

Design Thinking & Social Innovation

Live Webinar

Stefano Messori & John Kearns

17/06/2020



Stefano Messori

AGENDA

- 1 Webinar intro.
- 2 Market failure.
- 3 Get into the designer mindset.
- 4 Evolution of business innovation theories.



AGENDA

1

Webinar intro.



WHO?



Stefano *Messori*

DESIGN

STRATEGIST

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WHO?



John Kearns

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AGENDA

1

Webinar intro.

2

Market failure.



MARKET FAILURE

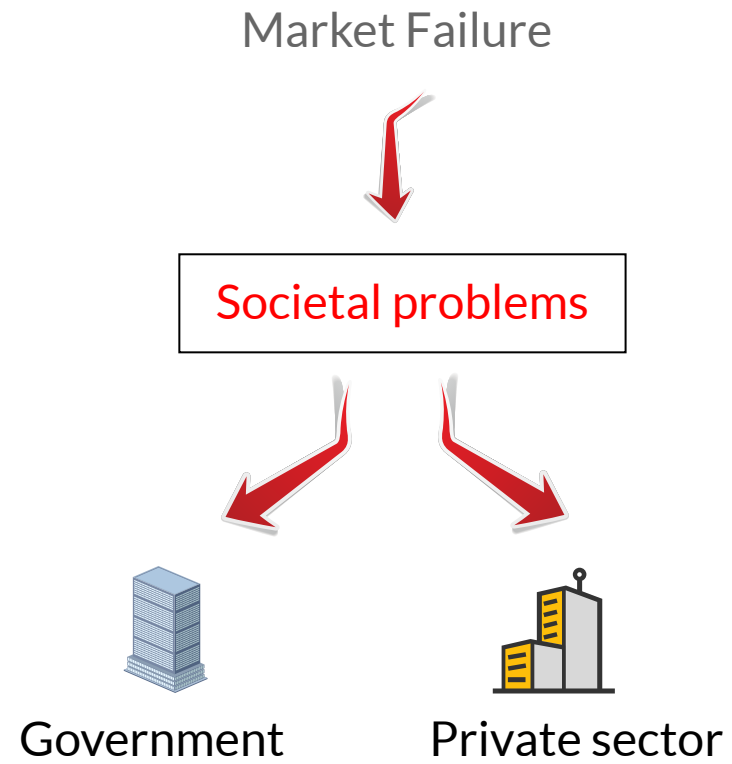
Market Failure



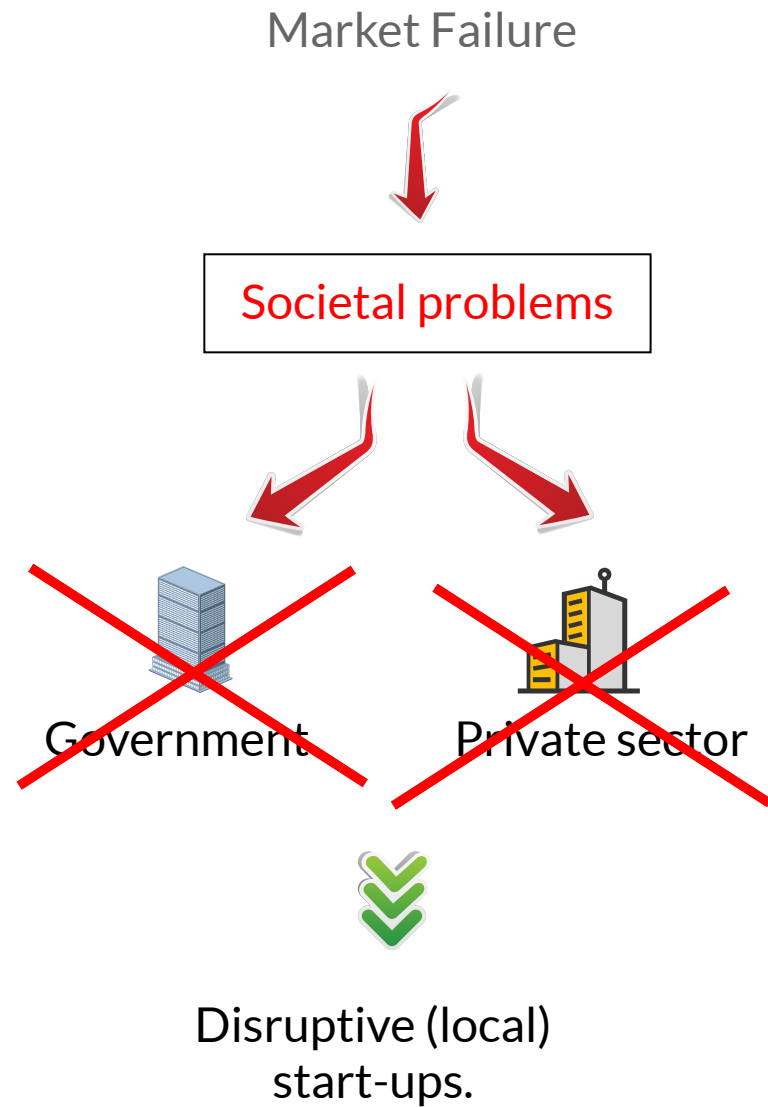
Societal problems



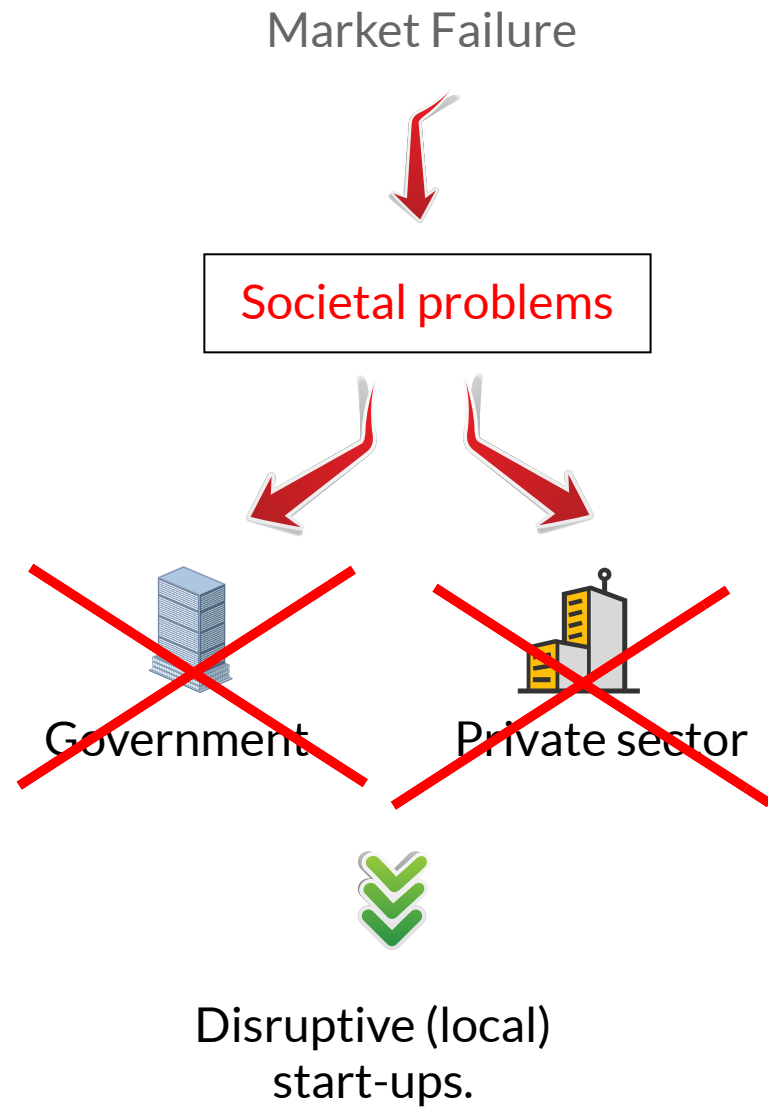
MARKET FAILURE



MARKET FAILURE



