



University of the Cordilleras
Innovation and Technology Transfer Office

Ideas that Change the World

TECHNO100 Technopreneurship
Unit 1

Table of Contents

- Introduction to startups
- Your story
- UN's 17 Sustainable Development Goals
- BDUF vs BHAP
- Intellectual property

Introduction to Startups



University of the Cordilleras
Innovation and Technology Transfer Office



RA 11337

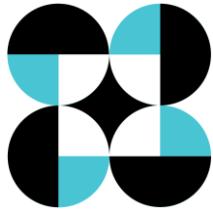
Innovative Startup Act

An Act Providing Benefits and Programs to Strengthen, Promote and Develop the Philippine Startup Ecosystem

Goal

Develop the startup ecosystem of
the Philippines.

Main Government Agencies



Department of
Science and
Technology



Department of
Information and
Communications
Technology



Department of
Trade and
Industry



National
Economic and
Development
Authority

What is a TBI?

Technology Business Incubator

A facility where startups are hosted and business development services are provided.

What is a Startup?

A startup is a **project** with the potential to be highly **scalable** working to solve a problem where the **solution is not obvious**.

Startup – Project

There is usually a beginning
and an end.

***About 90% of all startups
end in failure.*** Know when
to continue and when to
end.

Startup - Scalable

The startup should be able to increase its valuation through increasing the target audience or location.

TaskRabbit was able to increase their location from Boston, MA to London, UK.



TaskRabbit

Startup – Not Obvious

How does this solution differ
from other solutions?

“Getting on a stranger’s car” is what made ***Uber*** (and others like ***Grab***) successful.

Uber

What is a Unicorn?

A startup company that has a valuation of **US\$ 1 billion or more**.
They usually have technology center throughout the world.



Ideas that Change the World



University of the Cordilleras
Innovation and Technology Transfer Office



IMPACTJUNKIE



DRAPER
UNIVERSITY

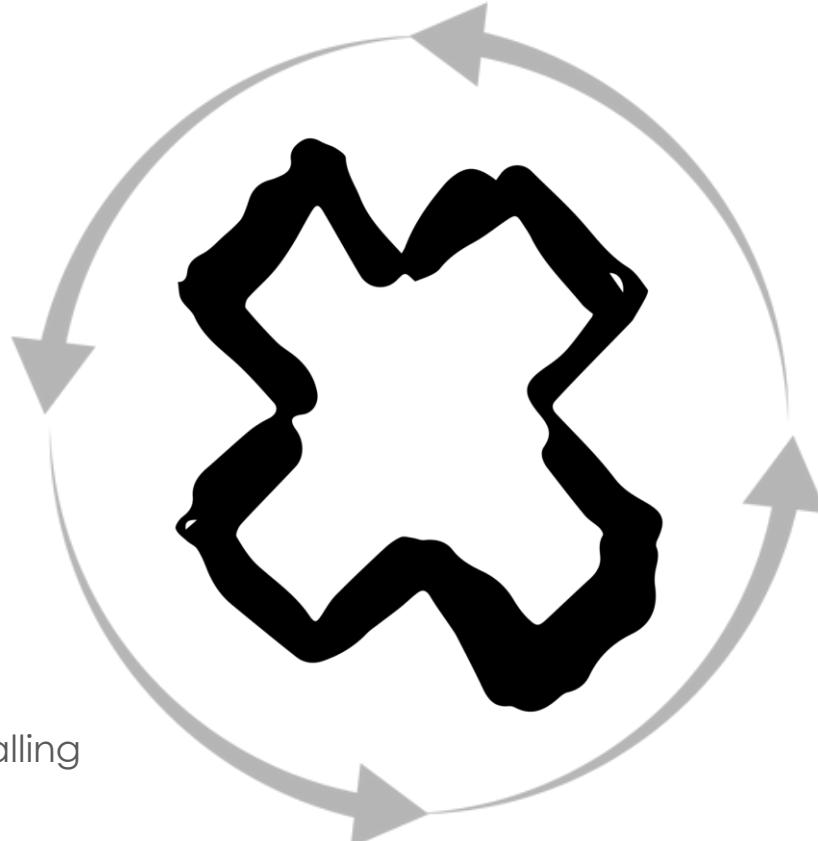


Love people.

- Love, Listen, Learn
- Understand problems
- Empathy

You.

- Your Story
- Passion, Purpose, Calling
- Find your X factor



Go places.

- Take Action
- MVP + Testing
- Ship ASAP

Change lives.

- Connect dots
- Build coalition
- Scale

BDUF

Big Dream Up Front

Without any limitations, what are things you dream of doing later on in life?

UN's 17 SDGs

United Nations' 17 Sustainable Development Goals

An urgent call for action by all countries - developed and developing - in a global partnership.

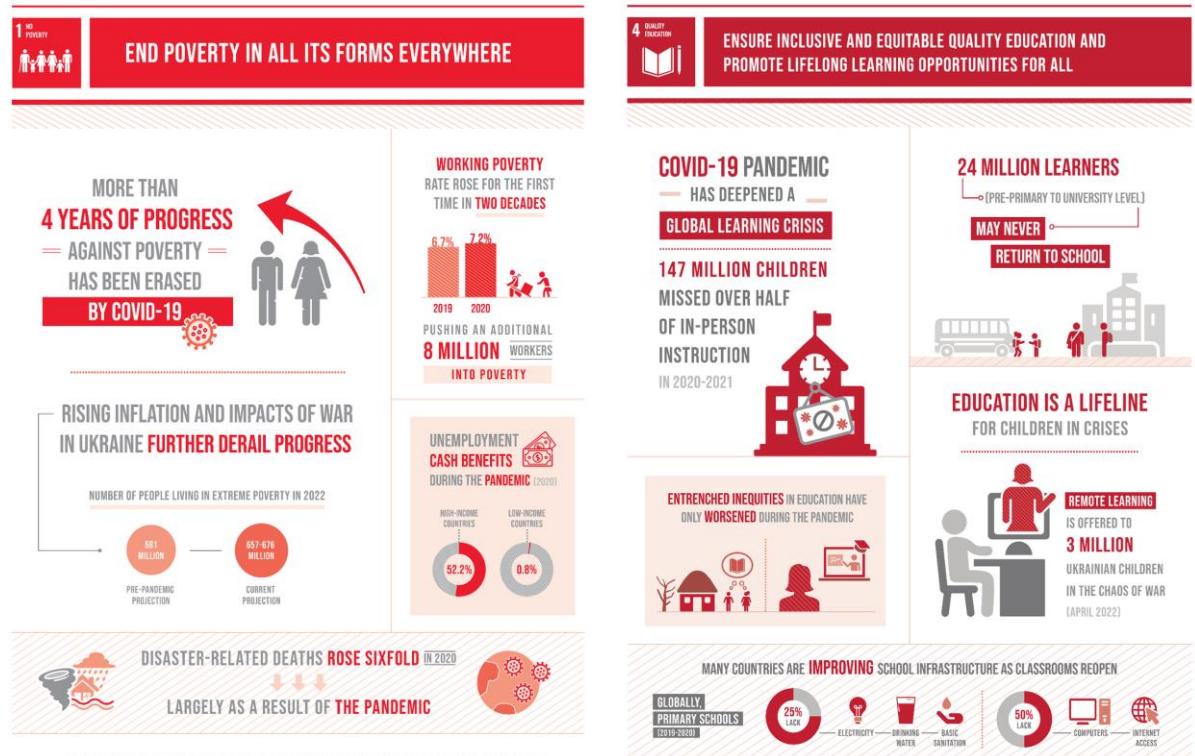


THE GLOBAL GOALS
For Sustainable Development

<https://sdgs.un.org/goals>

Overview

Infographic that shows why this SDG is so important to solve



THE SUSTAINABLE DEVELOPMENT GOALS REPORT 2022: UNSTATS.UN.ORG/SDGS/REPORT/2022/

THE SUSTAINABLE DEVELOPMENT GOALS REPORT 2022: UNSTATS.UN.ORG/SDGS/REPORT/2022/

Targets & Indicators

What are the **specific** goals to solve this problem?

How do we know if the problem is solved?

Target **1.1**
By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

Indicators ▾

Target **1.2**
By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

Indicators ▾

Target **1.3**
Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

Indicators ▾

Target **1.4**
By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

Indicators ▾

Target **1.5**
By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters

Indicators ▾

Target **1.a**
Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions

Indicators ▾

Target **1.b**
Create sound policy frameworks at the national, regional and international levels, based on pro-poor and gender-sensitive development strategies, to support accelerated investment in poverty eradication actions

Indicators ▾

Target **4.1**
By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

Indicators ▾

Target **4.2**
By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education

Indicators ▾

Target **4.3**
By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

Indicators ▾

Target **4.4**
By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

Indicators ▾

Target **4.5**
By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

Indicators ▾

Target **4.6**
By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy

Indicators ▾

Target **4.7**
By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Indicators ▾

Target **4.a**
Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all

Indicators ▾

Target **4.b**
By 2030, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrollment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries

Indicators ▾

Target **4.c**
By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States

Indicators ▾

The world has BIG PROBLEMS
but **YOU** can be the solution.

STORY

Your Story

Imagine your life as a movie. What's your backstory? Who're your inspirations? What's your superpowers?

What do you want to solve?
Know your **SCENES** and **SUPERPOWERS**.

Scenes

Imagine your life was a movie.

You were the guide to help those in need. Reflect then list out the scenes and themes of your story when you were helping others.

Scenes

Examples

Helping my family leave the country as a child during the war.

Being the first person of my family who is going to college.

Making sure my closeted sibling feels safe in the community.

Superpowers

Extraordinarily ordinary.

What superpowers (gifts/talents) drives your story in the movie?
List out your unique abilities you would use to help others in your movie.

Superpowers

Examples

Being an excellent communicator.

My technical knowledge in mobile application development.

I am compassionate towards others.

Reflect on your scenes and superpowers.
Write out any **CONNECTIONS** you observe.

Who?

Who am I
passionate about
helping?

Looking at
characters who
are reappearing
in the story

What?

What do I want to
help them with?

What are some
scenes you see
reappearing in
your story?

Why?

Why do I want to
help them?

How do these
scenes get
concluded?

BHAP

Big, Hairy, Audacious Problem

I want to help (who) to do (what) because (why).

I want (x) to (y).

My BHAP

To find y, determine your story and superpowers.

To help the target audience (x), you can solve for y first.

x = Who am I passionate about helping?

What types of characters keep reappearing in your story?

Reflect then list out people you feel called to serve and passionate about helping. You will then need tools to develop empathy to best help and not harm them.

I want (x) to (y)
because (z).

Connect your BDUF to your BHAP.

Intellectual Property



University of the Cordilleras
Innovation and Technology Transfer Office



What is a KTTO?

**Knowledge and Technology
Transfer Office**

Serves as an interface between the talent and technology housed in the academic institution and the broader community.

What is Intellectual Property (IP)?

Generally called the “creations or products of the human mind”.

Why Register an IP?

Your IP rights give you the exclusive right to use, enjoy, and earn from your creations.

Main Government Agency



INTELLECTUAL PROPERTY
OFFICE OF THE PHILIPPINES

Intellectual Property Office of the Philippines (IPOPHL)

Government agency mandated to administer and implement State policies on intellectual property (IP) to strengthen the protection of IP rights in the country

IPOPHL Timeline

Philippine Patent Office

RA 165 "An Act Creating a Patent Office"

RA 166 "Registration of Trademarks, Tradenames, and Service Marks"

June 20, 1947

Bureau of Patents, Trademarks, and Technology Transfer

EO 133

February 27, 1987

Intellectual Property Code of the Philippines

RA 8293

June 6, 1997

Amendments on Copyright Law

RA 10372

March 4, 2013

RA No. 8293

Intellectual Property Code of the Philippines

An Act Prescribing the Intellectual Property Code and
Establishing the Intellectual Property Office, Providing for its
Powers and Functions, and for Other Purposes

IP Code of the Philippines

Vital to the development of domestic and creative activity, facilitates transfer of technology, attracts foreign investments, and ensures market access for our products

Protect and secure the exclusive rights of scientists, investors, and other gifted citizens to their intellectual property and creations, particularly when beneficial to the people

IP Code of the Philippines

Promotes the diffusion of knowledge and information for the **promotion of national development and progress** and common good

Streamline administrative procedures of granting patents, registering trademarks, and copyright, and to liberalize the registration on the transfer of technology

Types of IPs

- Copyright
- Trademark
- Patent
- Utility model
- Industrial design
- Layout design / topography of integrated circuits
- Trade secret / undisclosed information

Copyright

Rights of the creators and/or authors over their literary, scientific, and artistic works



The image shows the homepage of Filinventions, a mobile application platform. The header features the text "Creating the future for you!" in red. Below it is a brief description of the platform's purpose: "Filinventions is an online platform that shall be made to function as an e-commerce, information, communication, and pitching platform in a form of a mobile application that can run on Android and iOS smartphones." Another paragraph explains its mission: "Being a mobile application, it is flexible enough to be built in addressing the major technological needs of local creators in the Philippines when it comes to creating prototypes, acquiring intellectual property rights, and producing prototypes in mass units. This will enable Filipino innovators to commercialize their ideas and achieve their intended societal and economic benefits." Two sections are highlighted: "The Founders" and "Milestones". The "Founders" section includes profiles of two individuals: LABITORIA ARIANNE HUSTLER, HACKER and LATONIO KOBE HIPSTER, HACKER. The "Milestones" section lists "Incubatee of University of the Cordilleras Innovation and Nurturing Space (UCIANS) UC DevEx Hackathon 2020 Competitor" and "University of the Cordilleras Innovation and Nurturing Space". The Filinventions logo, featuring a stylized lightbulb icon, is prominently displayed at the top.



Tatak UC : 75th Founding Anniversary
9K views • 1 year ago

 University of the Cordilleras - UC Jaguars

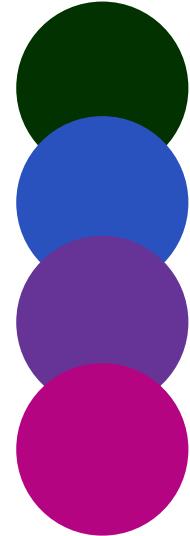
Tatak UC : 75th Founding Anniversary.

