

# Design for **Ventures**

Design Centre of Excellence



# Global **Startup Culture**



\$140 billion- Global venture capital investment in startups 2017.

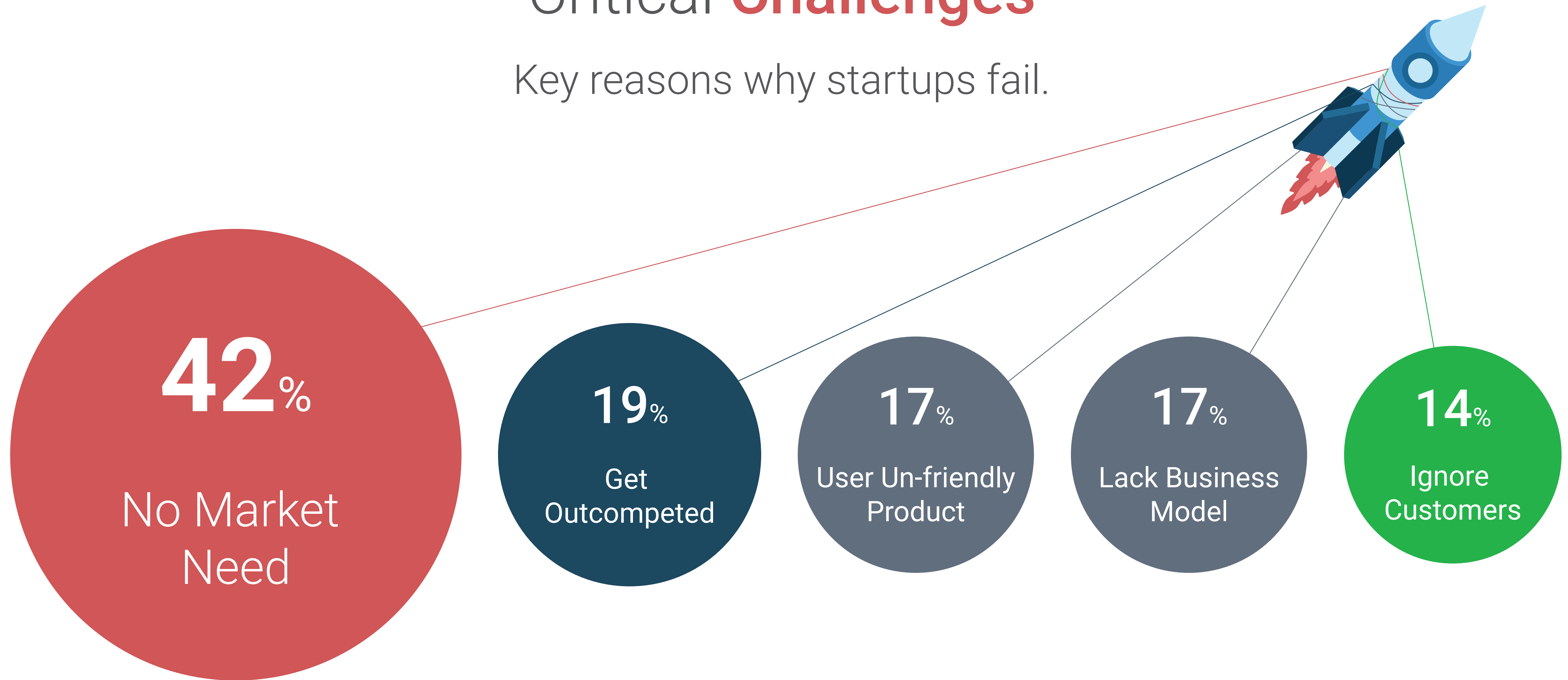
Total value creation of the global startup economy from 2015 to 2017 is at \$2.3 trillion.



