

Course: Innovation for entrepreneurs from idea to marketplace
Assignment 1: Mapping steps and roles for your innovation
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Concept

A training platform for people in the social sciences and business. In this platform I will train these people in TRIZ methodology. This methodology originates in the engineering sciences and is aimed at solving problems and creating inventive solutions.

Key players

Player	Specific role
Spotters	As someone who is trained in both engineering and social sciences I have to keep my eyes open for developments in TRIZ (the engineering) and in social problems (the social science part).
Inventors	As someone who is trained in engineering methodology and social sciences, I will take up the role of inventor. In this role I have to combine these two domains by writing the training materials required for the training platform.
Testers	I will use students in a university program as testers for new training programs. These students are studying innovation and can help me to give feedback on the training modules as they have to apply this to their own project so
Champions	As I am the only one in my organization, I have to champion the project. This will mean that I will work on this for two days each week.
Knowledge brokers	To help me in the development of ideas I will be assisted by a TRIZ expert. He is one of the few people in the world that has been certified by the professional association on the highest level of TRIZ.
Gatekeepers	A friend of me with a lot of experience in business development will act as a gatekeeper for this project. He will be able to determine if the product will be viable or not.
Process managers	As the startup will be small in scale, process management will be done by myself and won't be outsourced.
Sponsors	As the project will be scalable no financial sponsoring is needed for this project. Most of the knowledge is already present which also eliminates the need for the sponsoring of knowledge.
Protectors	The idea needs to be protected but has no possibility for IP. Therefore, it will require trademarking at the most.
Sellers	Selling the product will be done through word of mouth experience. I do not plan to employ any form of sales force other than this. Therefore, my sellers are the people who have experienced the project.

Steps in the process

Step	Specific description
Scanning	The scanning step involved an analysis of the market to see if TRIZ was already used in the social sciences. This proved to be not the case which makes my product viable.
Ideation	Ideation of the product took place after I took a course on TRIZ in which I realized this methodology could also be used in the social sciences.
Concept development	The concept development took place during the writing of my thesis in which I proved the concept was possible.
Prototyping	Prototyping will involve writing the first drafts of my book and providing several workshops to university students.
Testing	Testing of the product will take place with the help of student in an innovation program at a university of applied science in Amsterdam.
Production	Production of the book will take place using on-demand printing and drop shipping methods.
Selling	Selling of the product will take place through a dedicated online webshop. This will also serve as a distribution centre for the digital materials.
Diffusion	Diffusion will take place with active word of mouth and referral benefits.
Support	Support will be outsourced to a call-center as soon as possible.