4K

Filventions (mobile application), **Tatak UC** (musical composition)

Trademark

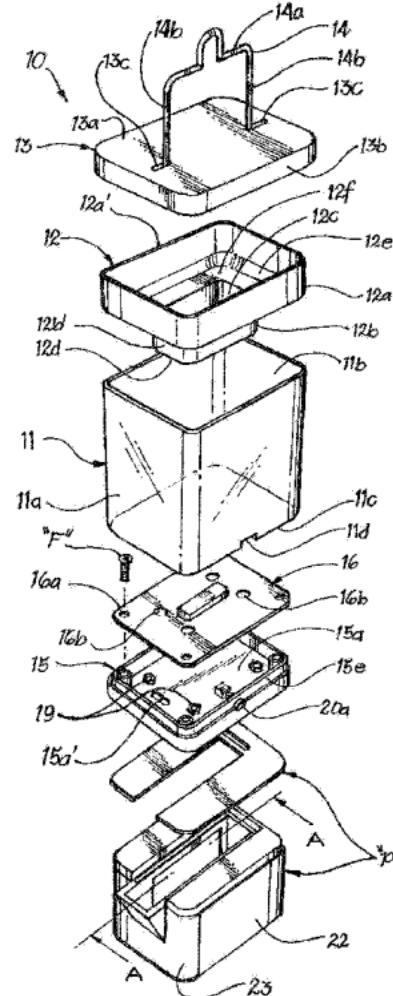
Any visible sign that distinguishes the goods or services offered or provided by any business from those produced by others in the market



Imahe Labs name, logo, distinctions, and colors

Patent

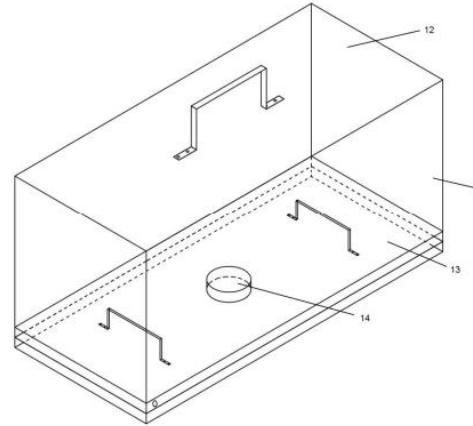
Grant issued by the government for an invention (product or process); invention must be new, should involve an innovative step, and must be industrially applicable



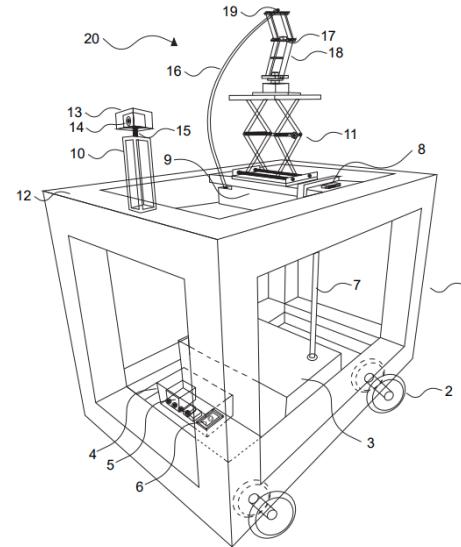
**Sustainable
Alternative
Lighting (SALT)
lamp** by Aisa
and Raphael
Mijeno

Utility Model

Technical or functional improvement of an existing product or technology; must also be new and industrially applicable



**Fingerprint
Fuming Box**
(registered)



**Robot
Disinfectant
Sprayer**
(pending
registration)

Industrial Design

Distinctive and aesthetic
design of your product

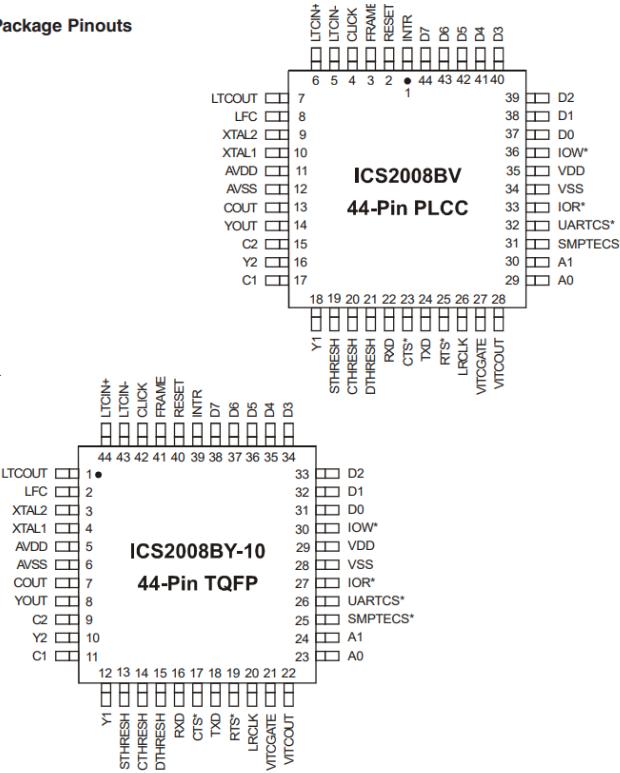


Peacock Chair (no
registered industrial design)

Layout Design

Includes topography of IC;
three-dimensional disposition
prepared for an integrated
circuit intended for
manufacture

Package Pinouts



**ICS2008 Demo Board IC -
Renesas (Tokyo, Japan)**

Trade Secret

Confidential or secret information that has a commercial value; has no formal registration procedure required



KFC's "11 herbs and spices"



University of the Cordilleras
Innovation and Technology Transfer Office

Design Thinking

TECHNO100 Technopreneurship
Unit 2

Table of Contents

- Introduction to design thinking
- Empathize
- Define
- Ideate
- Prototype
- Test

Introduction to Design Thinking



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPE
UNIVERSITY



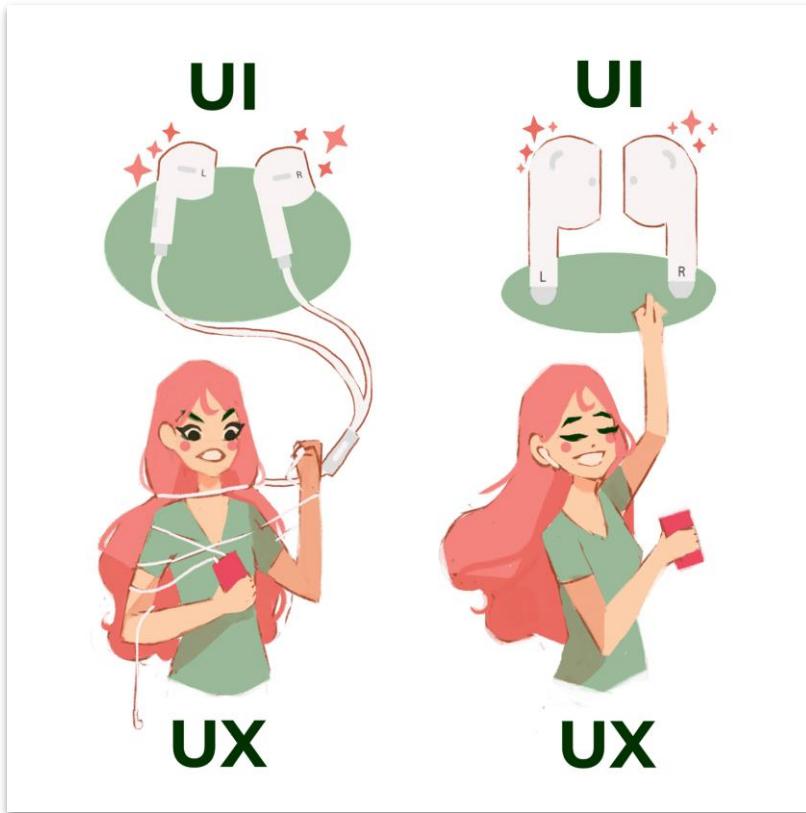
Good v. Bad Design



User Experience

Process of creating products
that provide ***meaningful and
relevant experiences*** to a user

Good v. Bad Design



User Interface

Process used to build interfaces
in computerized devices,
focusing on looks or style

Solving Complex Problems in a User- Centric Way

Principles of Design Thinking

- 01
- 02
- 03
- 04

The Human Rule

The Ambiguity Rule

All Design is Redesign

The Tangibility Rule

The Human Rule

Approaching problem-solving with a deep understanding of the needs, behaviors, and experiences of the individuals who will be affected by the solution.

The Ambiguity Rule

Approaching problem-solving with a recognition and acceptance of the inherent uncertainty and ambiguity that often accompanies the design process.

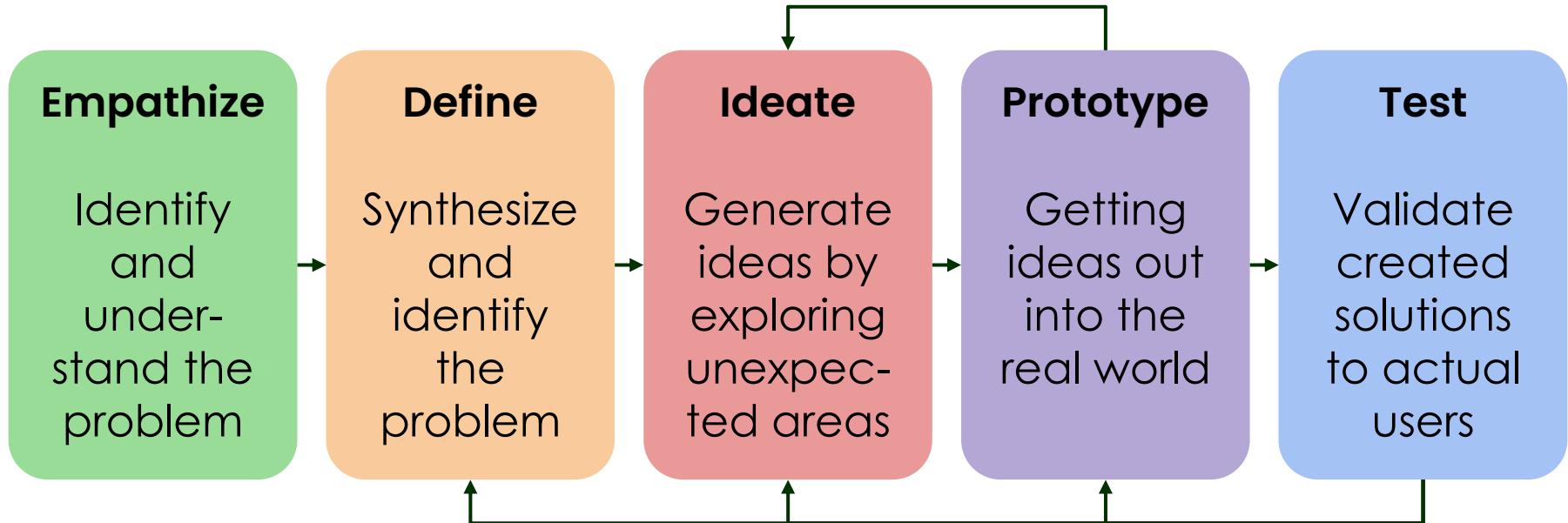
All Design is Redesign

Refers to the notion
that design is an
iterative and
ongoing process.

The Tangibility Rule

it emphasizes the importance of creating tangible representations or prototypes of ideas or solutions to facilitate understanding, communication, and collaboration with users.

Phases of Design Thinking



Step 1: Empathize



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPER
UNIVERSITY



Empathize

Identify and understand the problem

Drop assumptions, judgements, and biases when talking to the target users

How to Empathize with Users?

Observe

View users and their behavior in the context of their lives

Engage

Interact with and interview users through both scheduled and short ‘intercept’ encounters

Immerse

Experience what your user experiences

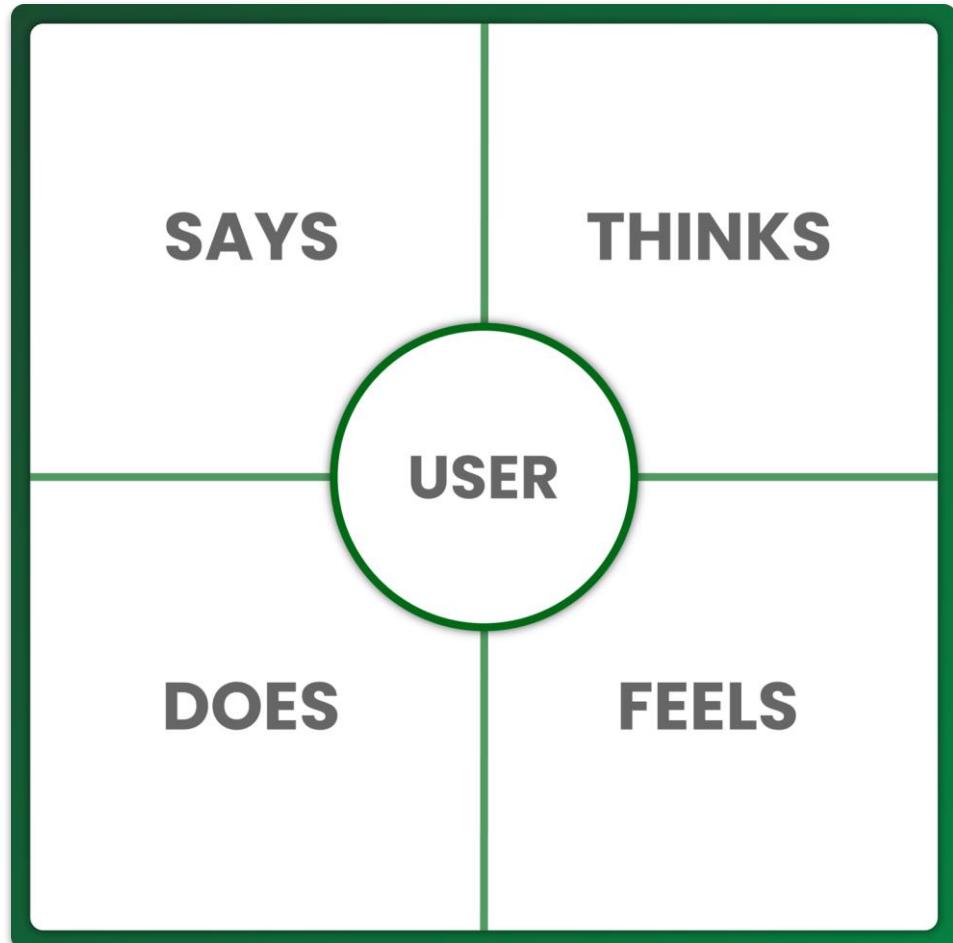
Qualitative Data

How do we collect
data from the target
users?

- Research
- Interviews
- Surveys
- Shadowing
- Documentary
- Journals
- Body Language

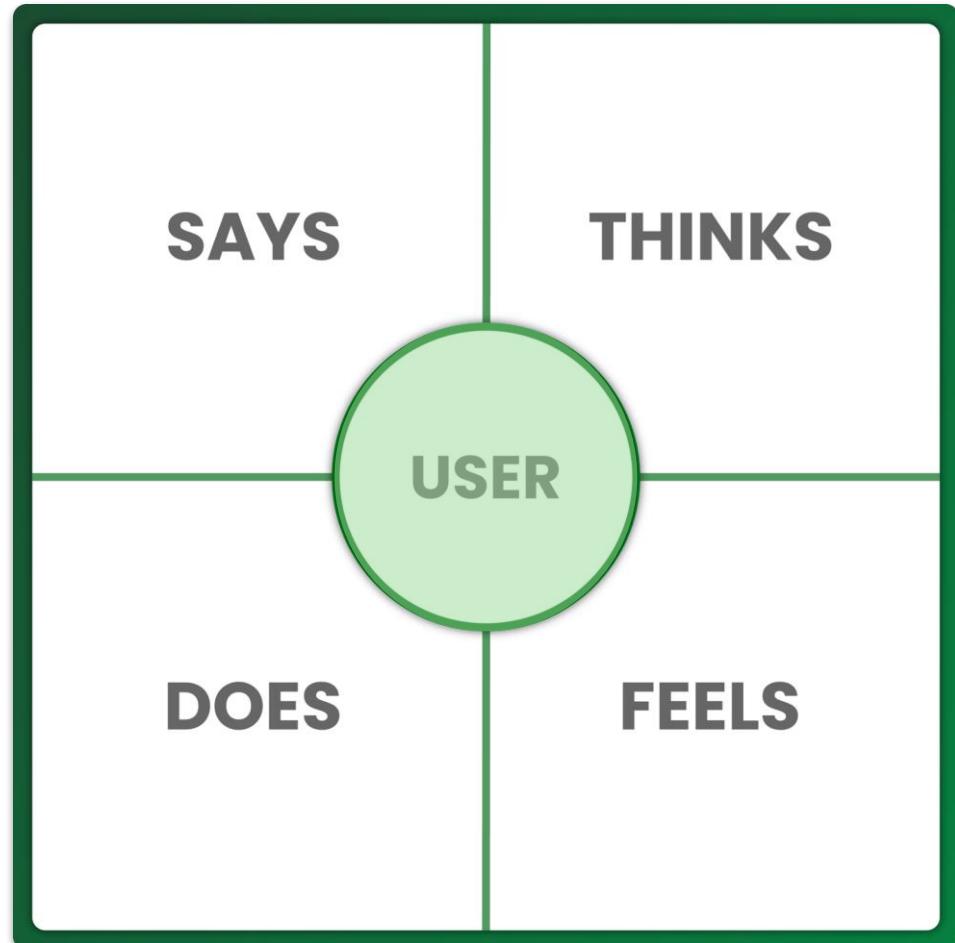
Empathy Map

a visual tool used in design thinking to understand and empathize with the target users or customers.