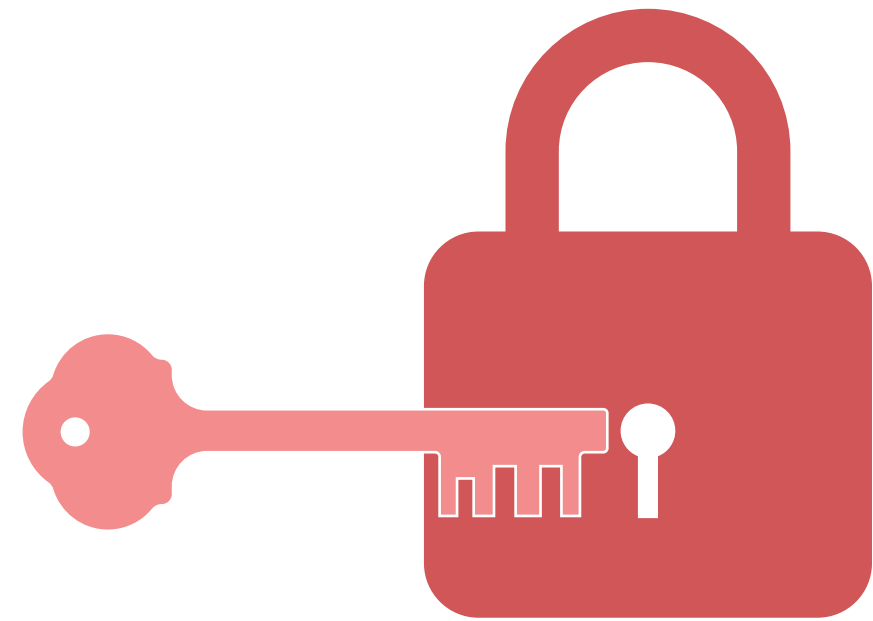
30% new businesses fail in the first two years, 50% during the first five, 66% during the first ten & 75% in the first fifteen years.

# Critical Challenges

Key reasons why startups fail.



# Do You Have:



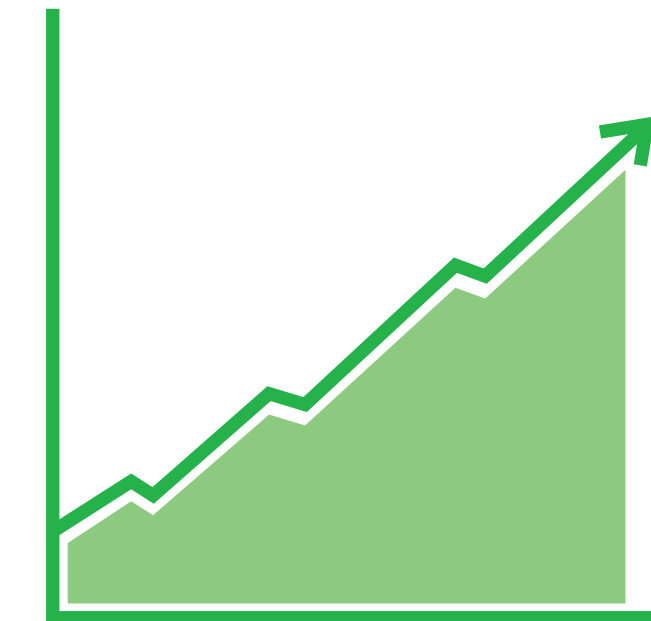
## The **Right Solution** for the **Right Problem**?

- Have you identified and validated your user's needs?
- Have you explored & prioritized key aspects of the problem?
- Does your solution address these problems in a meaningful way?



## The **Right Product** for the **Right Market**?

- Have you identified your target customers?
- Does your product offer unique, memorable experiences?
- Have you identified a market for the product that offers competitive advantage?



## The **Right Business Model**?

- How will you make money from your value offering?
- Who will be your key partners for delivering your value offering to your customers?
- How will you address the established competitors & disruptive forces?