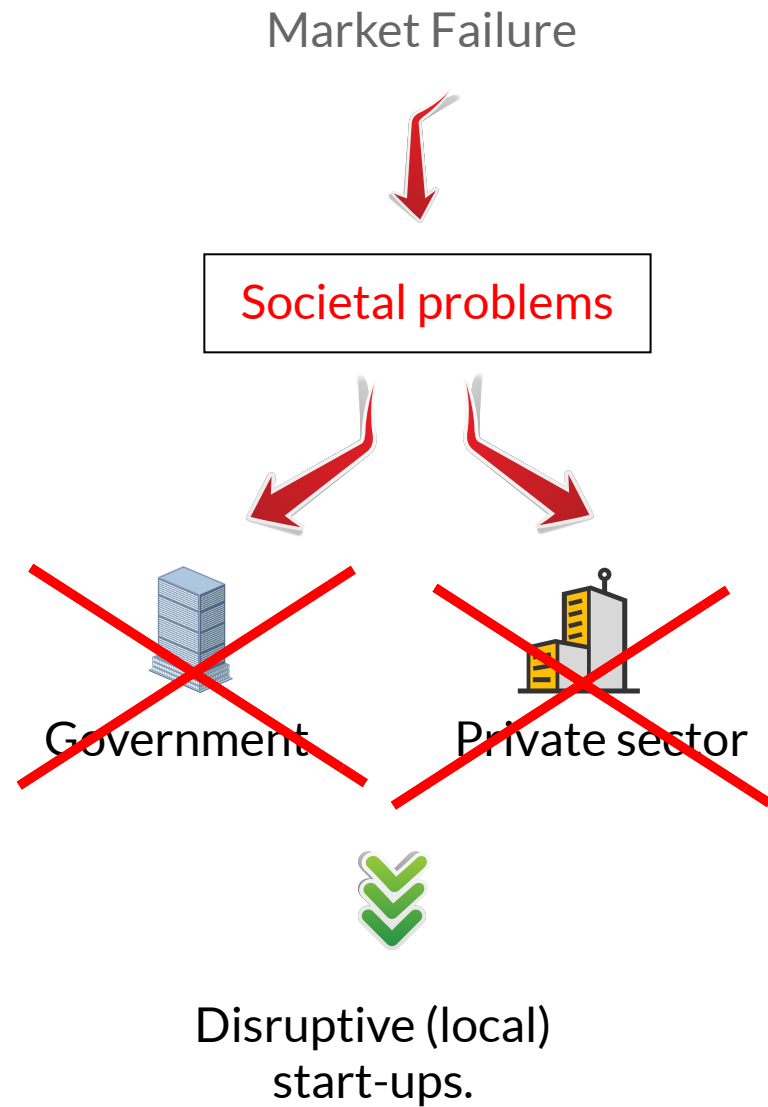
MARKET FAILURE



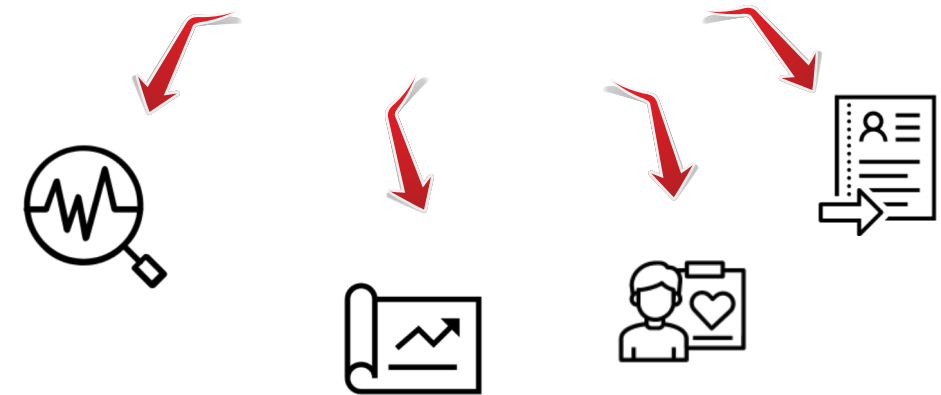
Designer Toolkit



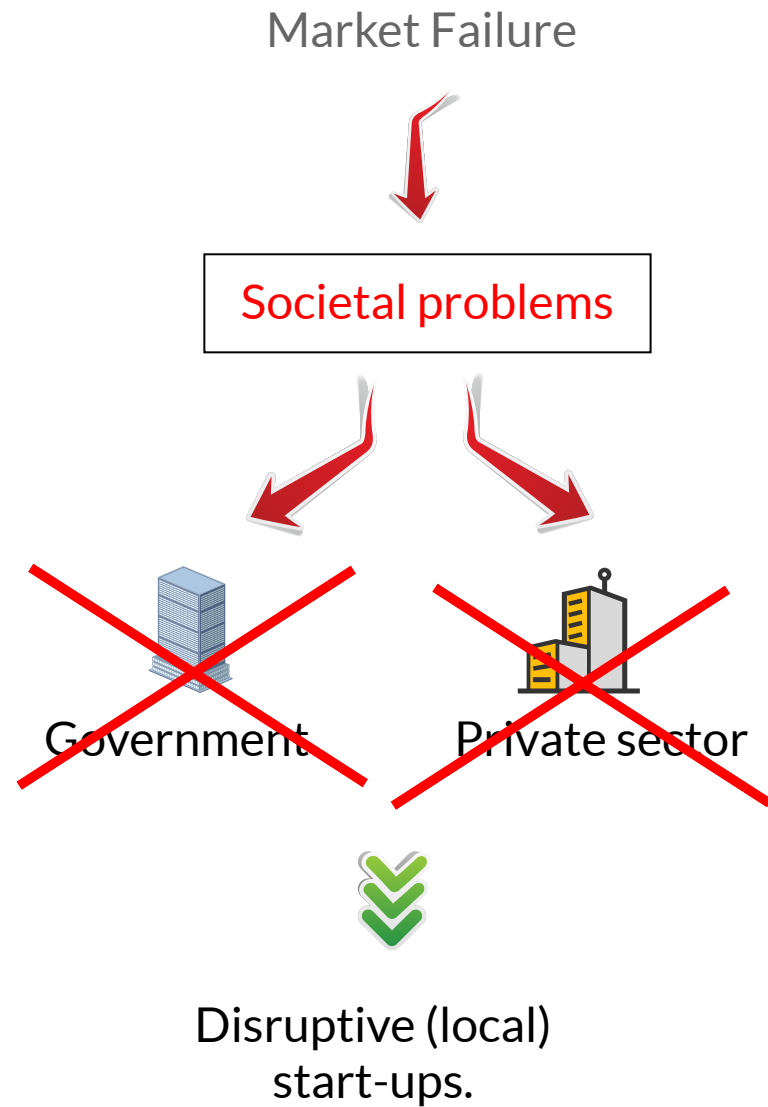
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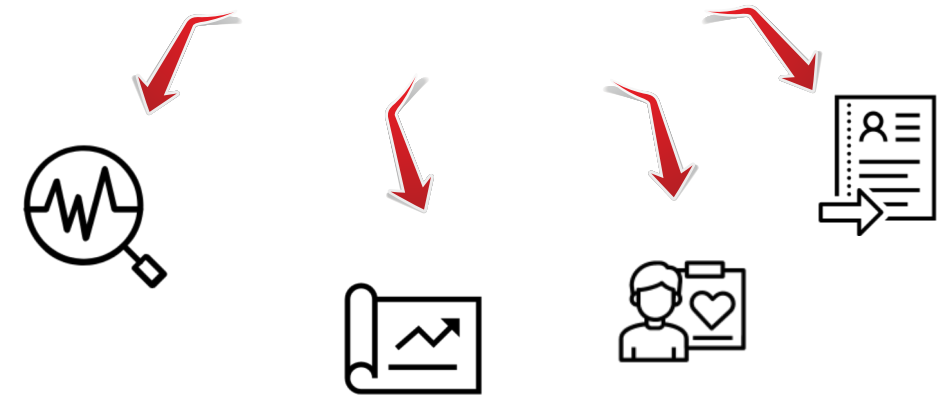
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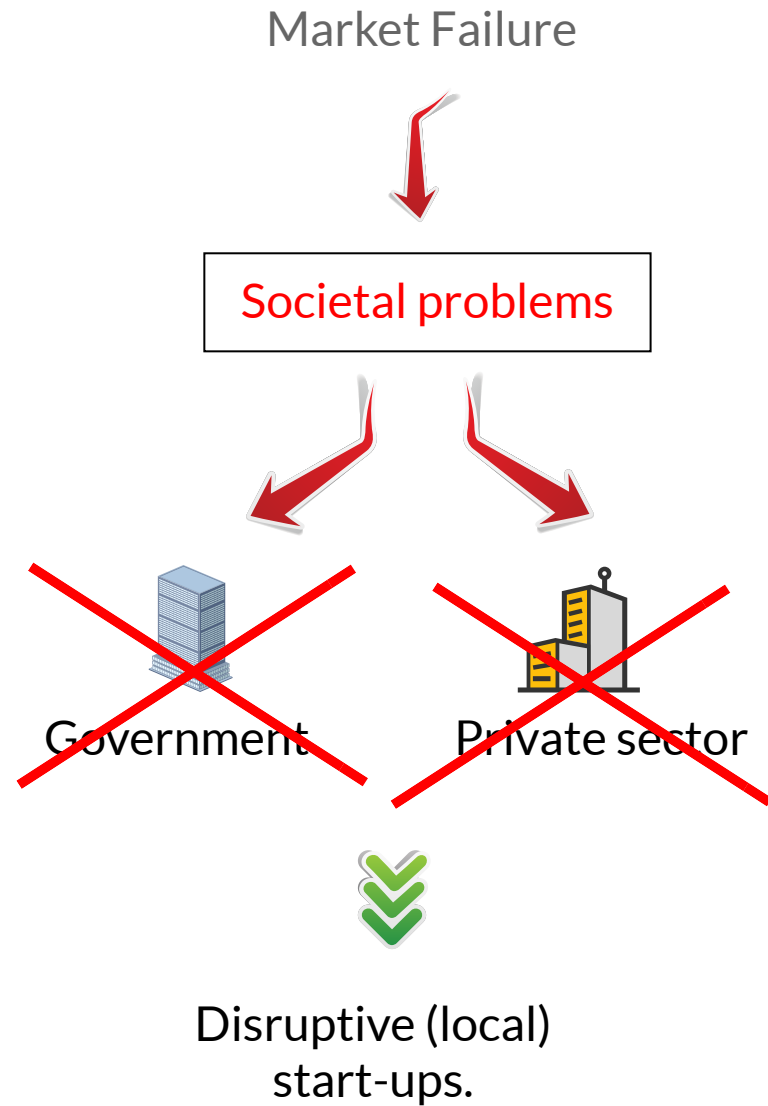
Designer Toolkit