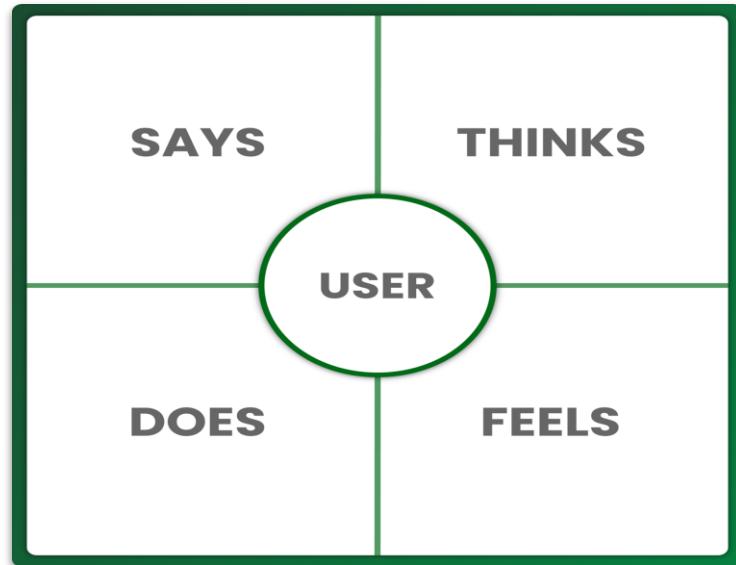
User Empathy Map

List down a target user;
have one empathy map
per user



Says Empathy Map

What a user says out loud; includes direct quotes and verbatim statements

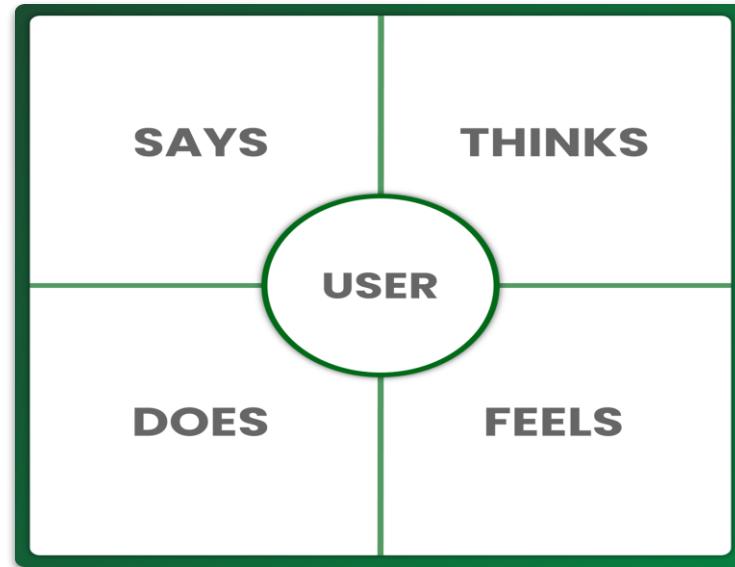


- "The mobile app is convenient for checking my account balance."
- "I wish the app had a feature to easily transfer money to my friends."
- "I find the app's customer support helpful when I have issues."

Thinks

Empathy Map

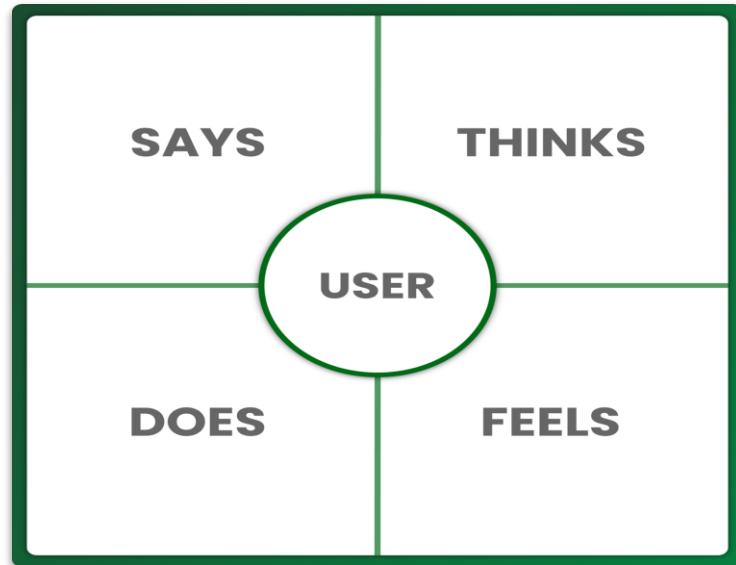
What the user might be thinking throughout the experience; things that may not want to vocalize



- "I want to have control over my finances and be able to track my spending."
- "I hope my personal information is secure when using the app."
- "I wonder if the app can provide personalized financial recommendations."

Does Empathy Map

Actions the user takes;
can be daily activities or
solutions that they have
attempted

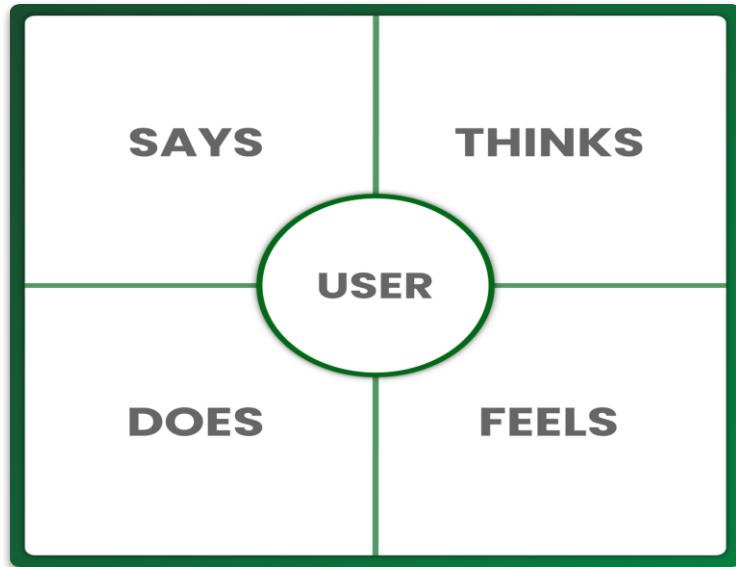


- Logs into the mobile banking app daily to check account balance and transaction history.
- Initiates frequent transfers between her accounts.
- Sets up notifications for transaction alerts and bill reminders.

Feels

Empathy Map

Emotional states of the user; ask why they feel that way



- Feels secure and in control when managing finances through the app.
- Frustrated when encountering technical glitches or slow loading times.
- Appreciates the convenience and time-saving aspect of using the app.



Activity

Empathy Map

- Identify target users and scope
- Know if the problem really exists for the user
- Collect data from users, classmates, and the web
- Create an empathy map

Time: 30 minutes

Step 2: Define



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPE
UNIVERSITY



Define

Synthesize and identify the problem

Create an actionable problem statement from the information
collected from the Empathize phase

Part 1

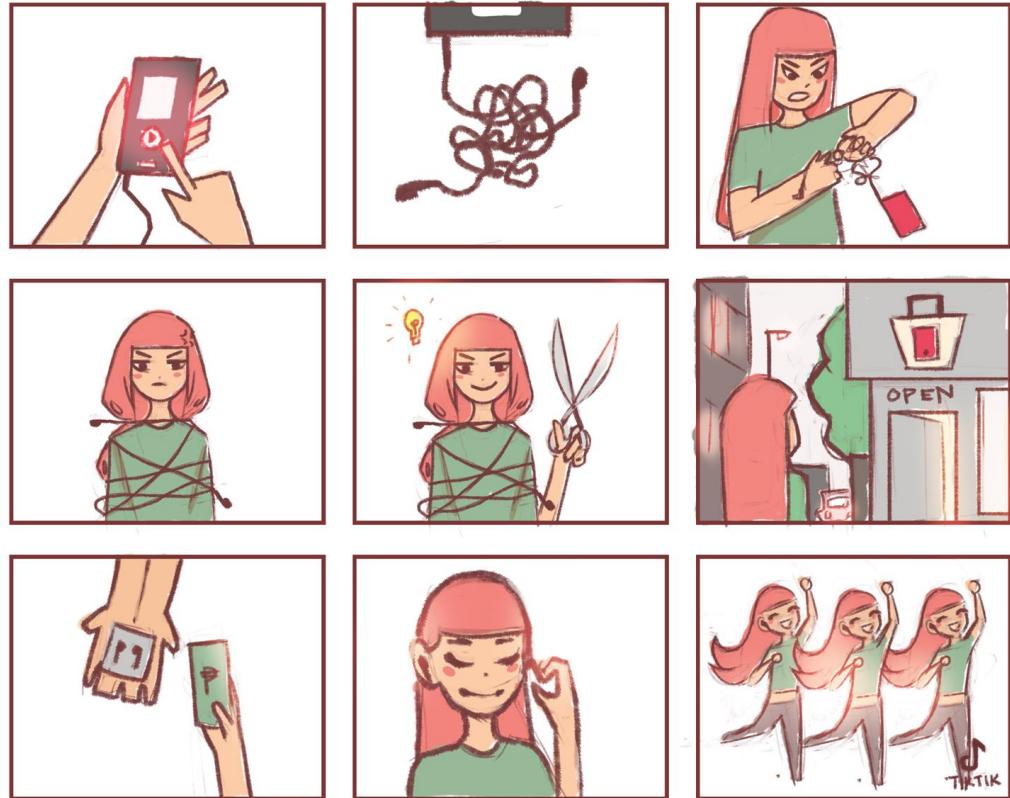
- Storytelling
- Capturing key points
- Identifying user roles
- Creating personas
- Creating a Storyboard

Part 2

- Clustering and prioritization
- Looking at the needs and motivations
- Point of View (POV)

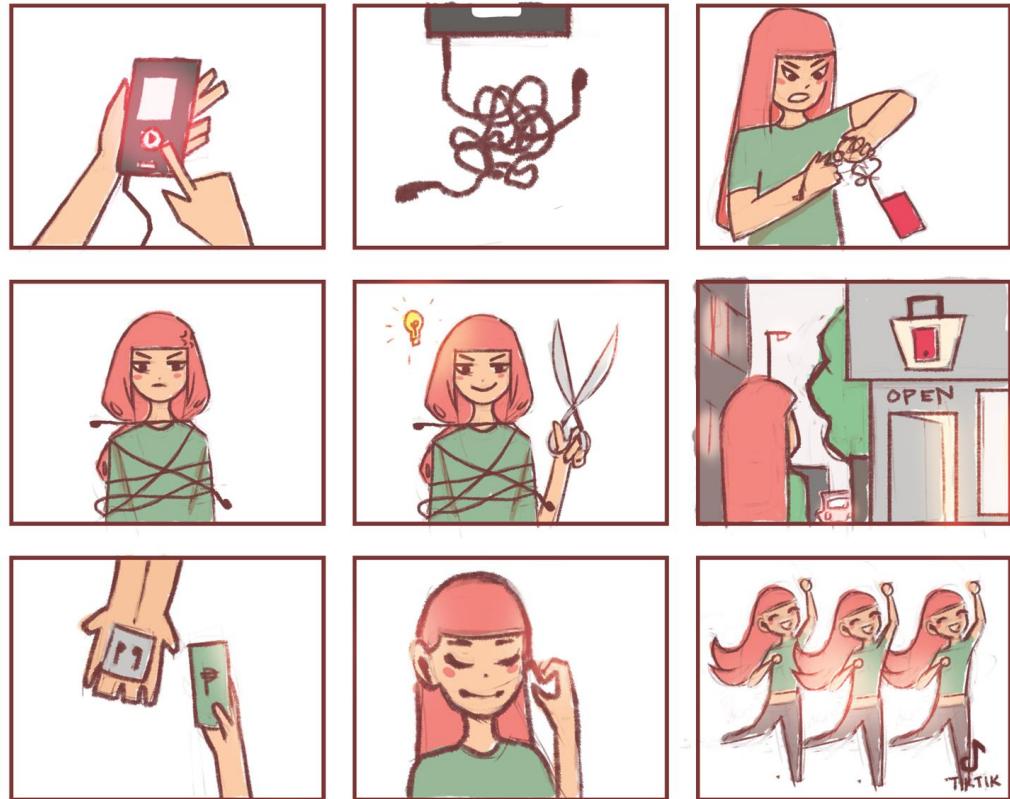
Story- boarding

Tool used to visualize the experiences of the target user



Steps Storyboarding

Note important events of the day-to-day life and illustrate the problems experienced even if there is no dialogue



Persona

Fictional characters created to represent user types



Patricia Sta. Ana

Food Enthusiast

Patricia is a health conscious food enthusiast who enjoys dining out with her fiance. They both share the love for health but even more for delicious food.

Patricia and her fiance would dine out whenever they get the opportunity to, trying out every restaurant and every item on a restaurant's menu as take out or food delivery is always the last option - "It's about the experience", Patricia said.

They also have a membership at a local gym in Baguio City but due to the COVID-19 pandemic, Patricia and her fiance has been forced in to lockdown and can no longer visit her favorite restaurants and explore new ones.

Although, some restaurants and hidden gems are now open, Patricia has difficulty in seeking out these places to eat.

Demographics / Psychographics Age, Sex, Education, Marital Status, Hobbies	Story What is their background?	Expectations & Desires What do they expect? What are they seeking?
Female, 26 y.o., Engaged Filipino Has a comfortable monthly income, lives in apartment with fiance	Born in Baguio City, moved to La Union for high school, father had a good job offer there	Seeking her Master's Degree in Management
Currently taking up her Master's Degree in Management Government Employee	Moved back to Baguio for college and took up Management in the Saint Louis University	Seeking more experience in her field
Foodie, enjoys eating out for the food and the experience at different restaurants	Met fiance in college as she was seeking a serious relationship, they plan to get wed in a year's time	Eats out whenever she can
Health conscious, had a gym membership before COVID-19, does home workouts	Government employee at DSWD - CAR	Enjoys enjoying the ambiance at various restaurants and cafes
		Goes out with her friends to various restaurants and cafes
		Expects safety, no creeps at restaurants, no unwanted pickup attempts

Persona

Fictional characters
created to represent user
types

- Useful in considering the goals, desires, and limitations of the users to help guide design decisions.
- A way to put a personal human face on otherwise abstract data about customers.

Parts Persona

Name and picture

Demographics

Needs and tasks

Expectations and desires



Patricia Sta. Ana

Food Enthusiast

Demographics / Psychographics Age, Sex, Education, Marital Status, Hobbies	Story What is their background?	Expectations & Desires What do they expect? What are they seeking?
Female, 26 y.o., Engaged Filipino Has a comfortable monthly income, lives in apartment with fiance Currently taking up her Master's Degree in Management Government Employee Foodie, enjoys eating out for the food and the experience at different restaurants Health conscious, had a gym membership before COVID-19, does home workouts	Born in Baguio City, moved to La Union for high school, father had a good job offer there Moved back to Baguio for college and took up Management in the Saint Louis University Met fiance in college as she was seeking a serious relationship, they plan to get wed in a year's time Government employee at DSWD - CAR	Seeking her Master's Degree in Management Seeking more experience in her field Eats out whenever she can Enjoys enjoying the ambiance at various restaurants and cafes Goes out with her friends to various restaurants and cafes Expects safety, no creeps at restaurants, no unwanted pickup attempts

Patricia is a health conscious food enthusiast who enjoys dining out with her fiance. They both share the love for health but even more for delicious food.

Patricia and her fiance would dine out whenever they get the opportunity to, trying out every restaurant and every item on a restaurant's menu as take out or food delivery is always the last option - "It's about the experience", Patricia said.