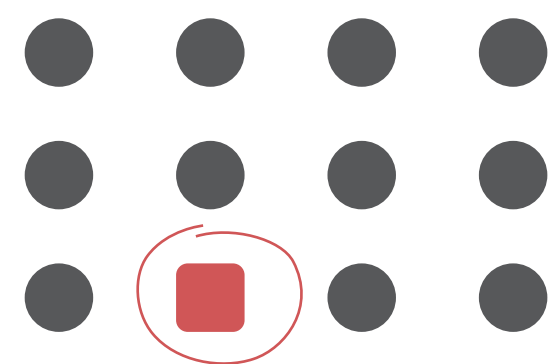
# Design for **Ventures**

Helping startups **metamorphose** into successful ventures through **end to end Design** mentorship.

We help you:

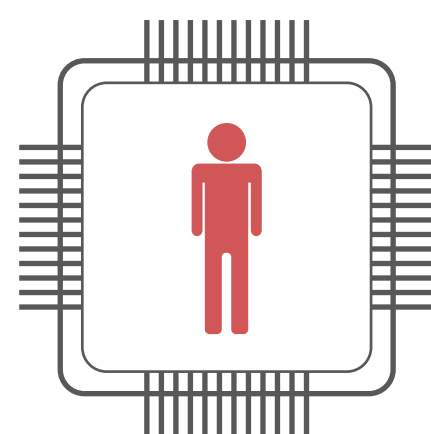
- define your **vision & mission**
- develop **business scenarios** to address potential future challenges
- identify, understand & discover your **customers**
- validate your current **value propositions** as well as create new ones
- design your digital **products/platforms** through rapid prototyping
- design a comprehensive, tested and validated **business model**

# Why **Design**?



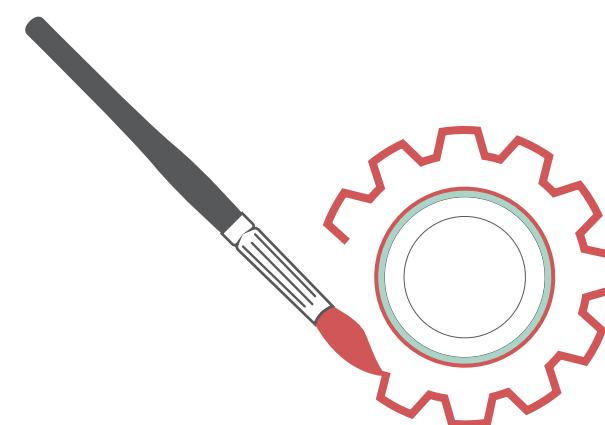
## Key **Differentiator**

Competitive edge in an age where technology is becoming ubiquitous.



## **Humanizing** Technology

Its not technology itself that matters, but what human need it addresses.



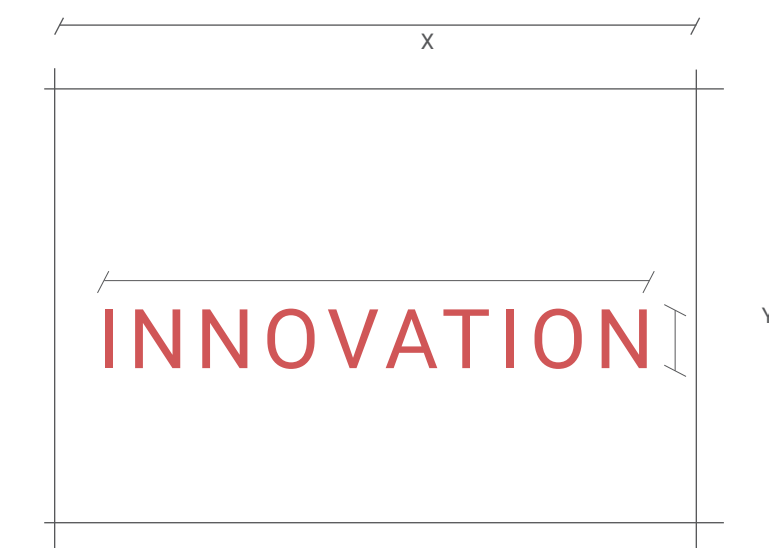
## Not Just **Aesthetics**

Design is how it works not just the way it looks and feels.