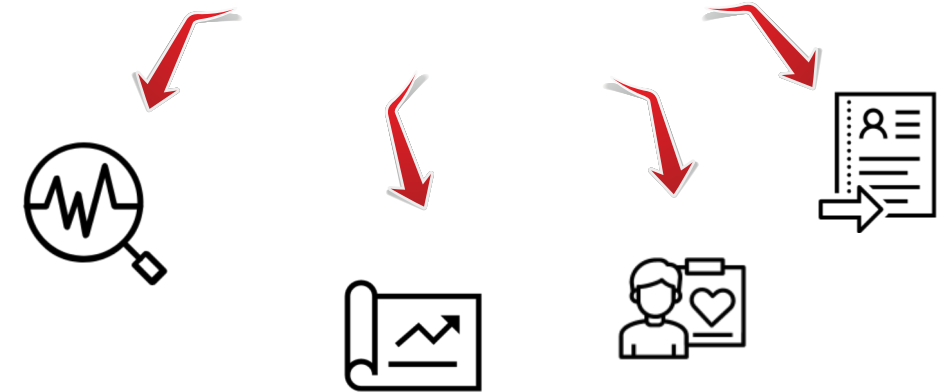
From Innovation 1.0 to Innovation 2.0



MARKET FAILURE



Designer Toolkit



From Innovation 1.0 to Innovation 2.0



Everyone is responsible to innovate.

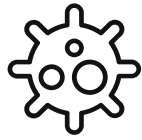


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DESIGNER MINDSET



Rational

Engineering, manufacturing,
product design, etc.