They also have a membership at a local gym in Baguio City but due to the COVID-19 pandemic, Patricia and her fiance has been forced in to lockdown and can no longer visit her favorite restaurants and explore new ones.

Although, some restaurants and hidden gems are now open, Patricia has difficulty in seeking out these places to eat.

Point-of-View

User + Need + Insight

One sentence that summarizes what the problem that you are trying to solve for the user

POV Template

Write your definitions into a Point Of View template like this one:

User	Need	Insight
An adult person who lives in a city	To use a car for 10-60 minute trips 1-4 times per week	The user would not want to own his own car as it would be too expensive compared to his needs. He would like to share a car with others who have similar needs, however, there are no easy and affordable solutions for him. It's important for the user to think and live green and to not own more than he truly needs.

[User . . . (descriptive)] needs [Need . . . (verb)] because [Insight . . . (compelling)]

_____ **needs to _____ because _____.**

[user] [user's need] [insight]

Activity

Persona + POV

- Synthesize results from the Empathize stage
- Create a persona with a name, demographics, photo, needs, and desires
- Create a POV to summarize the problem

Time: 20 minutes



Step 3: Ideate



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPER
UNIVERSITY



Ideate

**Generate ideas by exploring
unexpected areas**

Develop as many ideas to solve the problem synthesized in the Define phase beyond your comfort zone

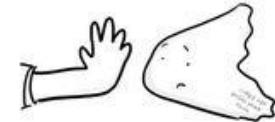
Ideation

- Goal: generate as many ideas as possible
- Do NOT check for feasibility and viability at the beginning of ideation

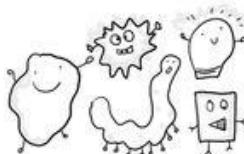
BRAINSTORMING

things to remember

DEFER JUDGMENT



ENCOURAGE WILD IDEAS



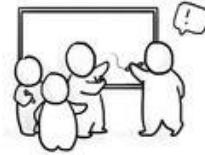
BUILD ON THE IDEAS OF OTHERS



STAY FOCUSED ON THE TOPIC



ONE CONVERSATION AT A TIME



BE VISUAL



GO FOR QUANTITY

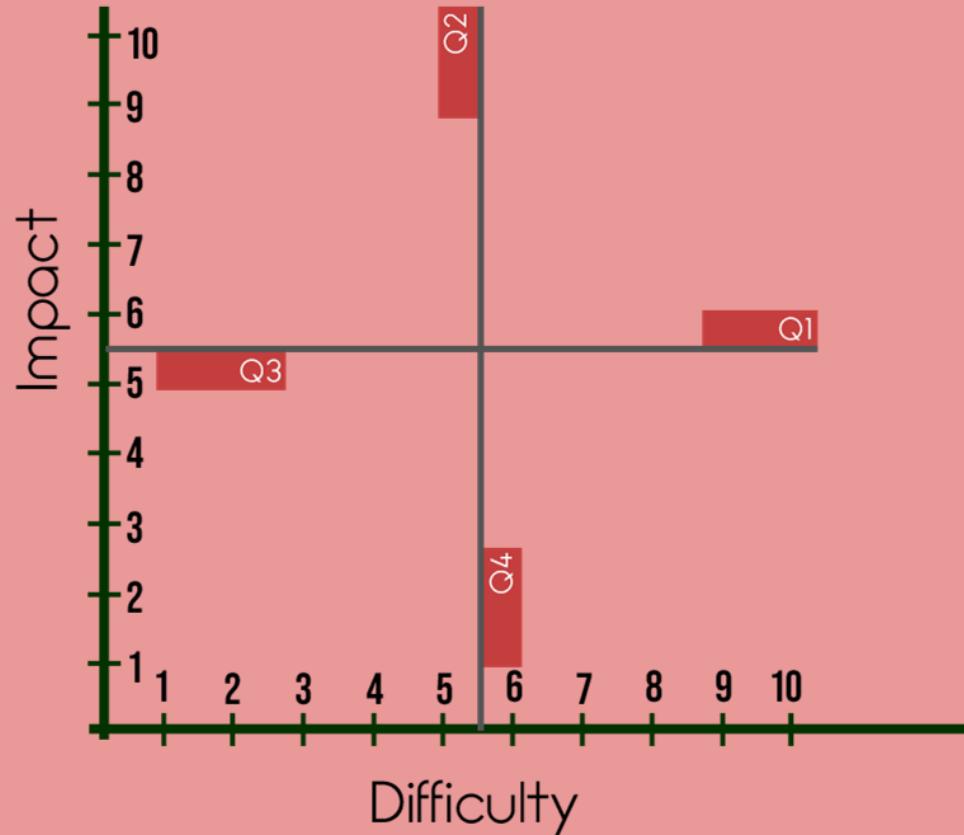


Ideally, all ideas from
this phase is turned
into a prototype.

Obviously, that may not be realistic. Therefore, it is necessary to
prioritize the ideas that will be prototyped.

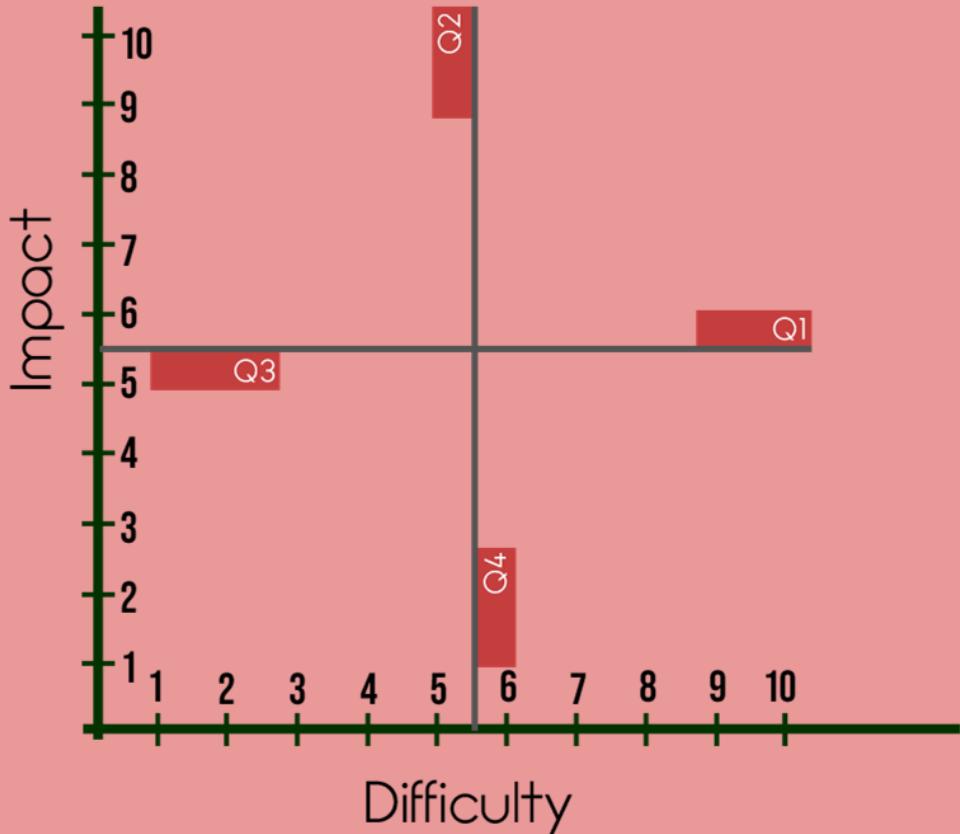
Impact- Effort Matrix

Tool used to help prioritize the ideas to be turned into prototypes



Impact- Effort Matrix

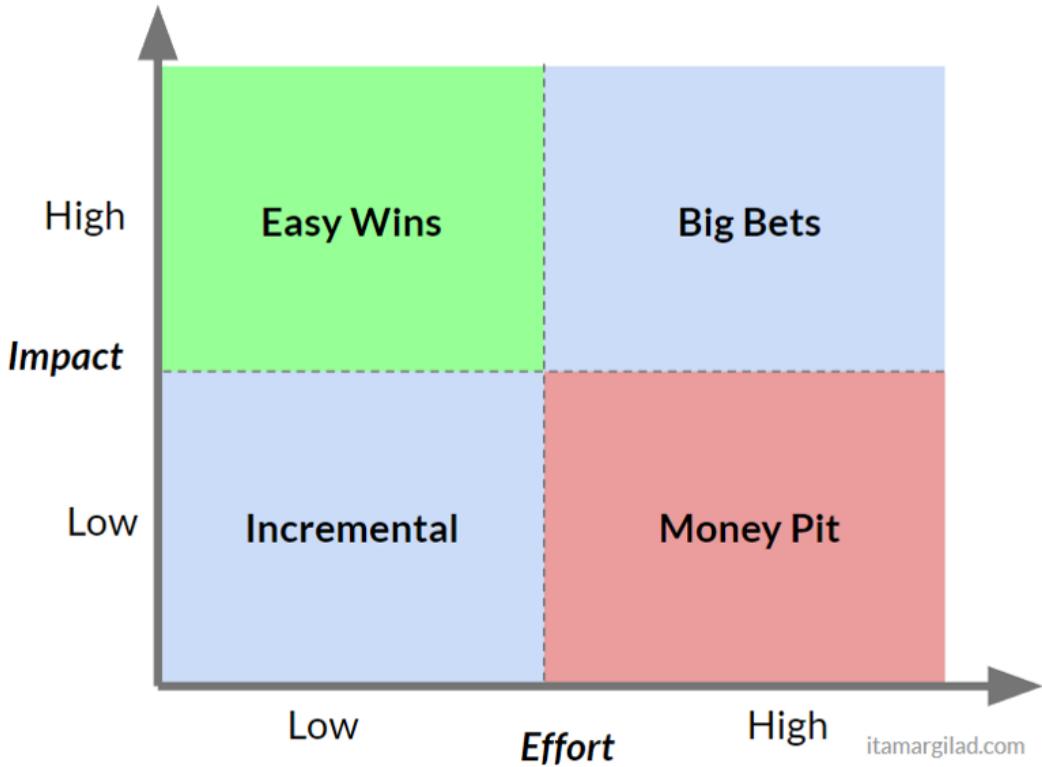
Identify the impact and effort based on your team's capabilities



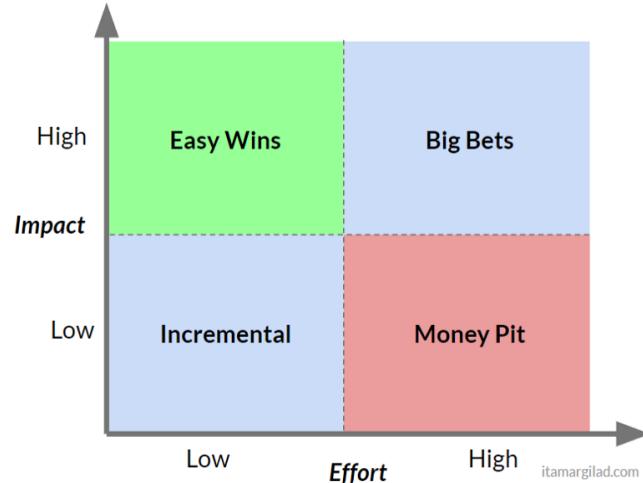
Impact- Effort Matrix

“Big Bets” and “Incremental” are prioritized for prototyping

“Money Pit” ideas are scrapped

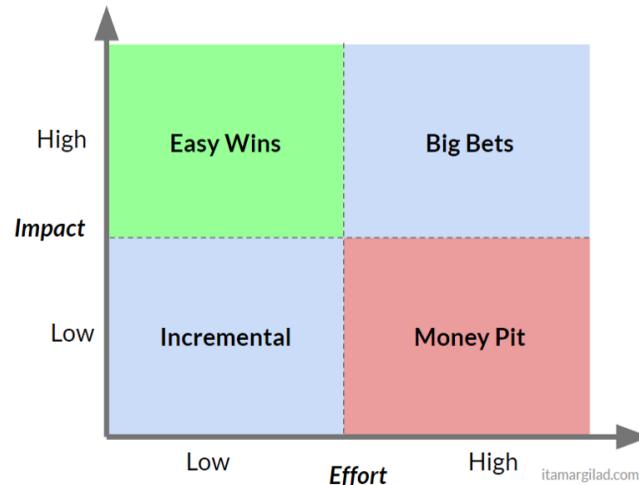


Big Bets



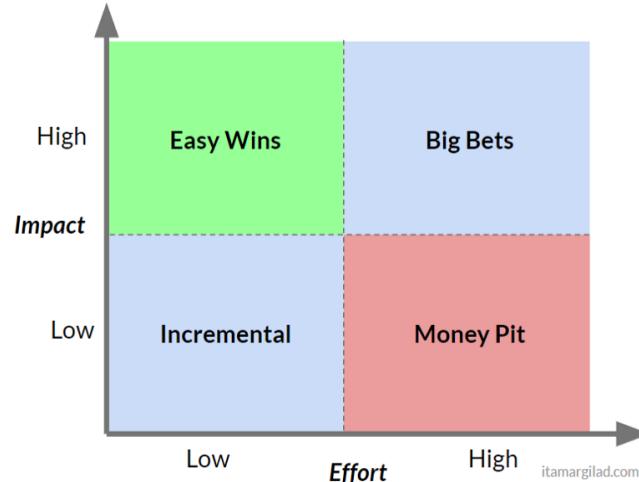
These initiatives are considered high-risk/high-reward and may involve more extensive planning, investment, and time commitment.

Incremental



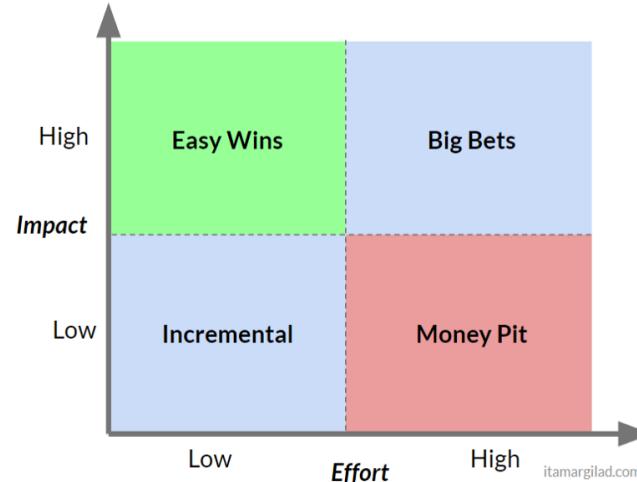
These initiatives involve making iterative improvements or gradual changes to existing processes, products, or services.