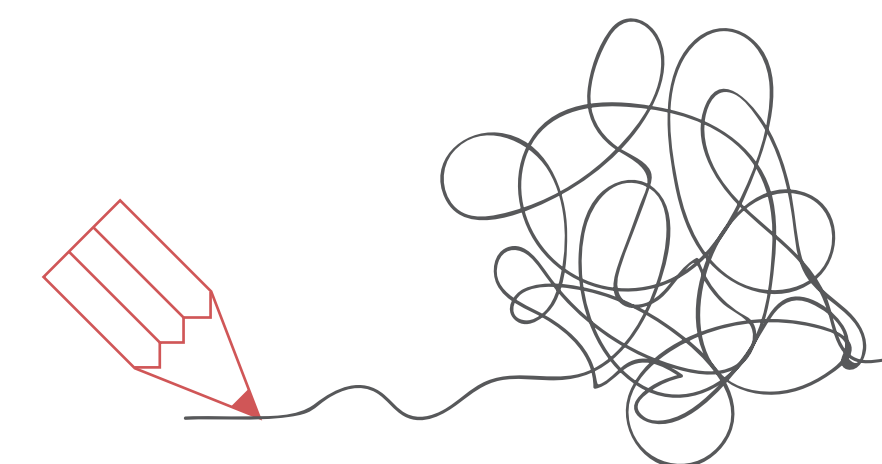
## **Critical**, Not Optional

Not an afterthought, but a core philosophy.



## Blueprint for **Innovation**

A systematic approach towards innovation.

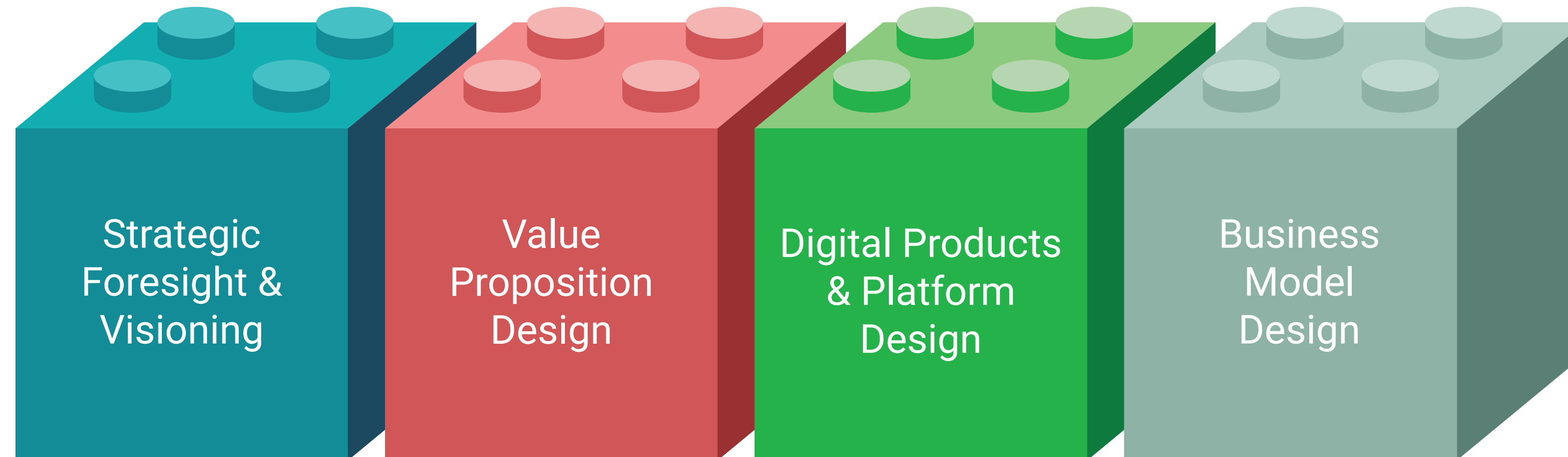


## Beyond **Problem-Solving**

Solving problems is just a small component.

