

Design for **Ventures**

Design Centre of Excellence





Critical **Challenges**

What are some of the most critical challenges that startups face?

Let's take a look at some startup founders archetypes and related scenarios.
You may relate to one or more of them.

Archetype 1



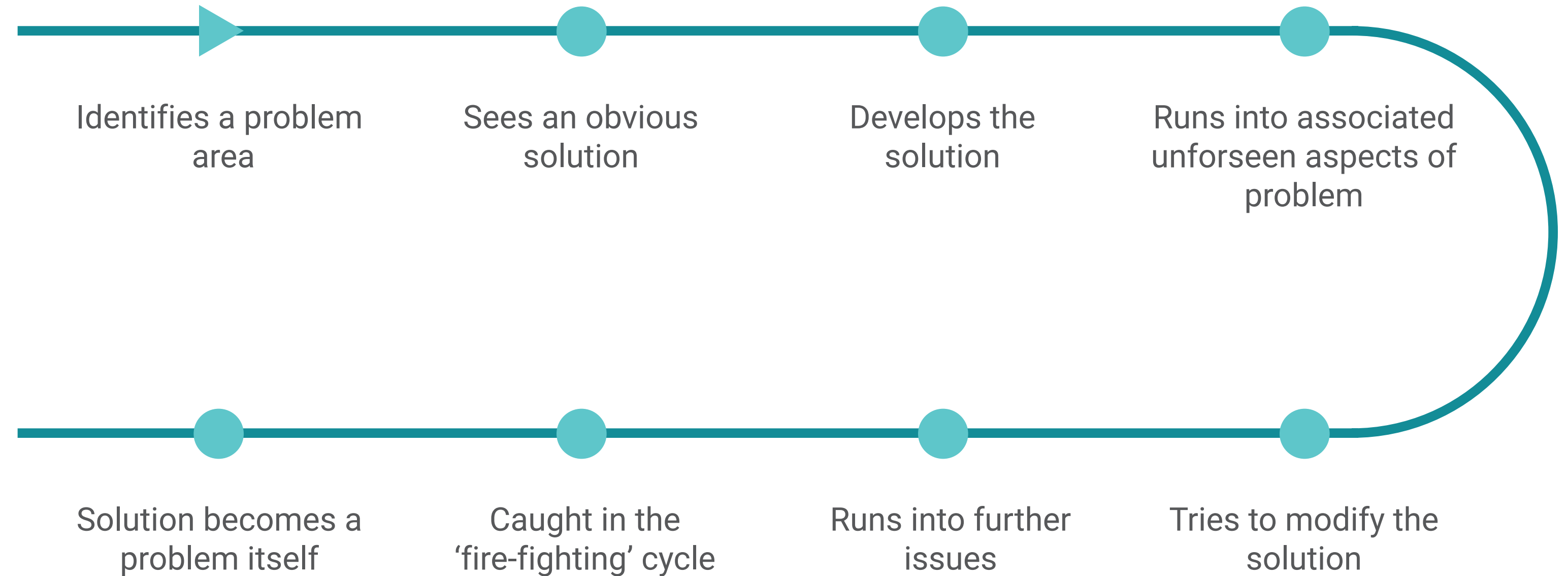
The Innovator

“