Easy Wins

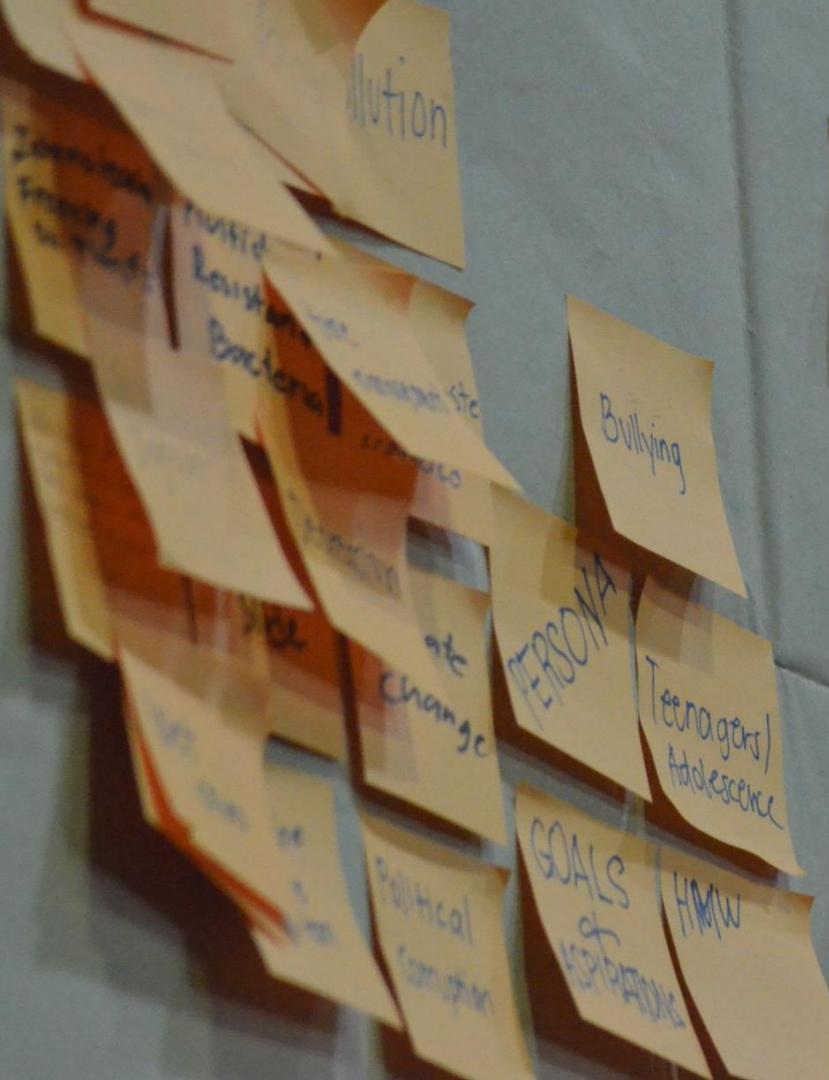


These are quick wins or low-hanging fruits that can be implemented relatively easily and quickly.

Money Pit



These initiatives are often resource-intensive, time-consuming, or complex, but their potential benefits or outcomes may not justify the investment.



Activity Impact-Effort Matrix

- Identify as many solutions as possible
 - **Don't be afraid to get out of your comfort zone**
 - Map the solutions in an impact-effort matrix

Time: 20 minutes

Step 4: Prototype



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPE
UNIVERSITY



Prototype

**Getting ideas out into the physical
world**

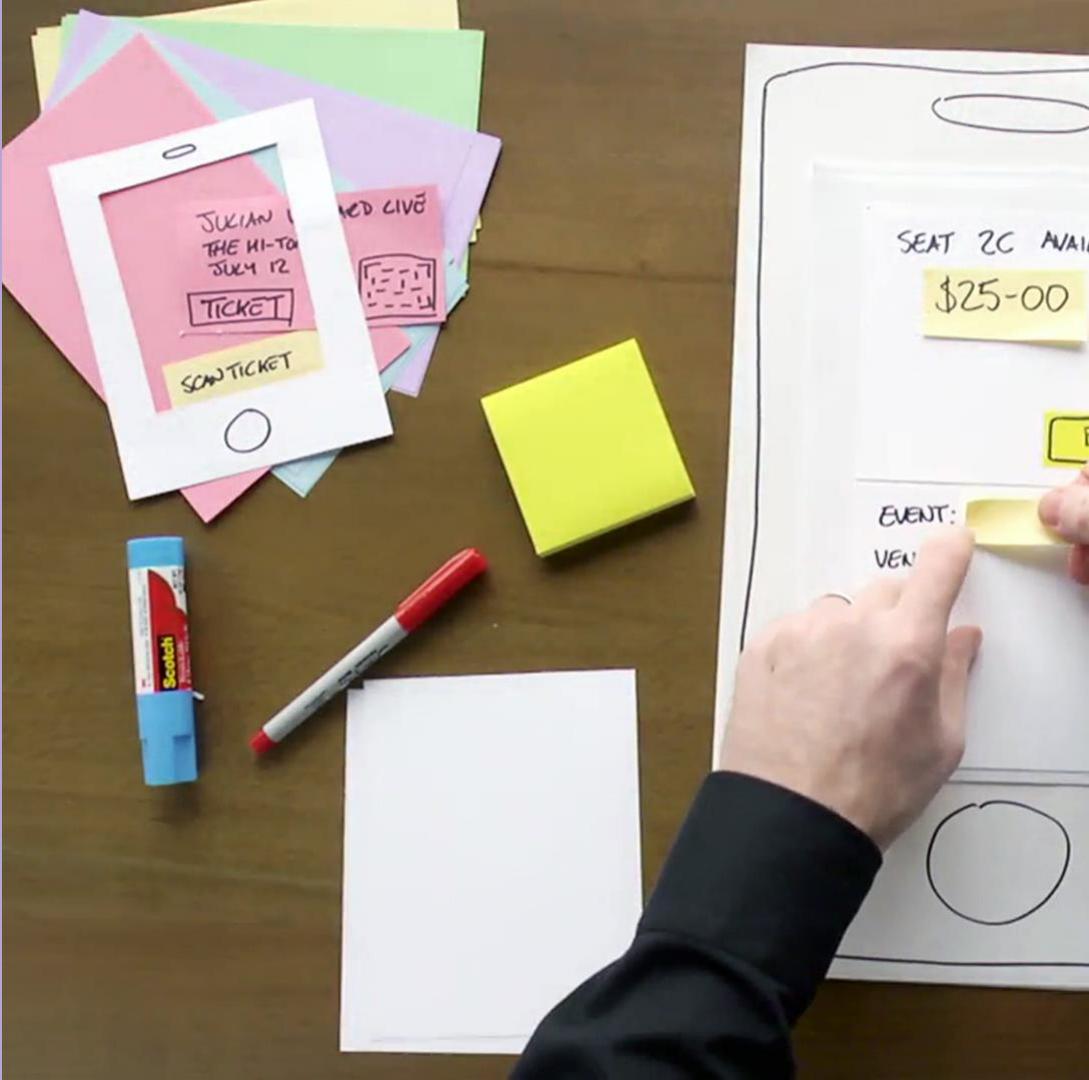
Turn the ideas from the Ideate stage into physical objects that can be validated during the Test phase

Prototype

A first or preliminary model of something

Show what something looks or feels like, or how it operates

Make things tangible



Types of Prototypes

Low-Fidelity

Shows functionality, look and feel of solution using traditional materials

Mid-Fidelity

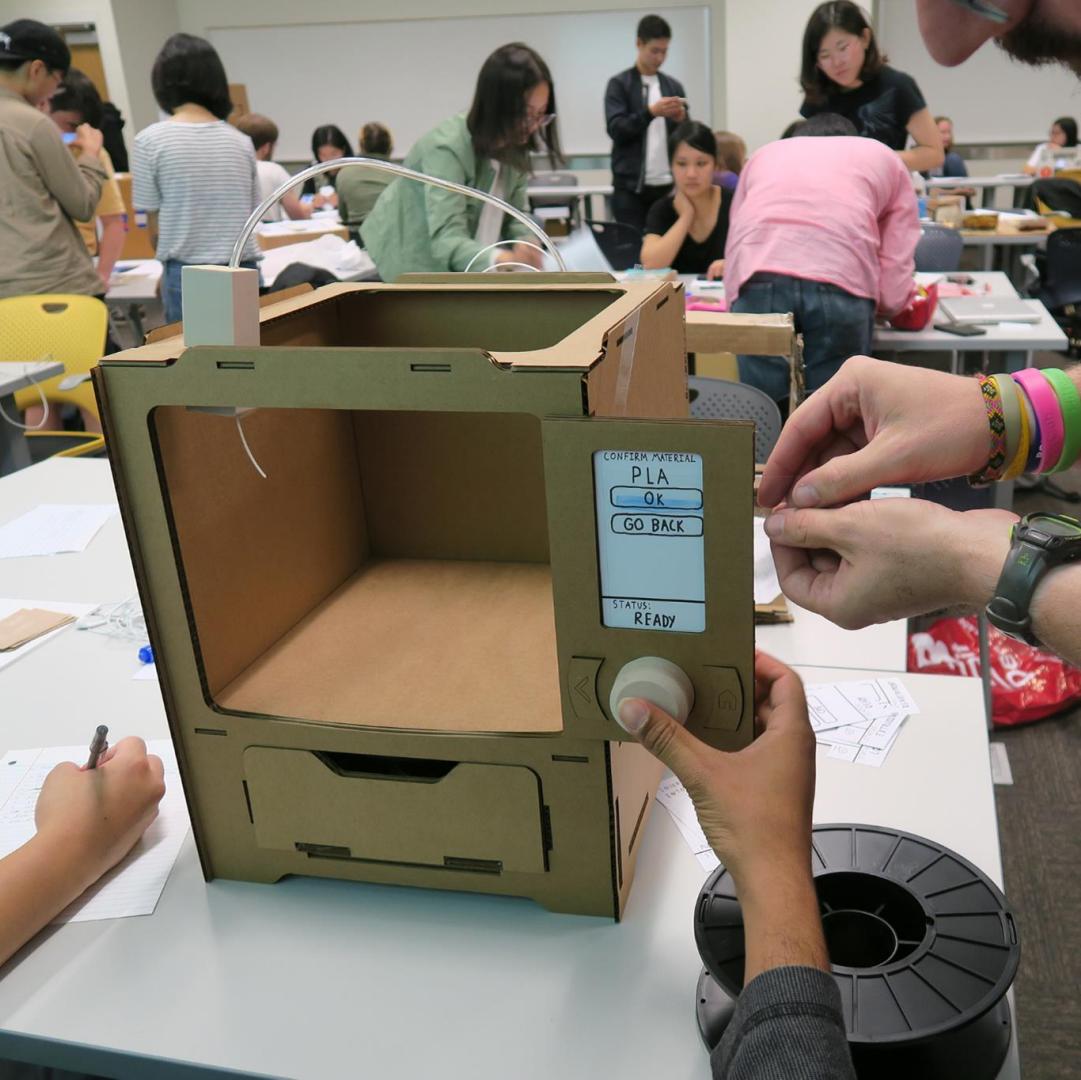
Build to think and spark additional ideas

High-Fidelity

Test ideas without investing too much time and money

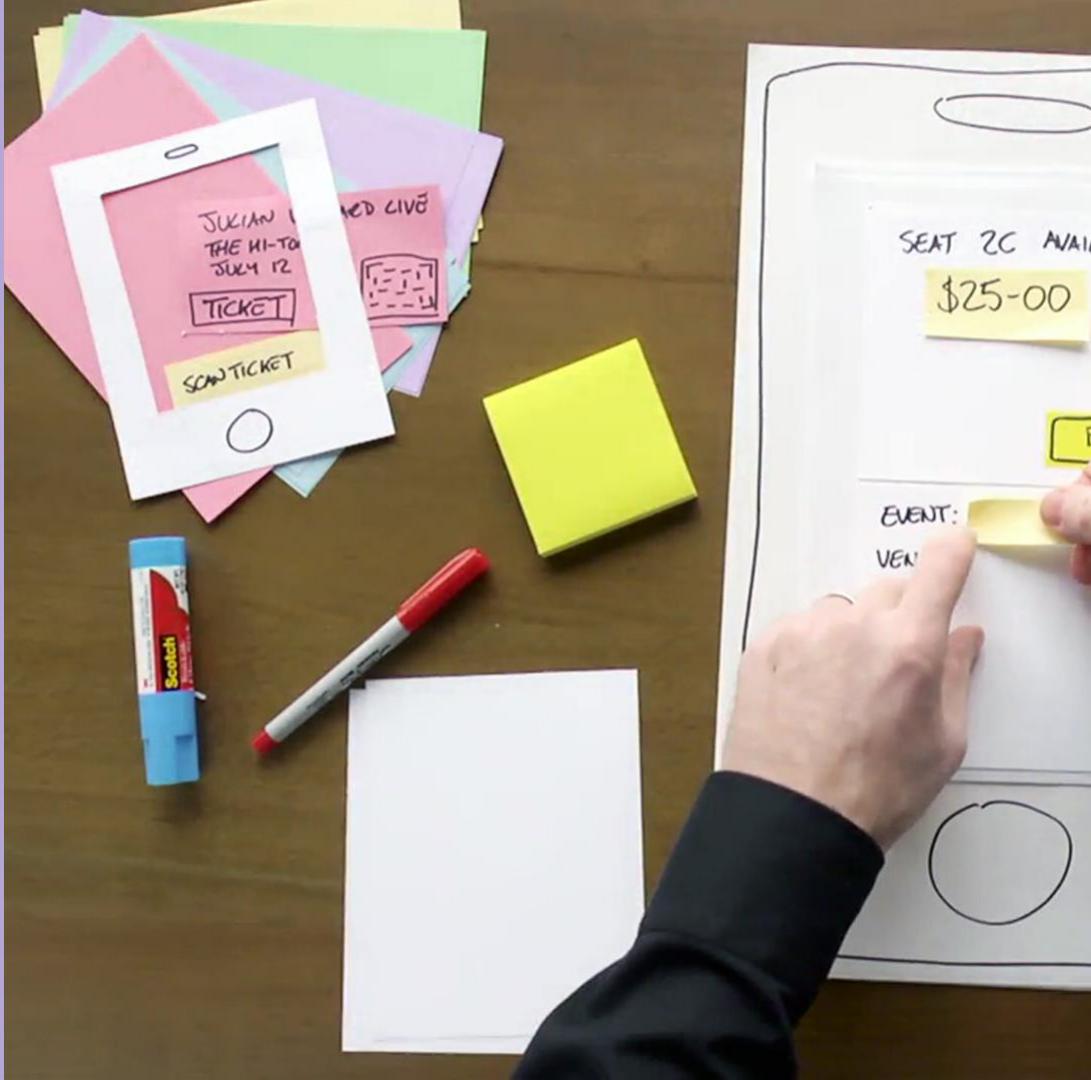
Low-Fidelity Prototype

Low-fidelity prototypes are quick to create and focus on conveying the core functionalities and overall layout of the design.



Mid-Fidelity Prototype

Mid-fidelity prototypes are usually created using design software or prototyping tools, allowing for more realistic interactions and visual representation.

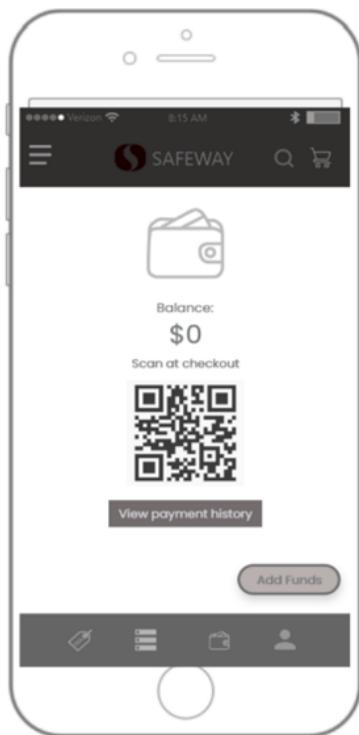


High-Fidelity Prototype

A high-fidelity prototype is a highly detailed and polished representation of a design concept or solution. It closely resembles the final product or interface in terms of aesthetics, functionality, and interactions.



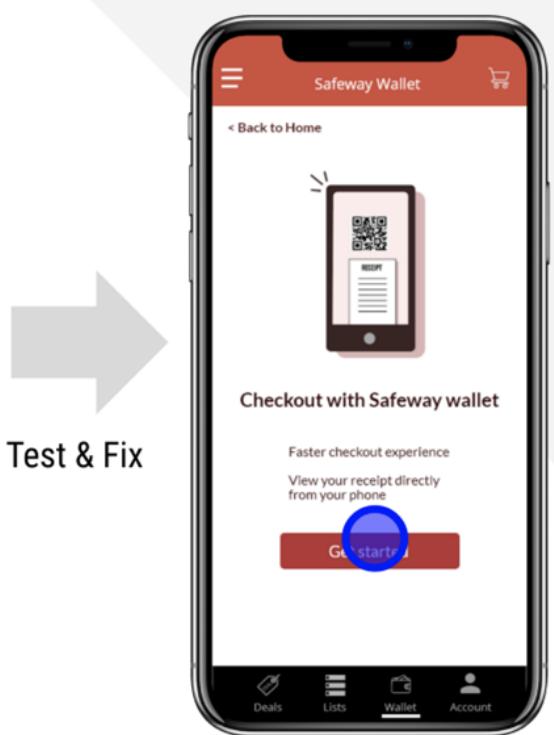
Types of Prototypes



Test & Fix



Medium-fidelity



High-fidelity

Step 5: Test



University of the Cordilleras
Innovation and Technology Transfer Office



INTERACTION DESIGN
FOUNDATION



DRAPER
UNIVERSITY



Test

**Validate created solutions to actual
users**

Know what your users actually think of your solutions by allowing them to interact with your prototypes



University of the Cordilleras
Innovation and Technology Transfer Office

Business Modeling

TECHNO100 Technopreneurship
Unit 3

Table of Contents

- Introduction to business sustainability
- Business model canvas

Introduction to Business Sustainability



University of the Cordilleras
Innovation and Technology Transfer Office

PRECOIL

 **DRAPER**
UNIVERSITY


DRAPER
STARTUP HOUSE

Did You Know?