# Value Offerings

Startups can choose to undergo the end to end mentorship engagement or pick their value offerings based on their requirements/ maturity stage.



- Defining Vision & Mission
- Future Business Scenarios
- Trend Mapping

- Customer Ecosystem Study
- Problem Validation
- New Value Proposition Design

- Rapid Prototyping
- User Experience Design
- User Interface Design
- Interaction Design

- Business Model Design
- Testing & Validation
- Roadmap

# Appendix

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# Founder **Archetypes**

Let's take a look at some startup founders archetypes and related typical scenarios they face.

# Archetype 1



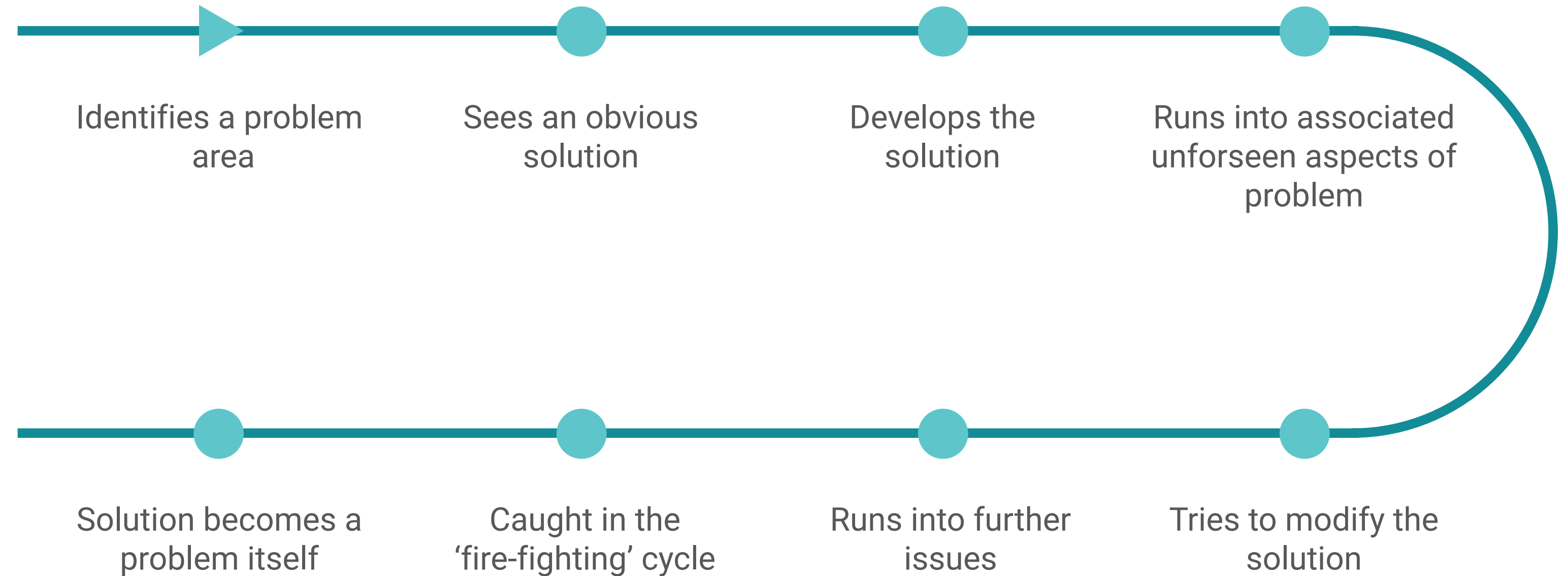
## The Innovator

“

This problem has been around for decades. **Why hasn't anybody done anything about it?** All you have to do is intergrate a payment gateway through QR scanning.

”

### Scenario



Because he has started with a solution-first approach, its possible that he hasn't explored the problem in depth.