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



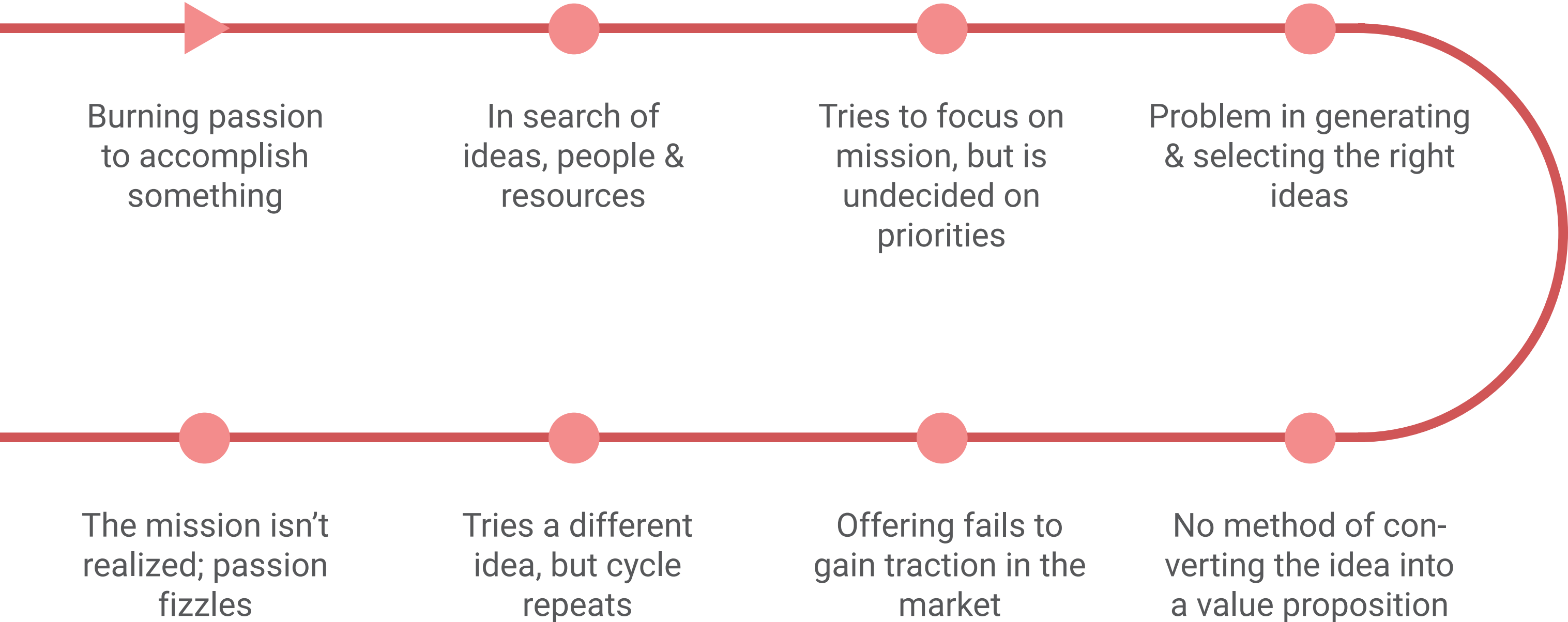
The Passionista

“

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



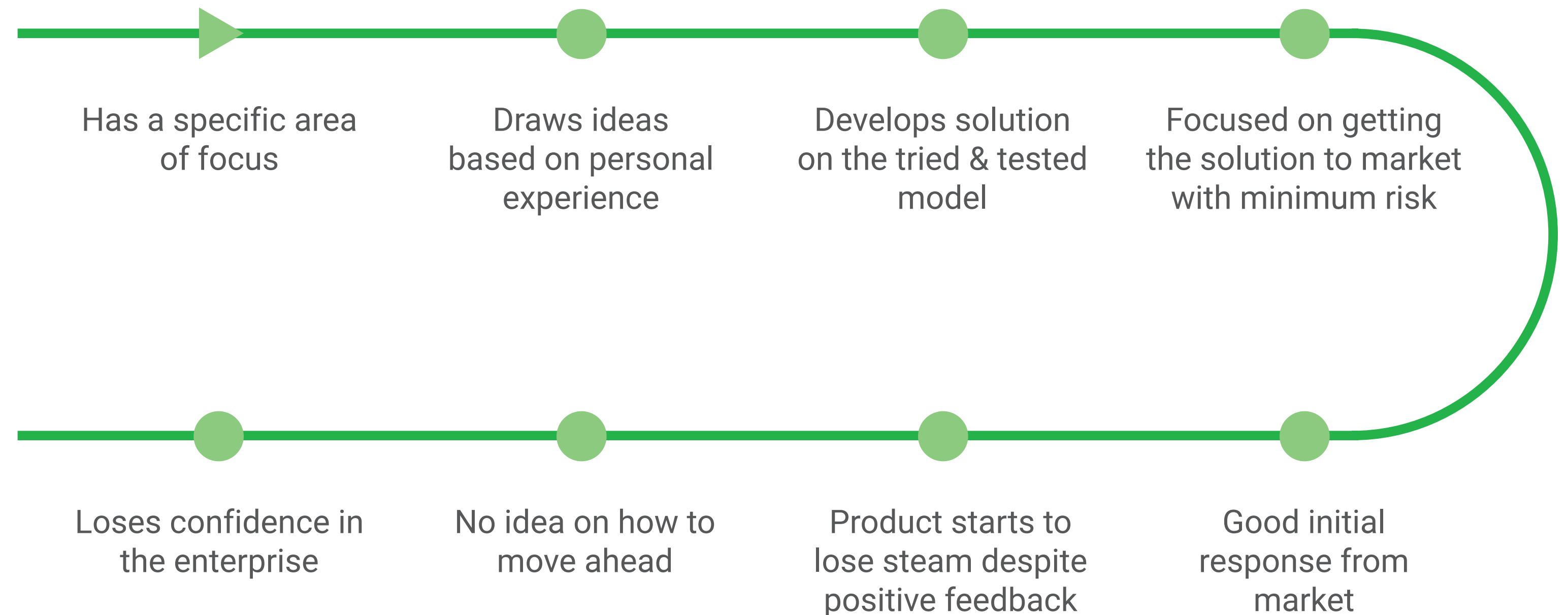
The Veteran

“

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

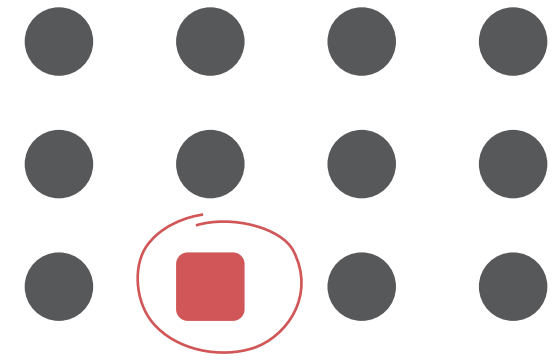
Design for **Ventures**

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

Getting the next round of funding, designing the digital product & service, helping gain market traction, strategies for growth and most importantly- making your customer happy.

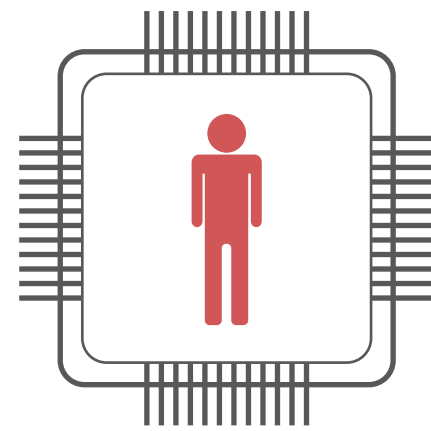
We help you achieve all this & more through design.

Why Design?