Juicero

Wi-Fi connected juicer and proprietary single-serving packets of pre-chopped fruits and vegetables





Did You Know?

Juicero

Total funding:
\$118.5 million

Google funding:
\$100 million



Did You Know?

Juicero

Failures:

Initial value of \$699 was
too expensive

Can only crush the
packages from Juicero

The Bloomberg
Video shows that
the juicer was
useless.





Ben Einstein

Product Designer. Founder, **BoltVC**
Apr 24, 2017

Here's Why Juicero's Press is So Expensive

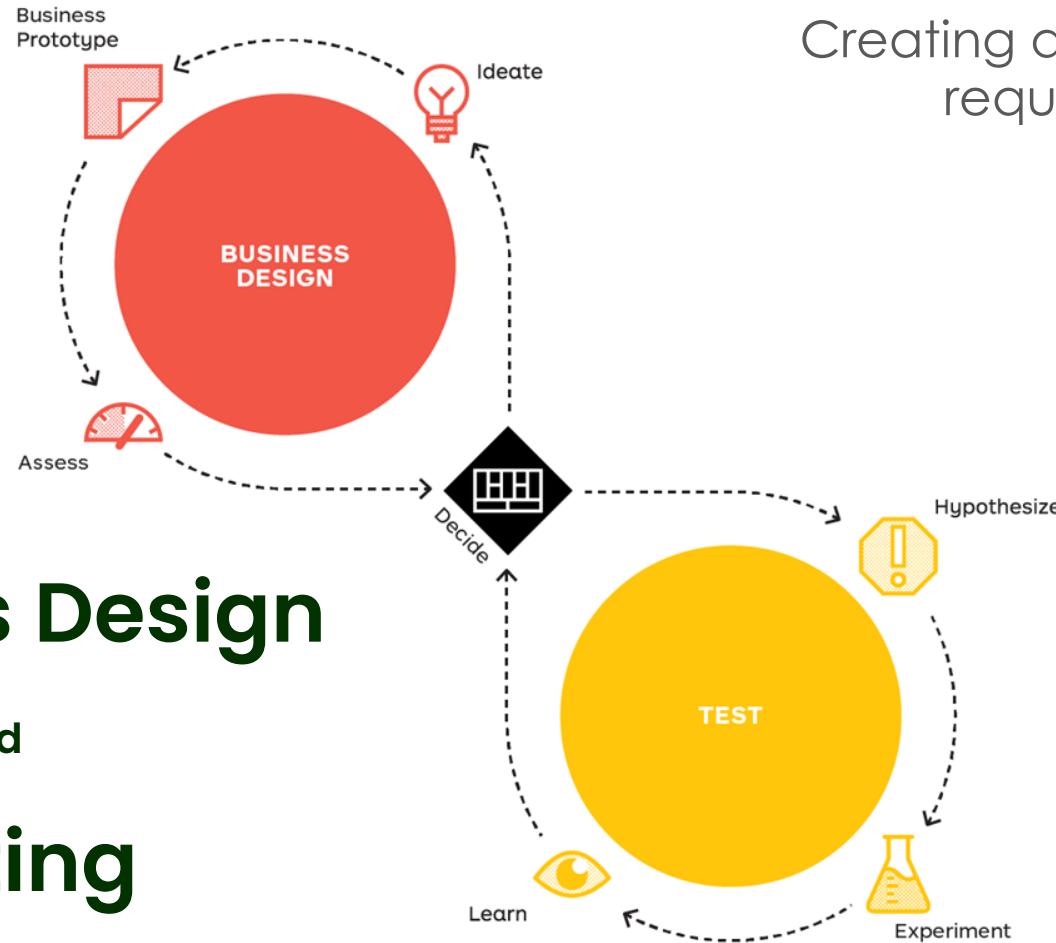
Hidden away in Juicero's bad week of press is one of the most powerful lessons we preach to hardware startups: unconstrained development is lethal



Business Design

and

Testing



Creating a viable startup
requires two things:

Introduction to the Business Model Canvas



University of the Cordilleras
Innovation and Technology Transfer Office

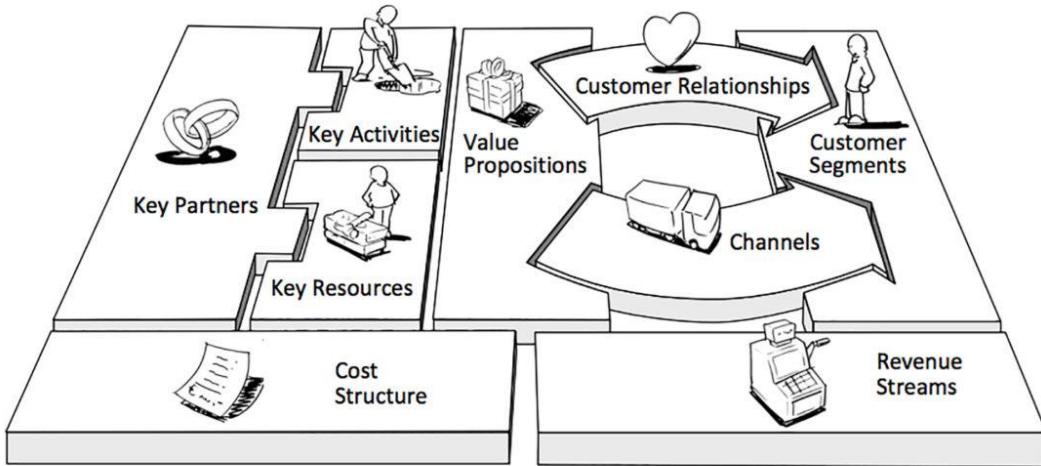
PRECOIL

 **DRAPER**
UNIVERSITY

 **DRAPER**
STARTUP HOUSE

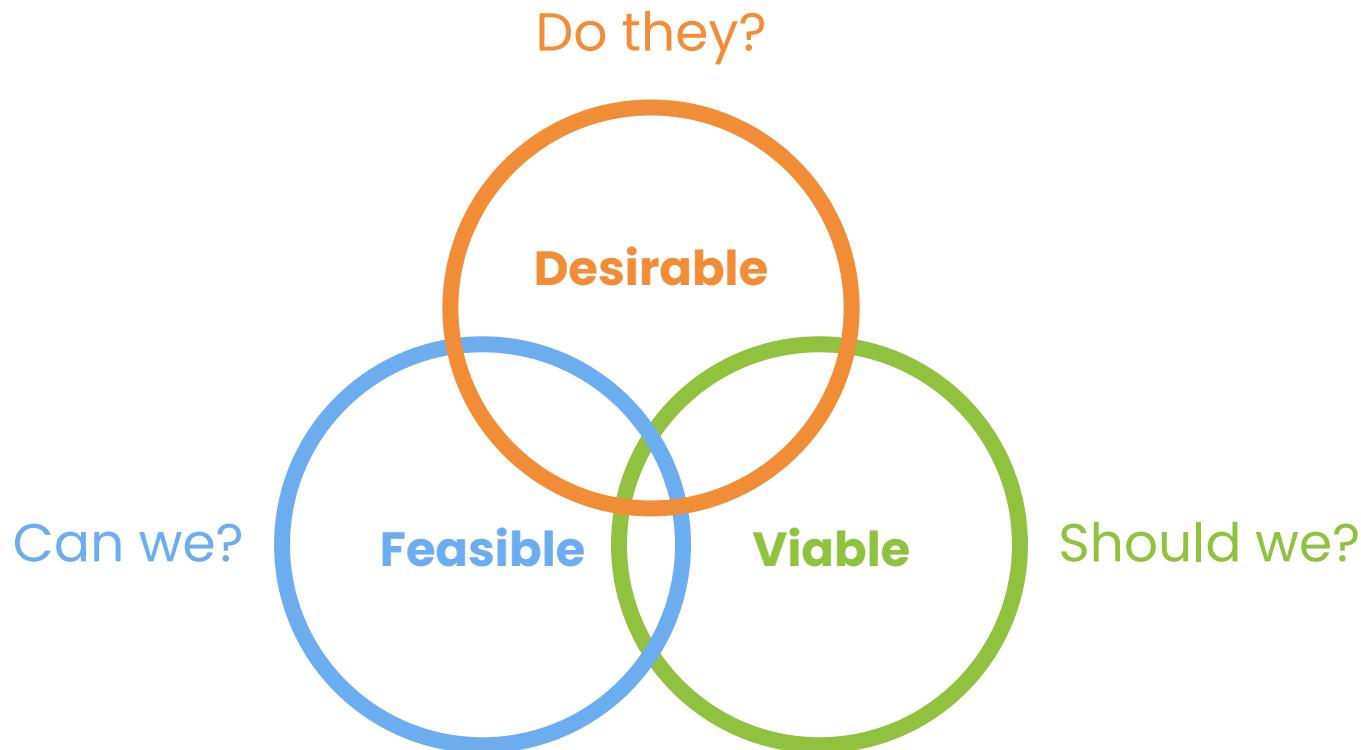
What is a Business Model Canvas?

Tool that allows to define and communicate a business concept and its sustainability

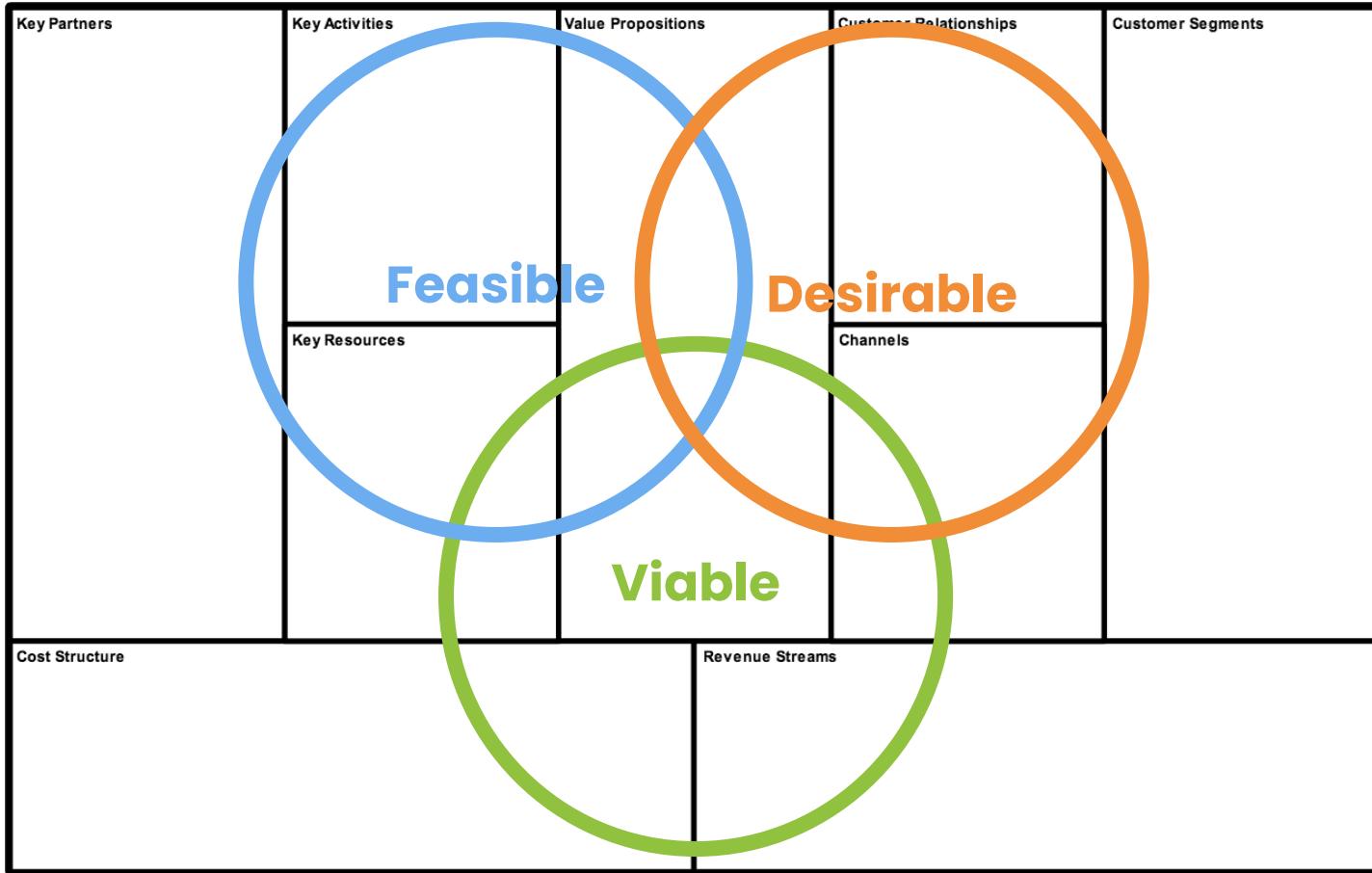


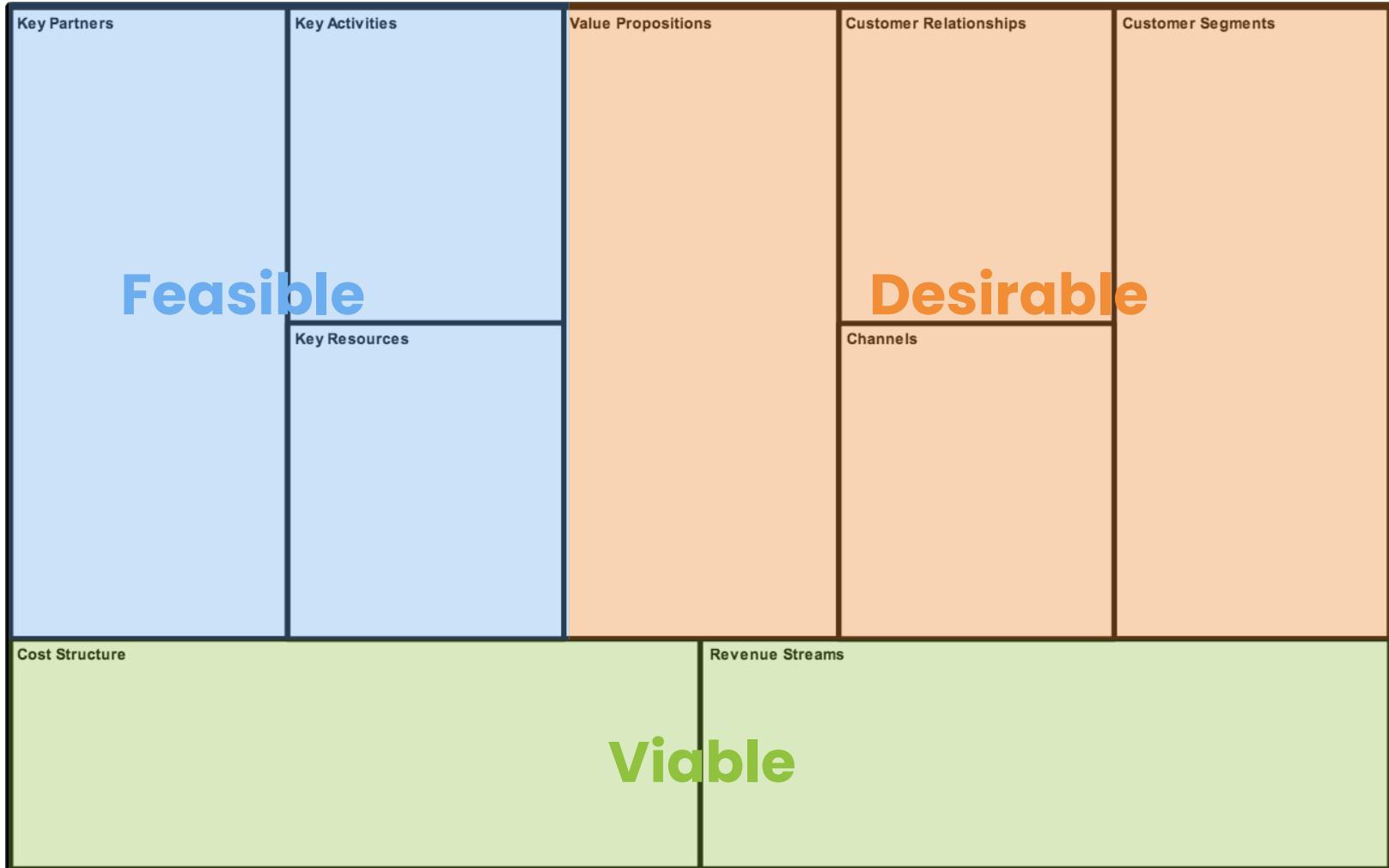
Adapted from 'Business Model Generation', Alexander Osterwalder, Wiley 2012.
www.businessmodelgeneration.com
Licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License.