A solution is good to have. **A solution that is profitable is better.**

# Archetype 2



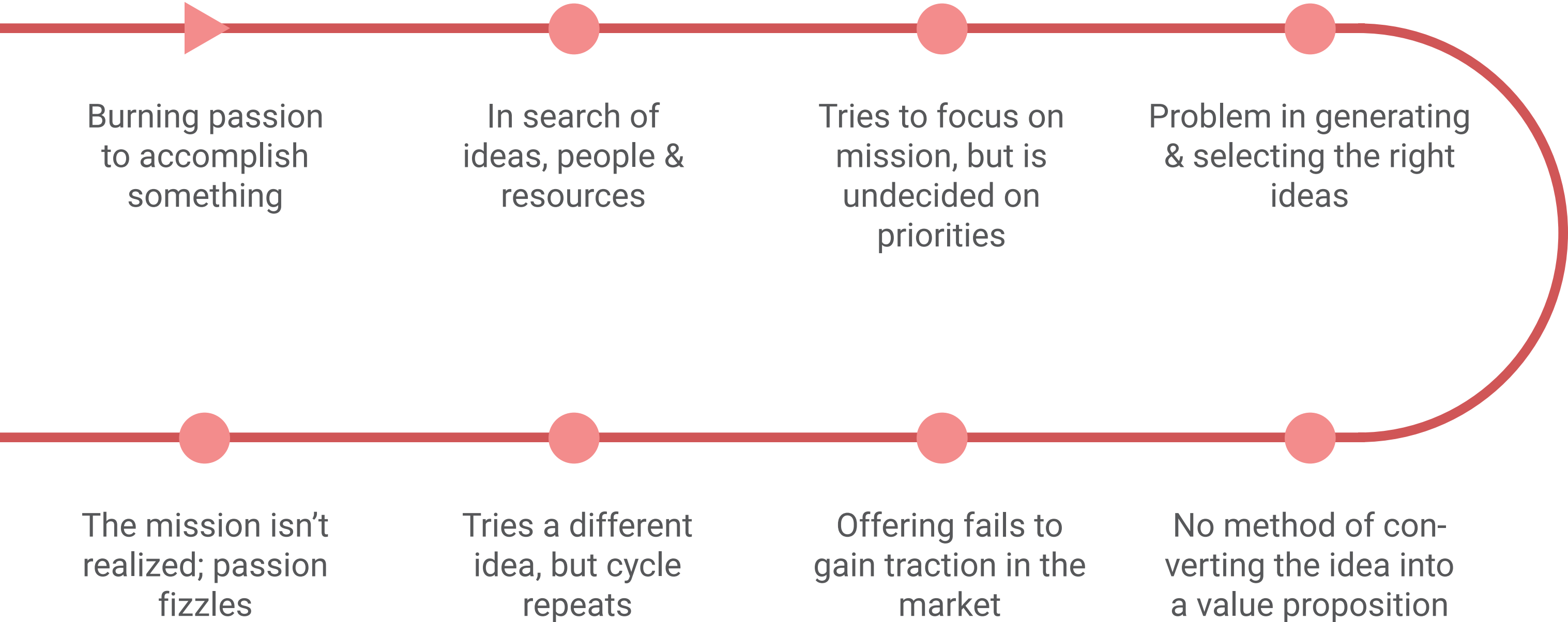
## The Passionista

“

I really believe that **I can make a difference** in the healthcare situation in my country. Basic healthcare should be accessible to all. My company will focus on achieving this.

”

### Scenario



Making key decisions that will decide the fate of the endeavour is difficult without the proper methodology.

Passion is raw energy. **It needs to be focused & channeled into the right direction for success.**