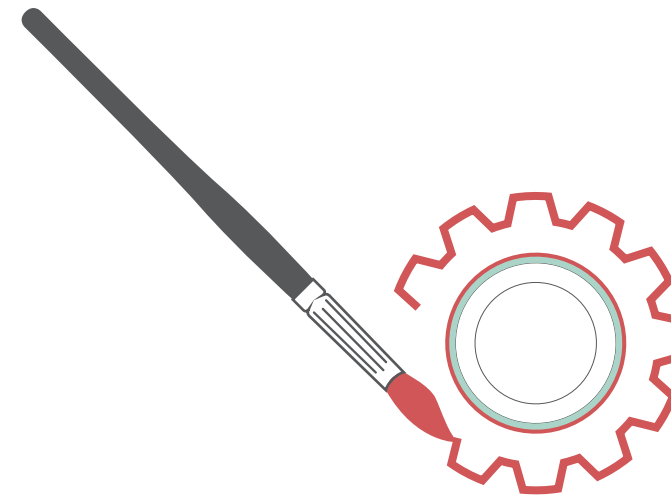
Key **Differentiator**

Competitive edge in an age where technology is becoming ubiquitous.



Humanizing Technology

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



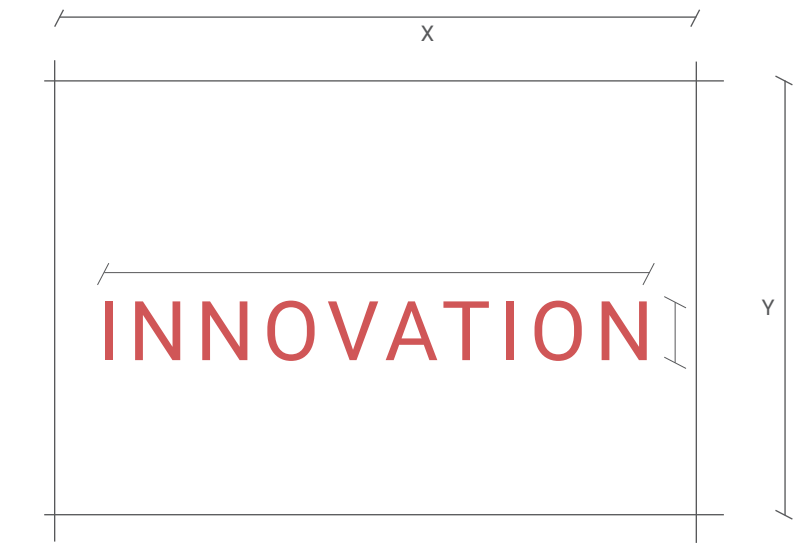
Not Just **Aesthetics**

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



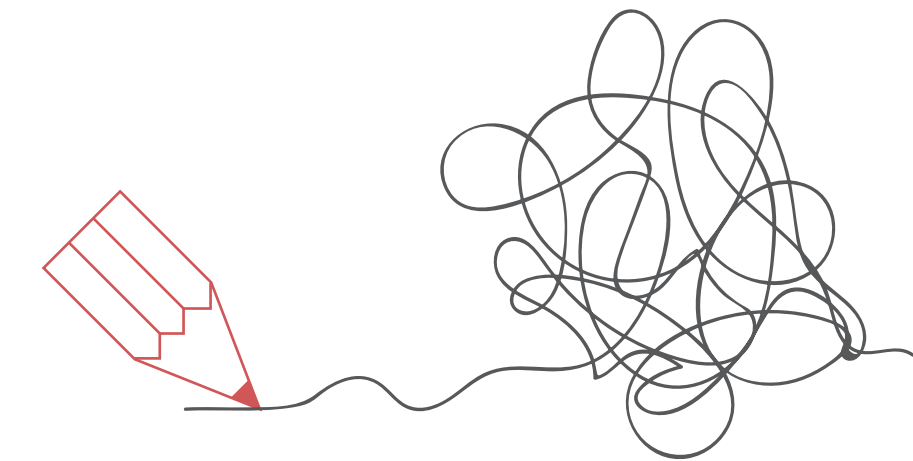
Critical, Not Optional

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.

Design for Ventures: **Value Offerings**

We understand that different startups have different needs. This is why we provide **customized Value Offerings** based on their maturity and case-based requirements.

- Strategic Foresight & Visioning
- Value Proposition Design
- Business Model Innovation
- Service Blueprinting
- Digital Products & Platforms Design