

The Five Finger Formula Team Challenge

Master the art of "lean de-risking" by navigating uncertainty through rapid, low-fidelity prototyping. In this hands-on workshop, teams will learn and apply our in-house innovation methodology, the **Five Finger Formula**, to solve a fun engineering challenge: constructing an action-packed, consistent, and duration-optimized marble track.

Methodology:

We will use the Five Finger Formula to ensure efficient progress by tackling the core uncertainty of a project before building a high-fidelity prototype:

- **THUMB – Tackle assumptions:** We ruthlessly challenge "dumb requirements" to identify the fundamental problem and otherwise prematurely dismissed solutions
- **INDEX – Isolate the pain:** We relentlessly focus our efforts on doing the "one tough nut" first, i.e., tackling the most critical uncertainty rather than easy ones
- **MIDDLE – Map diverse solutions:** We encourage exploring unconventional, sometimes "crazy" approaches first to discover superior solutions
- **RING – Run lean tests:** We build "Minimum Testable Prototypes" (MTPs) to find the shortest, cheapest path to learning
- **LITTLE – Listen to metrics:** We replace opinions with experimental data, defining clear fail/success conditions for every iteration

More details on the Five Finger Formula are available [here](#).

Proposed Schedule:

08:30 Hangar Tour

09:00 Theory Input & Coffee: The Five Finger Formula

10:00 Today's Challenge: Marble Track Briefing

10:15 Build Session I: Low-fidelity Prototypes

11:45 Teams' Concept Presentations

12:00 Lunch Break: Pizza & Soft Drinks

13:00 Build Session II: Iterative Integration & High-Fidelity Build

15:30 Finale: Prototype Testing & Presentations

16:00 Retrospective & Feedback Session

16:30 Apéro (optional)

Pricing:

The workshop fee is **CHF 5'000** for up to **16 participants**. The fee includes supervision and instruction by two experienced innovation managers, access to our prototyping workspace and tools, all required soft-prototyping materials, as well as food and drinks.