# Archetype 3



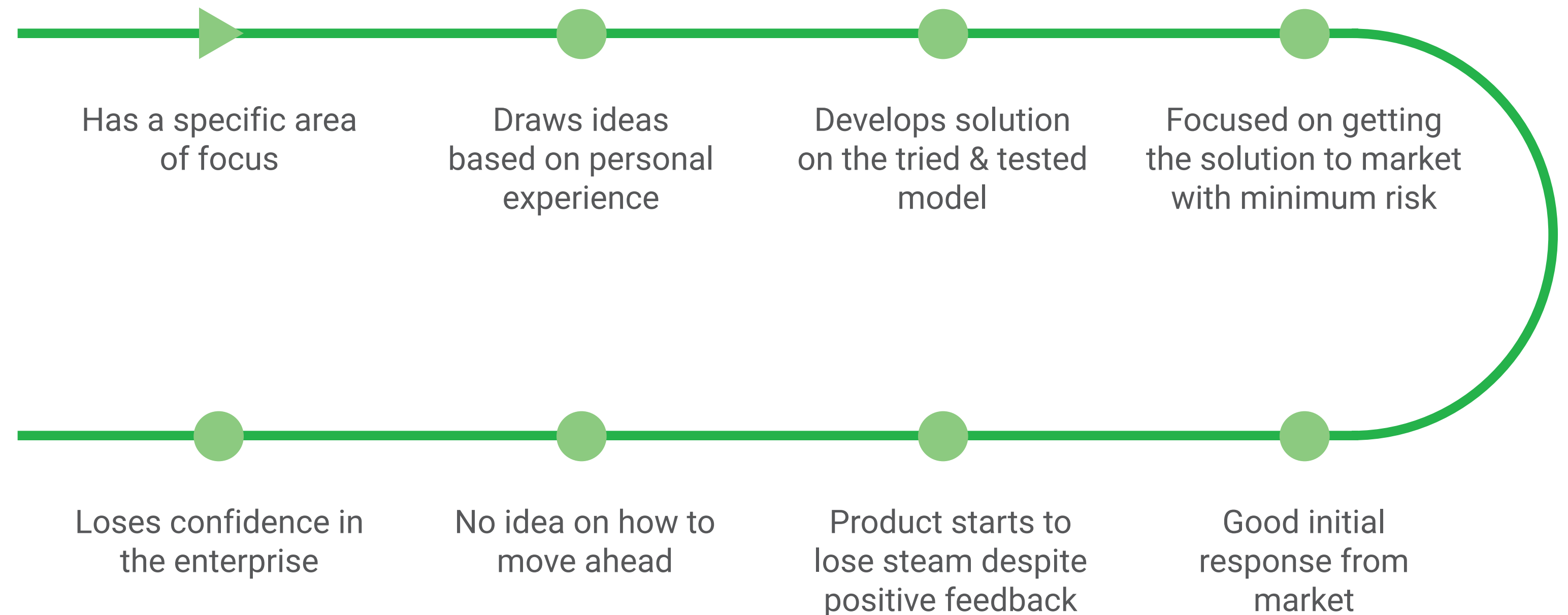
## The Veteran

“

I've spent 20 long years in the automotive industry and believe that it's stagnant. **I can use my expertise and experience** to start my own company and do a better job while **being my own boss**.

”

### Scenario



Understanding the customer becomes key. Enthusiasts and mainstream markets have different needs and expectations.

**Experience is a double-edged sword.** It can deter experimentation and innovation in favour of 'the proven path'.

# Key Requirements



## The Innovator

### Understanding the Customer

- Identifying Customer Segments
- Customer needs & motivations
- Customer Jobs, pain points & potential gains

### Designing Value Proposition

- Ideation for converting customer needs, pains & gains into unique value offerings for every customer segment.

### Designing Business Model

- Discovering uncontested market spaces and designing a viable business model to capture and lead it.



## The Passionista

### Defining Vision

- Developing a vision and mission in order to channelize the passion
- Creating a strategic roadmap

### Making Business Sense

- Defining Value Offerings in accordance with vision
- Developing a viable Business Model

### Value Offering Design

- Designing the value offering (Product/ Platform/ Service Design)



## The Veteran

### Understanding the Customer

- Identifying Customer Segments
- Customer needs & motivations
- Customer Jobs, pain points & potential gains

### Blue Ocean Discovery

- Identifying and capitalizing upon uncontested market spaces
- Designing Business Model

### Structured Innovation

- Developing a methodology to quickly ideate, prototype, evaluate & iterate upon value offerings