DESIGNER MINDSET



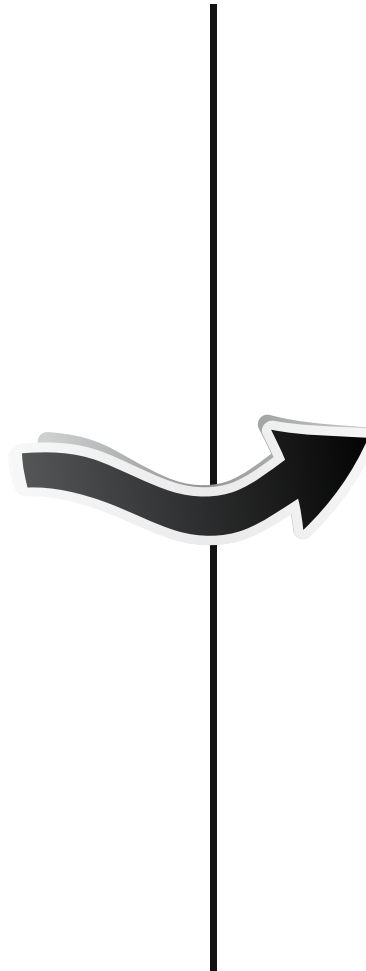
Rational

Engineering, manufacturing,
product design, etc.



Creative

Human centred design - focus on
the user.



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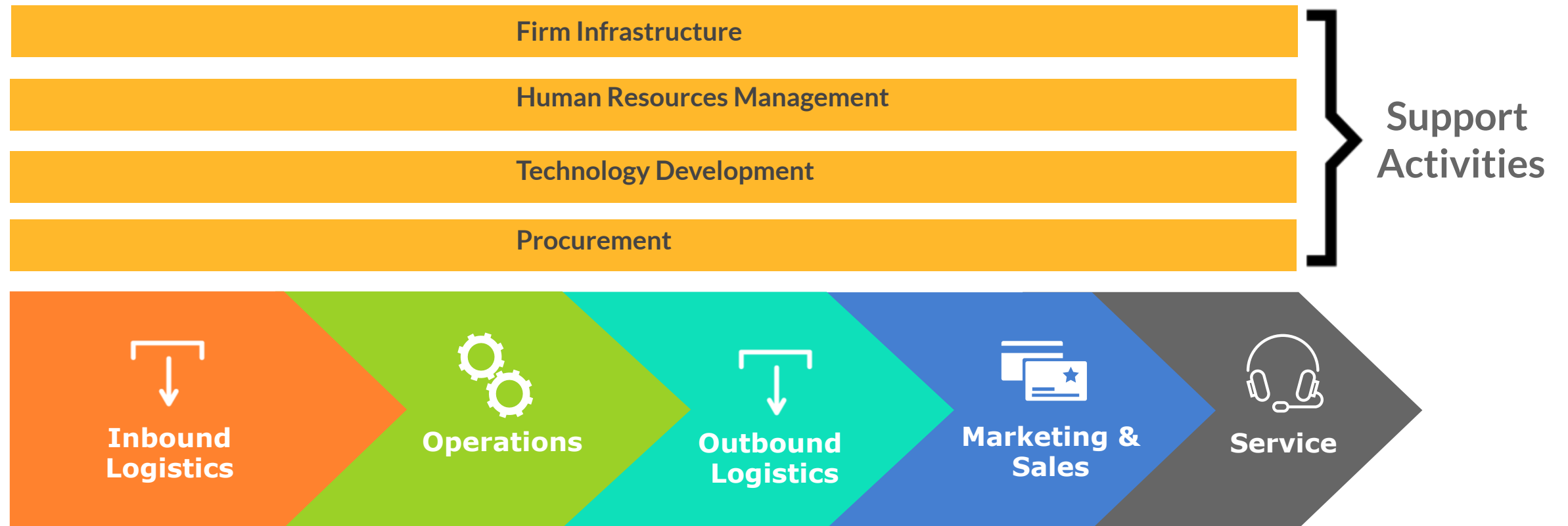
THE EVOLUTION OF BUSINESS INNOVATION THEORIES

1

Business Strategy



ESTABLISHED ORGANISATIONS THE VALUE CHAIN



THE EVOLUTION OF BUSINESS INNOVATION THEORIES

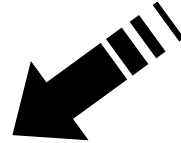
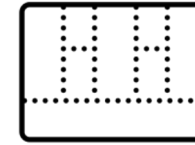
1

Business Strategy



2

Lean Start-up



LEAN STARTUP










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? EXTENSIONS Production Problem Solving Platform/Network	Value Propositions  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS Novelty Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	Customer Relationships  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES Personal assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-creation	Customer Segments  For whom are we creating value? Who are our most important customers? Mass Market Niche Market Segmented Diversified Sub-sect Platform			
Key Resources  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? TYPES OF RESOURCES Physical Intellectual (brand, patents, copyrights, data) Human Financial		Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How are we integrating them with customer routines? CHANNEL PHASES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?					
Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? IS YOUR BUSINESS MODEL Cost Driven (focused cost structures, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) MAJOR COST STRUCTURES Fixed Costs (salaries, rents, utilities) Variable Costs Economies of scale Economies of scope		Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <table><tr><td>TYPES Asset sale Usage fee Subscription Fee Licensing/Rentals/Licensing Licensing Brokerage Fee Advertising</td><td>FIXED PRICES Lump Sum Product/Feature dependent Customer segment dependent Volume dependent</td><td>DYNAMIC PRICES Negotiation (Bartering) Real-time market Real-time market</td></tr></table>			TYPES Asset sale Usage fee Subscription Fee Licensing/Rentals/Licensing Licensing Brokerage Fee Advertising	FIXED PRICES Lump Sum Product/Feature dependent Customer segment dependent Volume dependent	DYNAMIC PRICES Negotiation (Bartering) Real-time market Real-time market
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DESIGNED BY: Business Model Foundry AG