It Tries to Check for Three Things

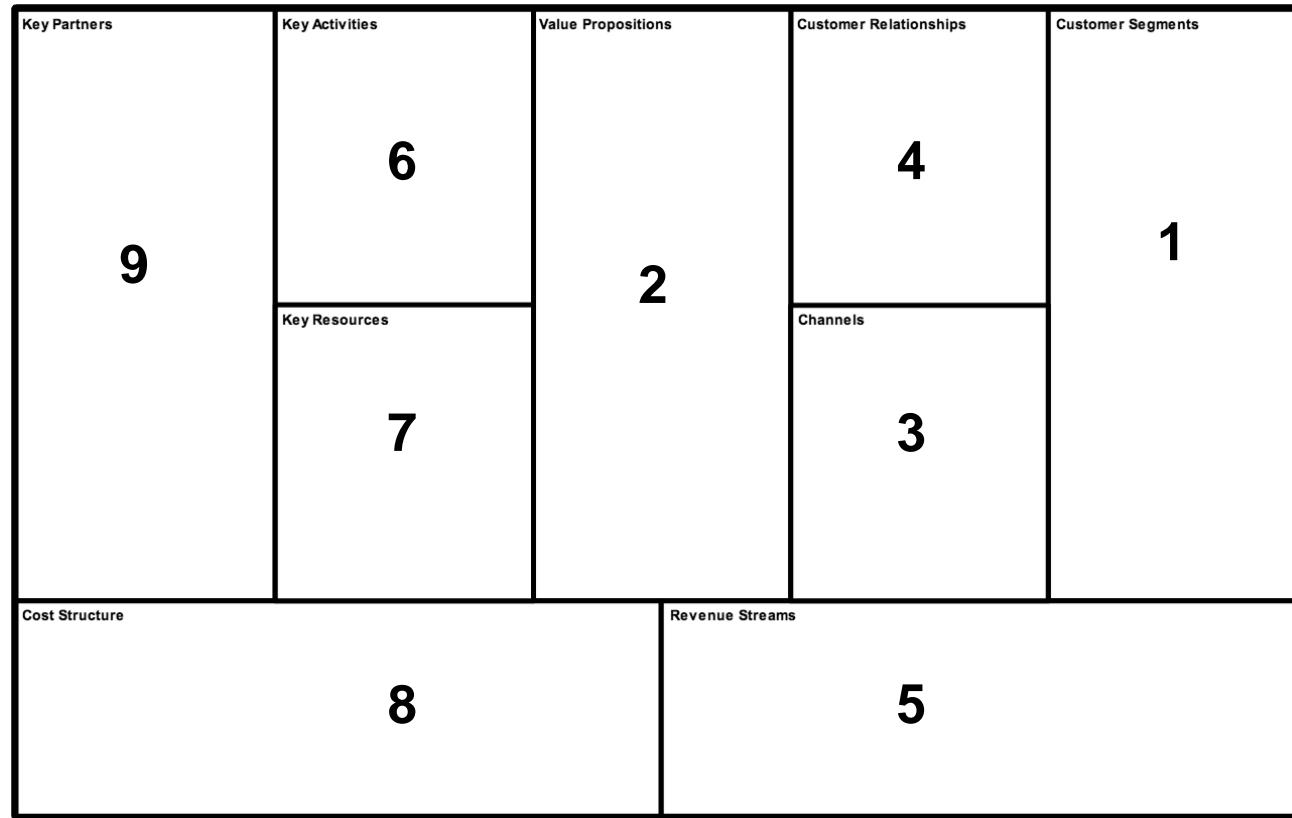


Which Represents Portions of the BMC

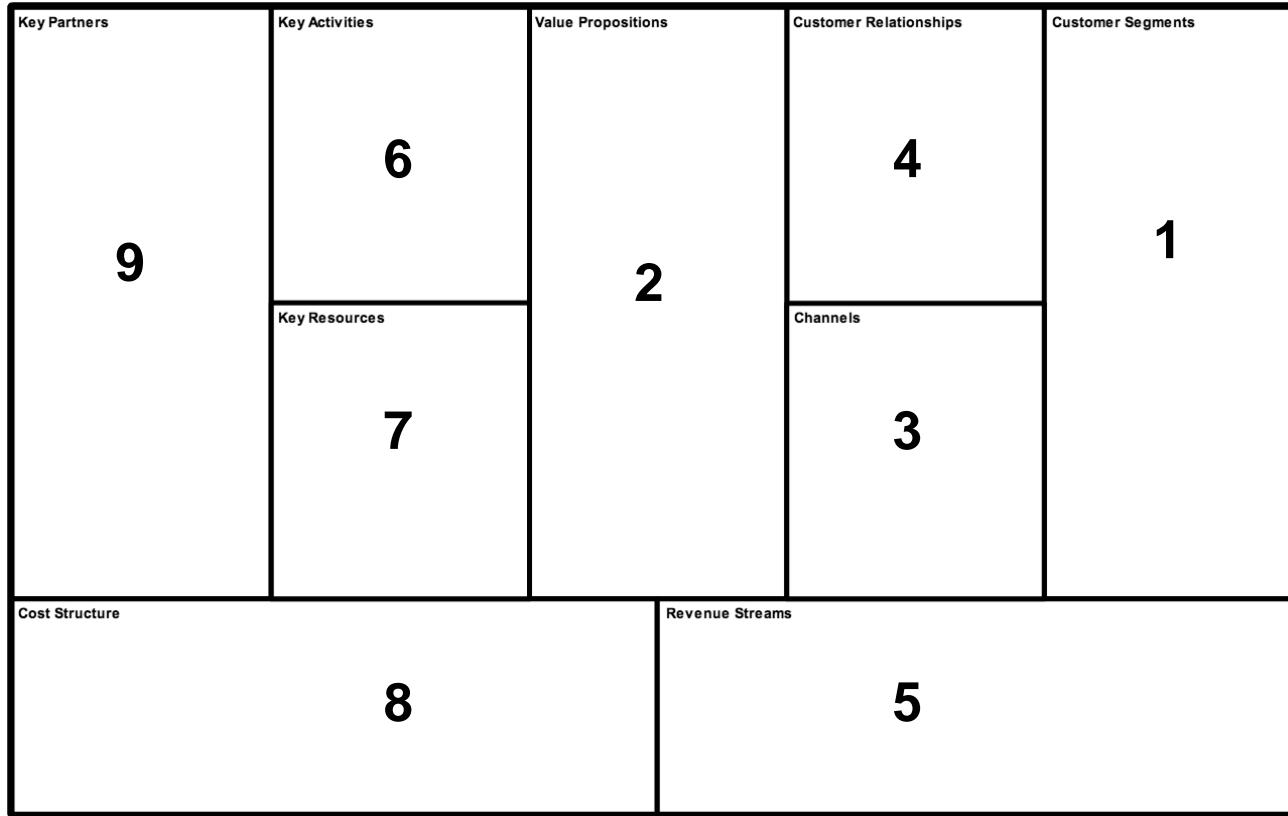




Filled out in a Particular Manner



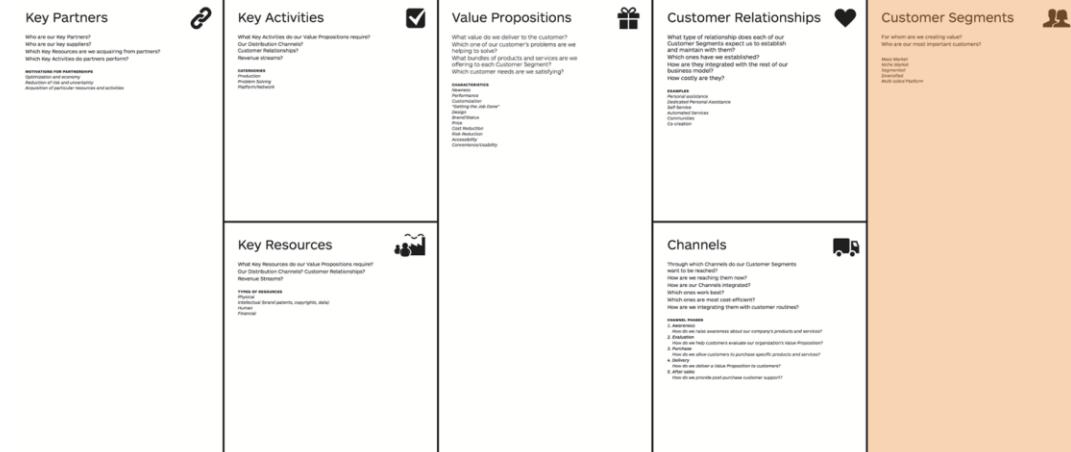
To Tell a Story



Customer Segments

Groups of the different **target users**

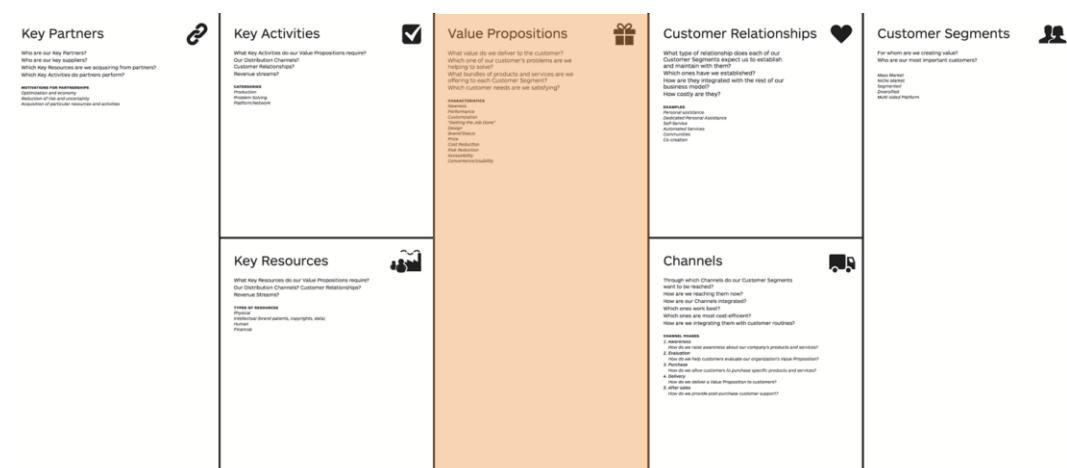
Divided based on demographics or how they can benefit from the startup



Value Propositions

Exchange of value
between the
Customer Segments
and the startup

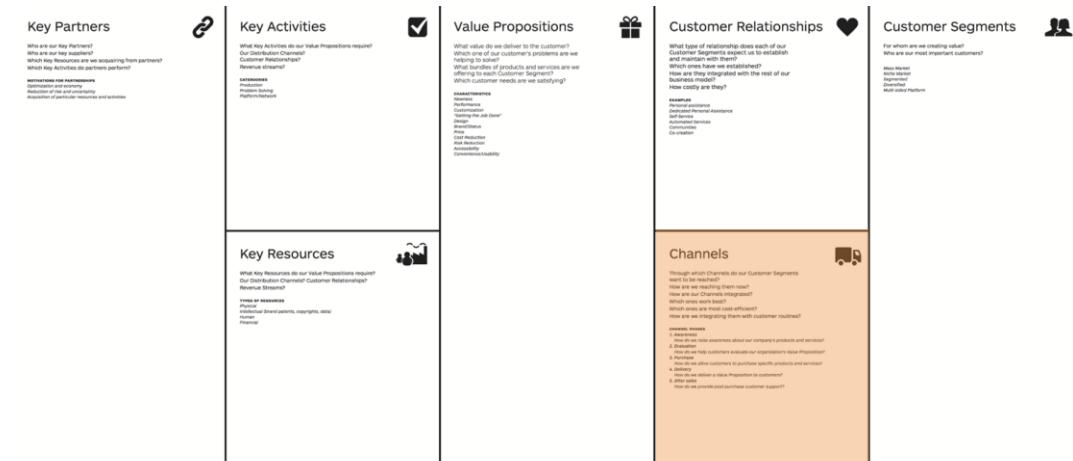
Answers the question
***“What makes the
startup unique?”***



Channels

Avenue in which the Customer Segments come to contact with the startup

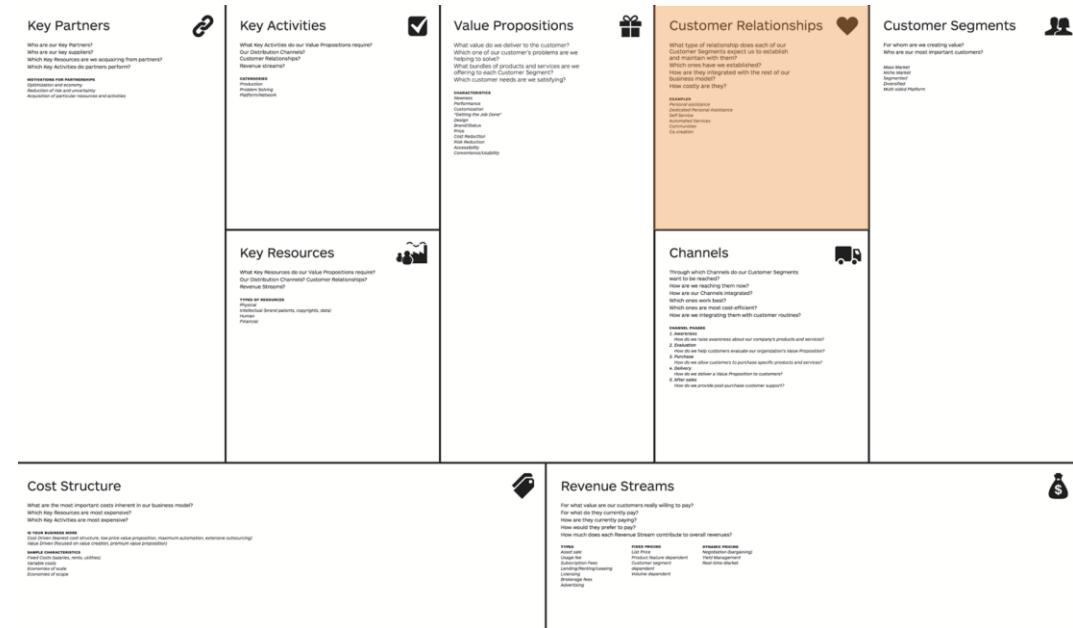
Important for **when, where, and how to market** to users



