives to your solution. Delve into the research and determine what are the attributes that make it “the best”.

* What metrics are the sources using to declare it “the best”?
* What makes them better than anything else?
* What value are they providing to the people that make up the community?

**Step 2**

Compare and contrast the three competitors that you picked with your solution

* Identify the positive attributes that all three of the “best competitors” possess
* What are the best attributes of your idea, including strengths and weaknesses
* Compare and contrast the positive attributes that all of the “best” competitors have in common with your idea and to identify what differentiates yours from the others

**Step 3**

Stretch your imagination and “Blue Sky” your idea.  **Blue Sky ideas move beyond obvious, safe and predictable to novel, unique, different and exciting.**

**Step 4**

Consider your Blue Sky ideas in relationship to the Core Question*“What should matter to me?”*Reflect and and think about the Blue Sky ideas that you put forth.  Consider ways in which these ideas might have been influenced by your views and how they might impact others.

Your reflection should include answers to the following questions

* What should matter to me?
* Does your blue sky idea matter to you?
* How can we live together?
* What impact does your idea have on community members?