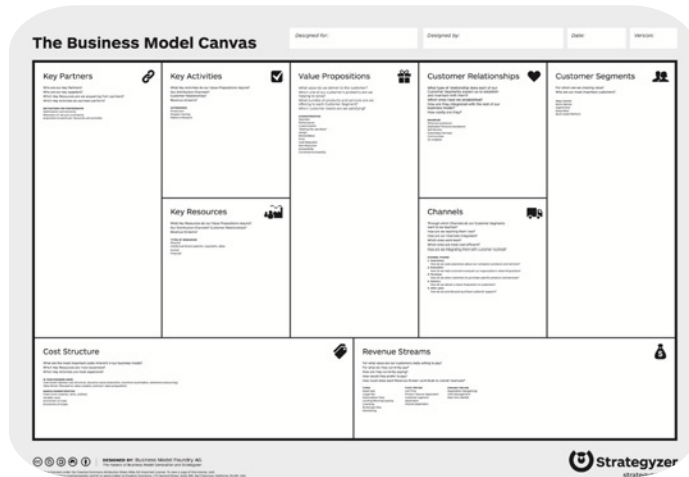
The makers of Business Model Generation and Strategyzer

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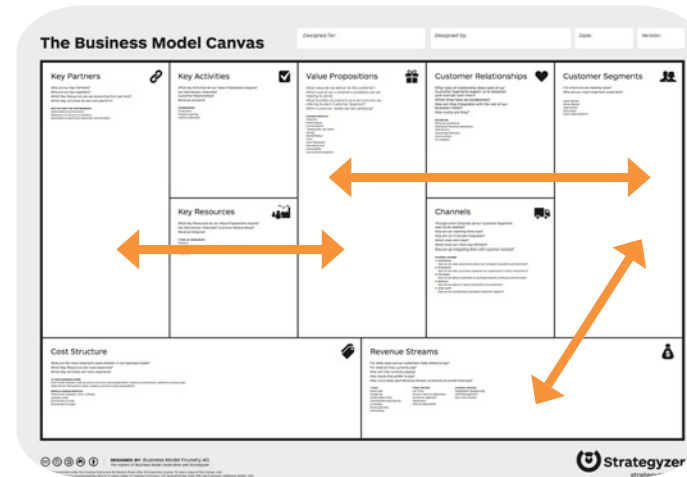
LEAN STARTUP THE BUSINESS CANVAS



LEVEL 1

Hypothesis check-list
fill out the boxes.

- Collecting the dots -



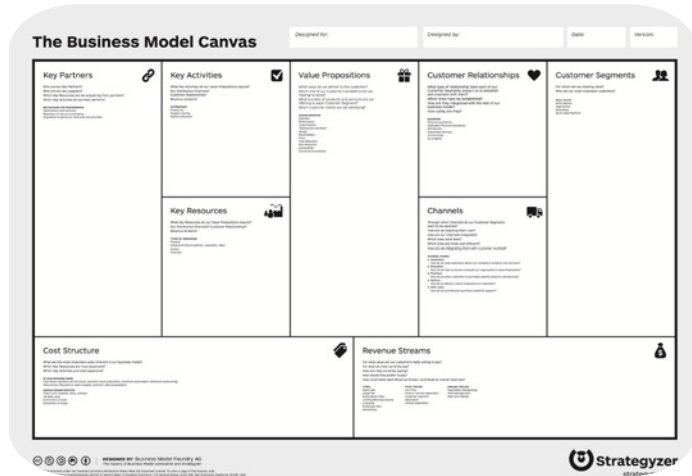
LEVEL 2

Connecting the different boxes
Develop a story/narrative
behind your organisation.