Customer Relationships

How the startup
interacts with the
Customer Segments

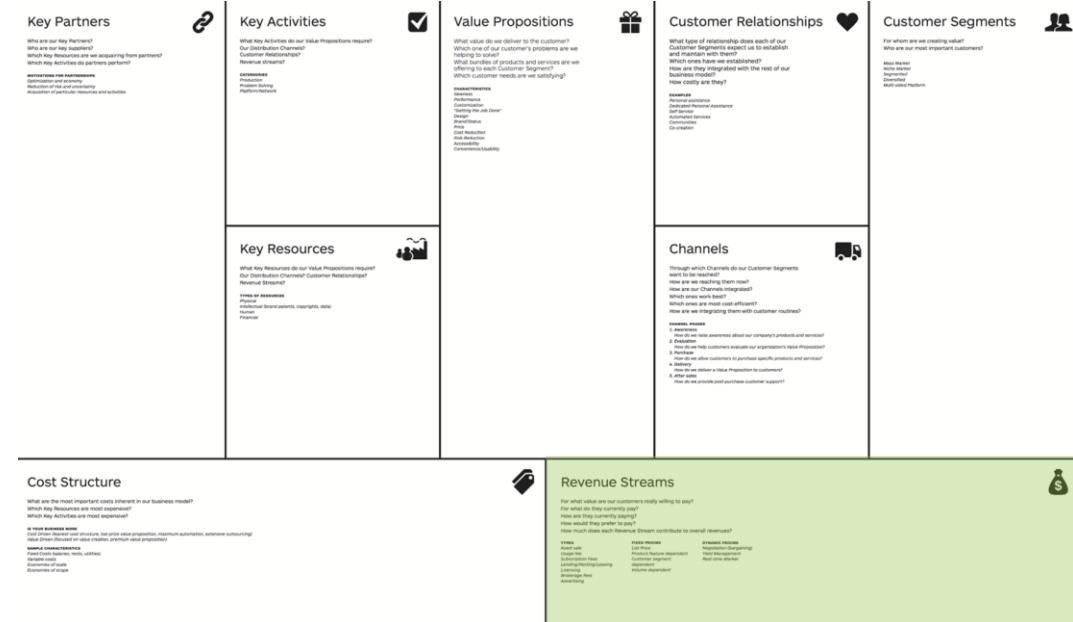
How the startup
maintains
relationships with the
Customer Segments



Revenue Streams

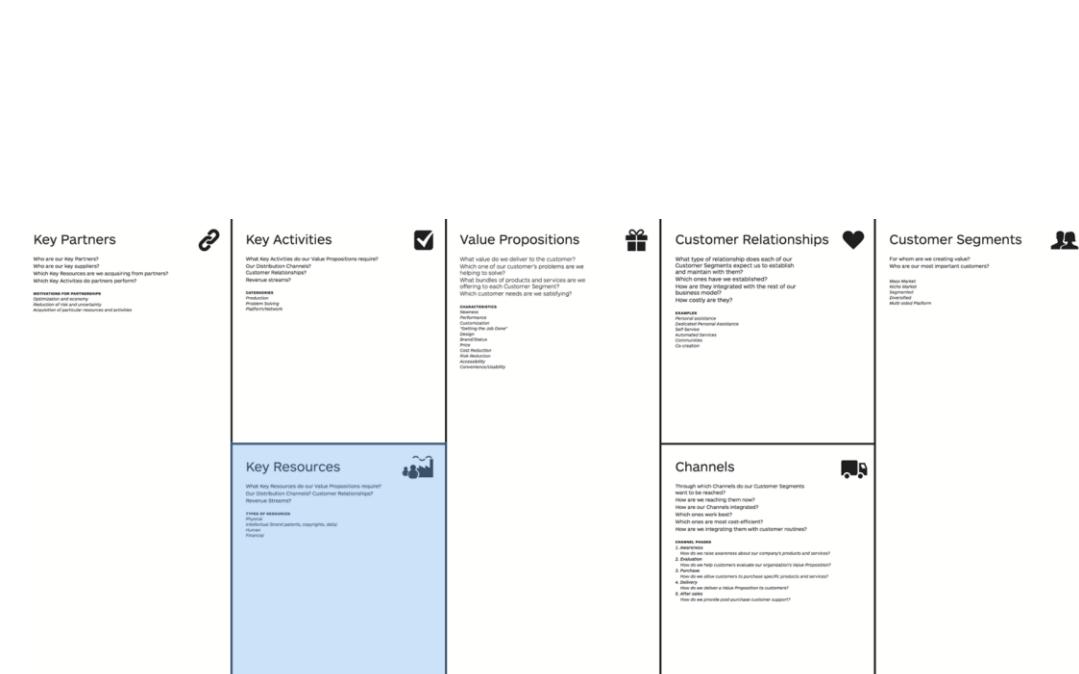
How the startup turns
the Value Proposition
into **financial gain** so
that it can be
sustainable

Plan accordingly to
the Cost Structures



Key Resources

Practical resources
that are needed in
the Key Activities to
achieve the Value
Propositions

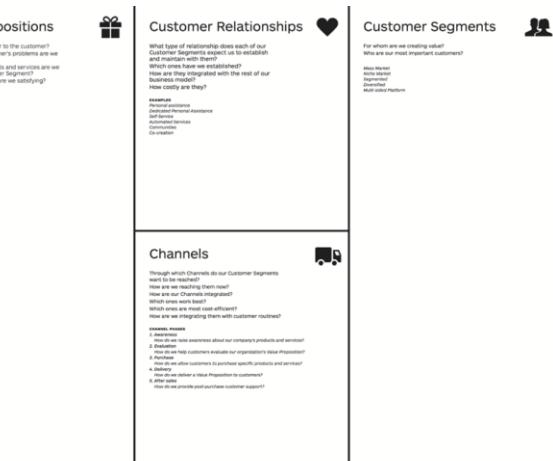
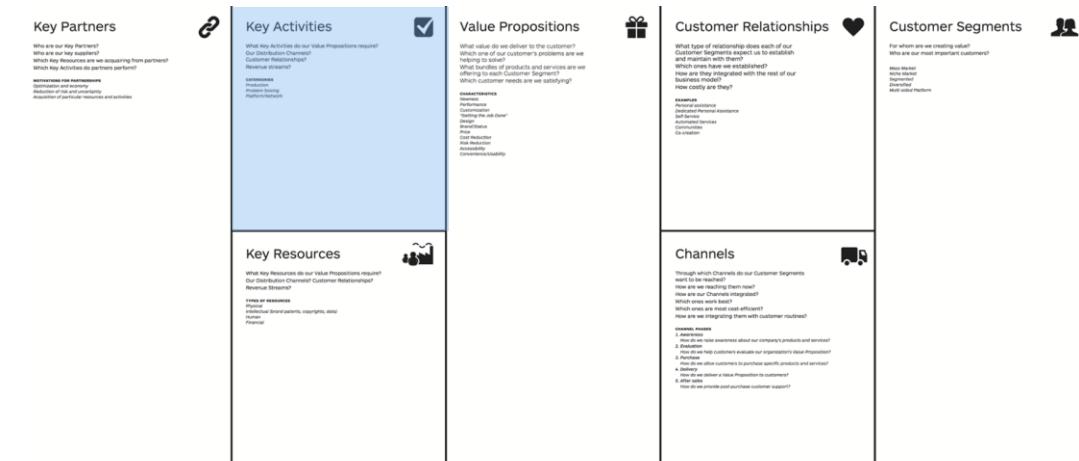


Key Activities

Things that the startup
does to achieve the
Value Propositions

Focus on the
important activities

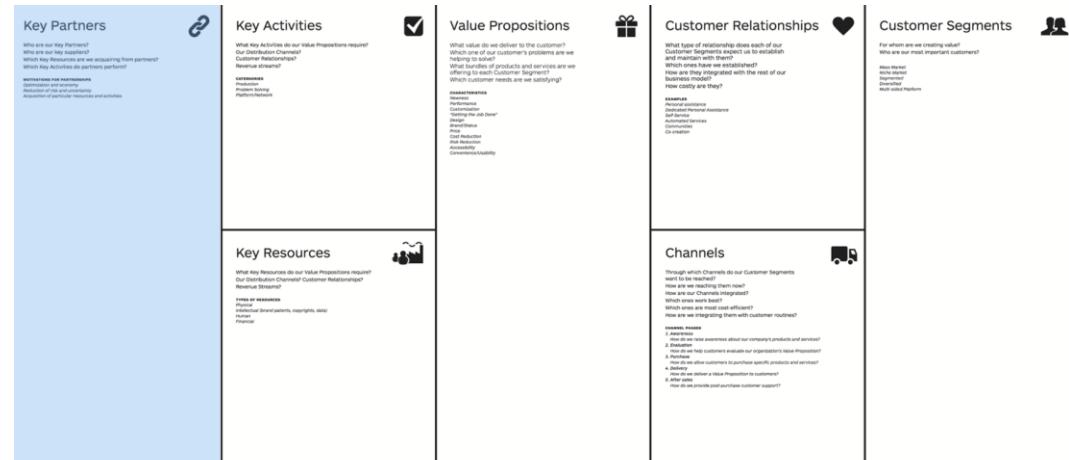
Clump the important
activities



Key Partners

List of **external companies / suppliers / parties** that can help achieve the Value Propositions

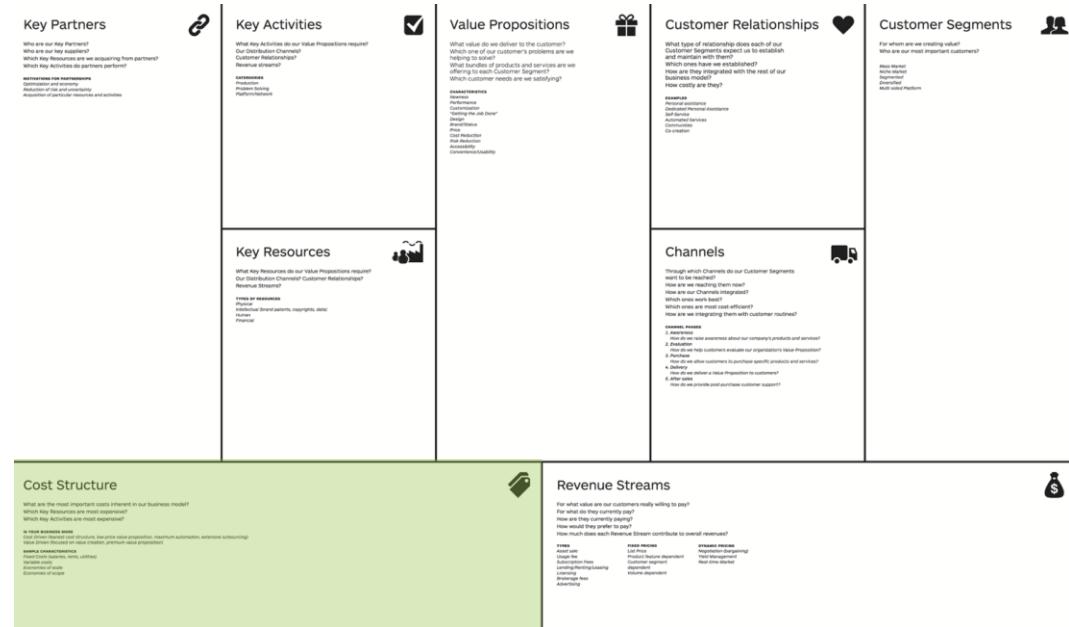
Helps lessen the Key Resources



Cost Structure

Monetary cost of operating the startup

Take note of the costs required to create / develop and maintain the operations of the startup



Guidelines to Creating the BMC

Set scope and goals

Who's the user?

Are you starting off? Or are you pivoting?

Focus on the big stuff

What are the things most needed?
What are needed right now?

Merge with data gathering tools

Include feasibility studies or the Javelin Validation Board

Don't be afraid to edit

Move around ideas if needed

Think beyond

Will these ideas still work in 5 years? 10 years?

Focus on sustainability

BUSINESS MODEL CANVAS – WINE INDUSTRY

<p>● KEY PARTNERS</p> <p>Cork/bottle suppliers External quality assessors Distributors</p>	<p>● KEY ACTIVITIES</p> <p>Design Retail management Distribution channels</p>	<p>● VALUE PROPOSITIONS</p> <p>High-quality wine Brand experience</p>	<p>● CUSTOMER RELATIONSHIPS</p> <p>No direct contact Some relationship with restaurant owners</p>	<p>● CUSTOMER SEGMENTS</p> <p>Restaurants Home owners</p>
	<p>● KEY RESOURCES</p> <p>Physical assets; Vineyard, chateau Patrimonial resources: historic wine labels Well-trained vintner</p>		<p>● CHANNELS</p> <p>Export Website Supermarkets</p>	
<p>● COST</p> <p>Vineyard/chateau maintenance Payroll</p>	<p>● REVENUE STREAMS</p> <p>Sale of wine</p>			

BUSINESS MODEL CANVAS - NETFLIX

<p>● KEY PARTNERS</p> <p>Internet service providers (ISP)</p> <p>3rd party studios</p>	<p>● KEY ACTIVITIES</p> <p>Content procurement</p> <p>Application development</p> <p>3rd party licensing</p>	<p>● VALUE PROPOSITIONS</p> <p>On-demand video</p> <p>Huge selection of content</p> <p>Original content</p> <p>Competitive price point</p>	<p>● CUSTOMER RELATIONSHIPS</p> <p>Self-service platform</p>	<p>● CUSTOMER SEGMENTS</p> <p>Mass market</p>
<p>8</p>	<p>● KEY RESOURCES</p> <p>Streaming rights</p> <p>Internet bandwidth</p> <p>Recommendation algorithm</p> <p>Content library</p>	<p>2</p>	<p>3</p> <p>● CHANNELS</p> <p>Website</p> <p>App store</p> <p>Affiliate partners</p>	<p>1</p>
<p>● COST</p> <p>In-house content production</p> <p>3rd party licensing</p> <p>Streaming application (staff, maintenance, etc.,)</p>	<p>● REVENUE STREAMS</p> <p>Subscriptions</p>			<p>5</p>



TESLA

BUSINESS MODEL CANVAS (TESLA)

KEY PARTNERS ☐	KEY ACTIVITIES ☈	VALUE PROPOSITIONS ♦	CUSTOMER RELATIONSHIPS ❤	CUSTOMER SEGMENTS ⚡
<ul style="list-style-type: none">• OEM Alliances• Governments• Leasing companies• Panasonic (battery development)• Manufacturing and purchasing• Insurance companies• Charge point partners	<ul style="list-style-type: none">• Research and development• Design• Electric power technologies• Car manufacturing• Charge point infrastructure	<ul style="list-style-type: none">• Long-range recharging flexibility• High-performance and modern design• Energy efficiency and cost of ownership• Autonomous driving capabilities• Charge anywhere	<ul style="list-style-type: none">• Customer service• Customer intimacy• Direct to customer• Customer relationship management• Personal assistance	<ul style="list-style-type: none">• High-net worth individuals• Green buyers• Commercial fleet buyers• Sports car enthusiasts• Elon Musk fans• Corporate executives• Mid-tier management
KEY RESOURCES 💰	CHANNELS 🌐			
<ul style="list-style-type: none">• Electric vehicle technology• Battery production• Employees/skills/knowledge• Engineering and design• Elon Musk/Brand	<ul style="list-style-type: none">• Retail stores• Website• Conferences and events• PR/Media			
COST STRUCTURE 💸	REVENUE STREAMS 💸			
<ul style="list-style-type: none">• Manufacturing infrastructure• General admin/sales• R&D costs	<ul style="list-style-type: none">• Employees• Distribution• Cost of materials• Automotive sales• Automotive leasing• Energy generation and storage• Services			