- Connecting the dots -



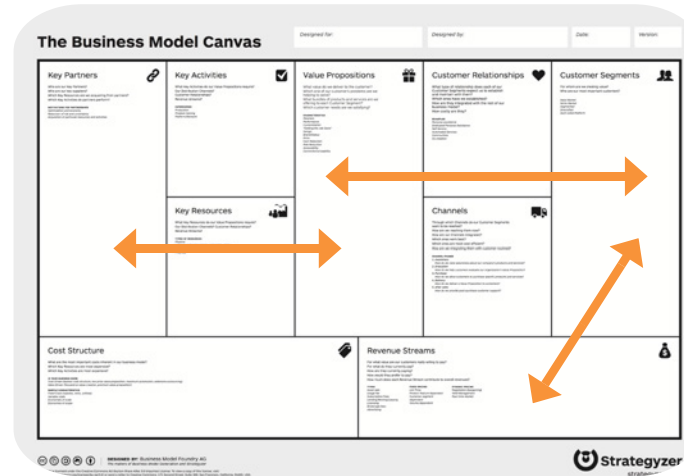
LEAN STARTUP THE BUSINESS CANVAS



LEVEL 1

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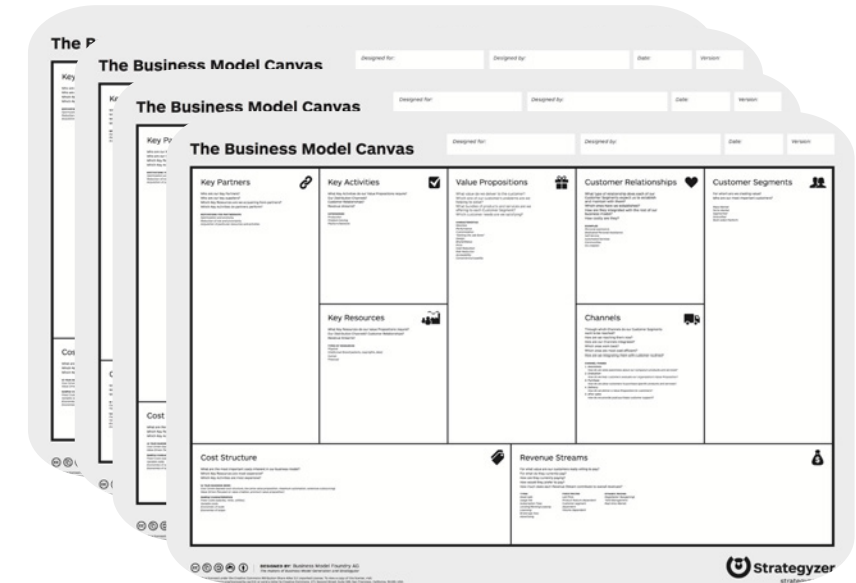
- Collecting the dots -



LEVEL 2

Connecting the different boxes
Develop a story/narrative
behind your organisation.

- Connecting the dots -



LEVEL 3

Use the canvas to test and
refine your assumptions in
each box.

- Validation -



THE EVOLUTION OF BUSINESS INNOVATION THEORIES

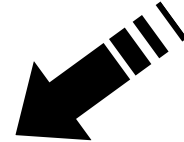
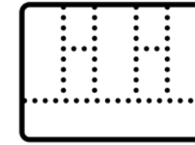
1

Business Strategy



2

Lean Start-up



3

Design Thinking



DESIGN THINKING PROCESS



OBSERVATION

Observe customers in their **native environment** to spot un-articulated needs.



IDEATION

Come up with a portfolio of possible **concepts/solutions** for the customers.



PROTOTYPING

Transform a 'concept' into an **artifact** (minimal investment) so that users can experience and feel the product or service.

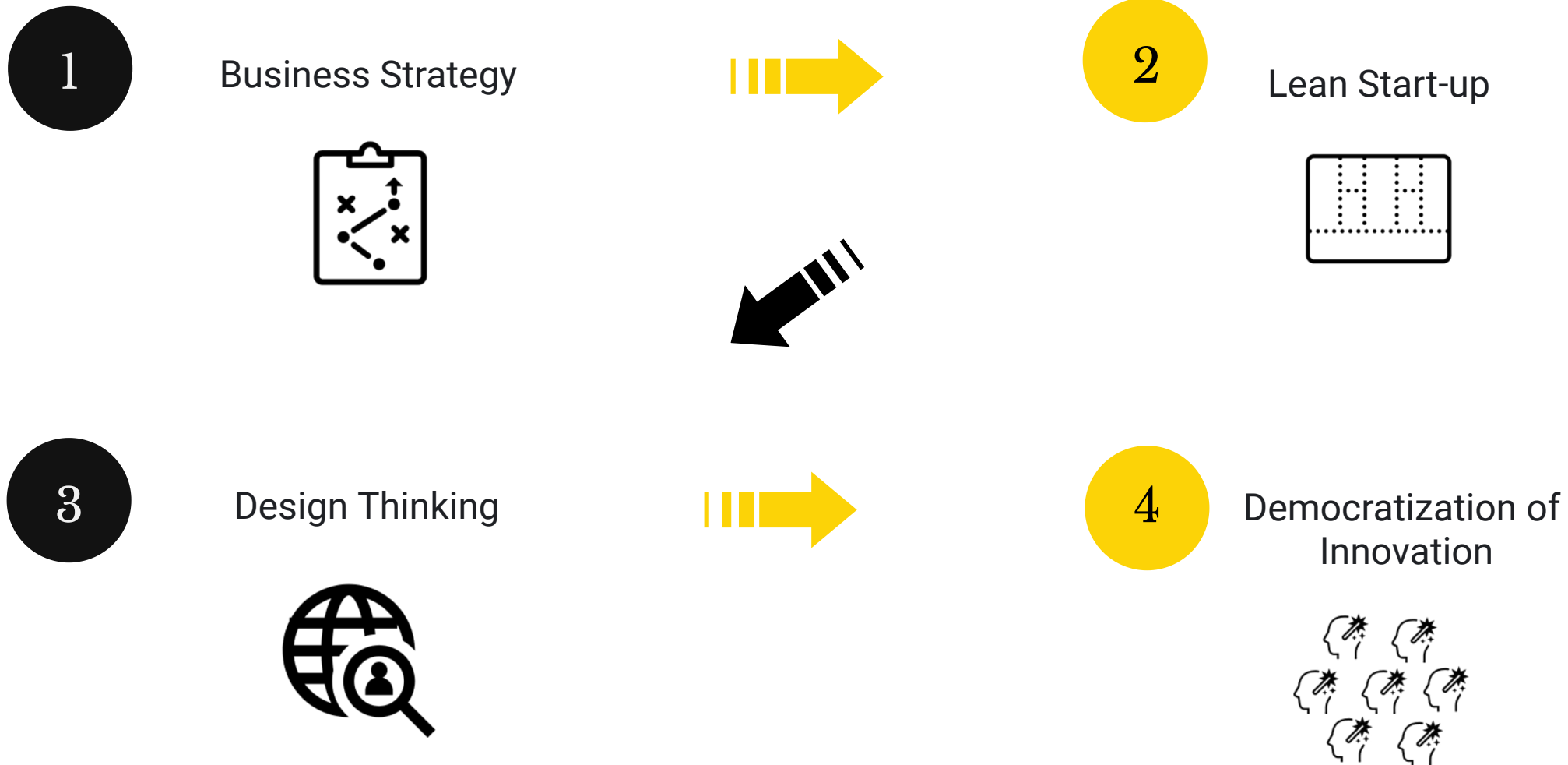


TESTING

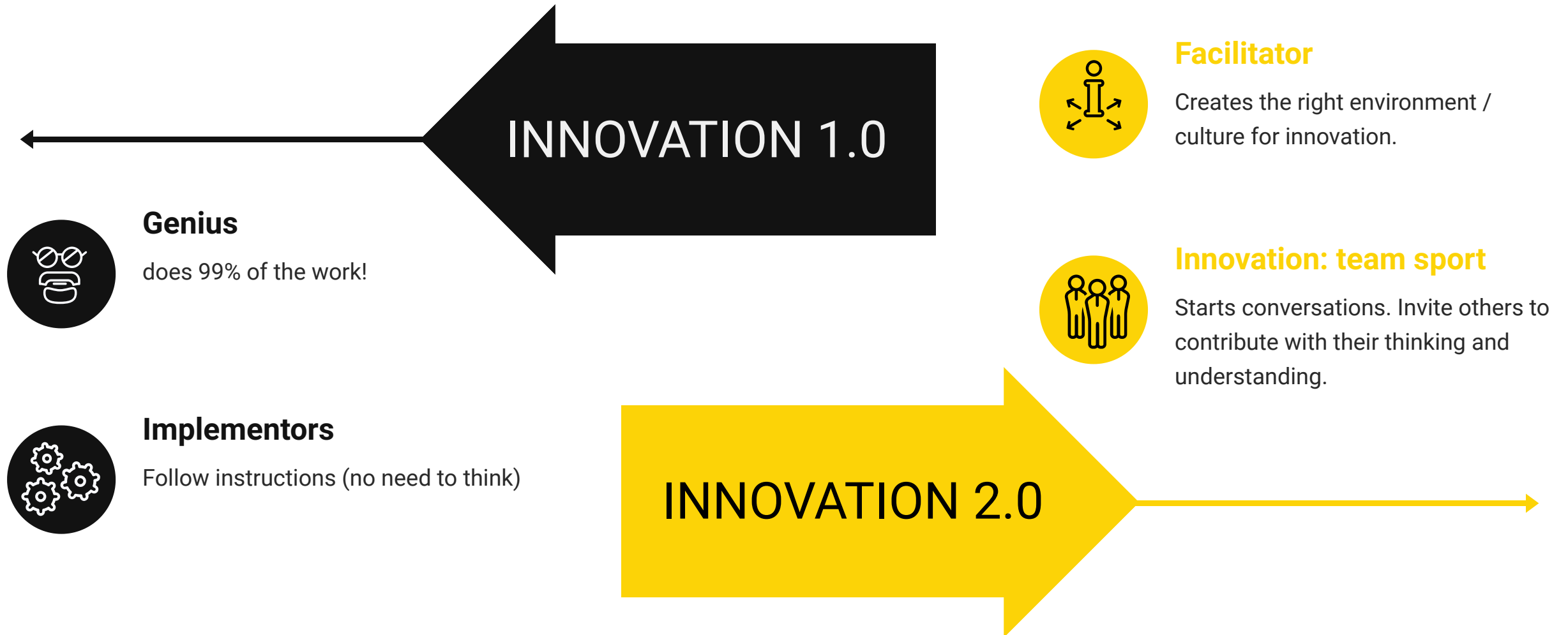
Hand a **working prototype** to customers and observe their reactions and the use they make of it.



THE EVOLUTION OF BUSINESS INNOVATION THEORIES



INNOVATION - 2020



Design Thinking & Social Innovation

Ecosystem - connecting the work of Gov, Businesses & Start-ups to solve social problems.



THANK YOU

Design Thinking & Social Innovation



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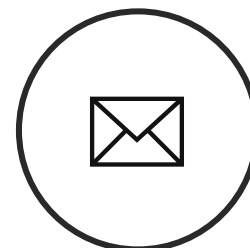


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