HOW TO INNOVATE LIKE STARTUP

INSIDE THE COMPANY
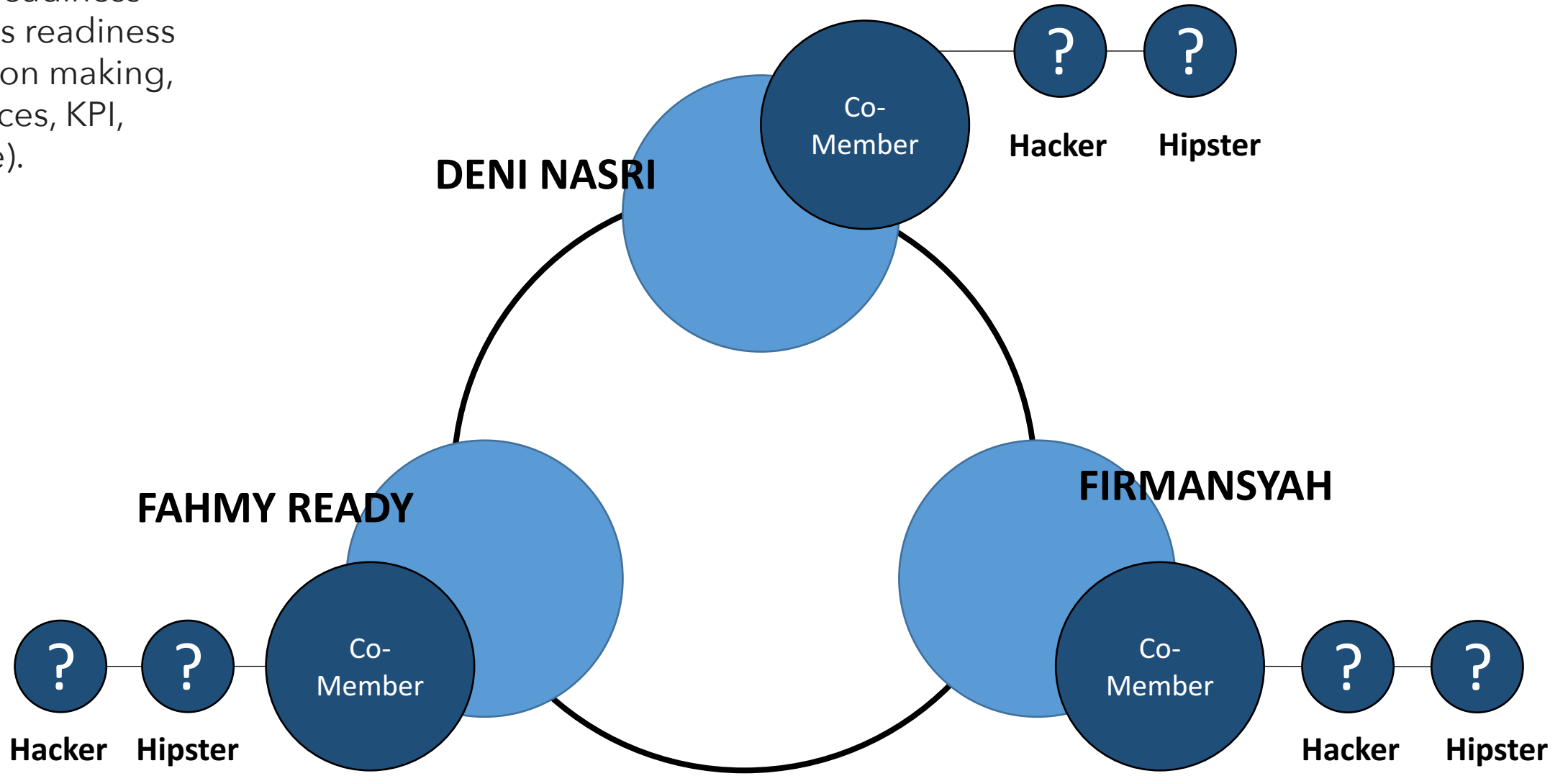
OBJECTIVES

To build core capabilities on searching on new business model.

- Lean Startup - Build Measure Learn Cycle

- Empathy

- Run Experiments

- Market, Problem, Customer, and Solution Validation

- Product Design

- Advance Interview

- MetricsS

TEAM UP

- Team readiness
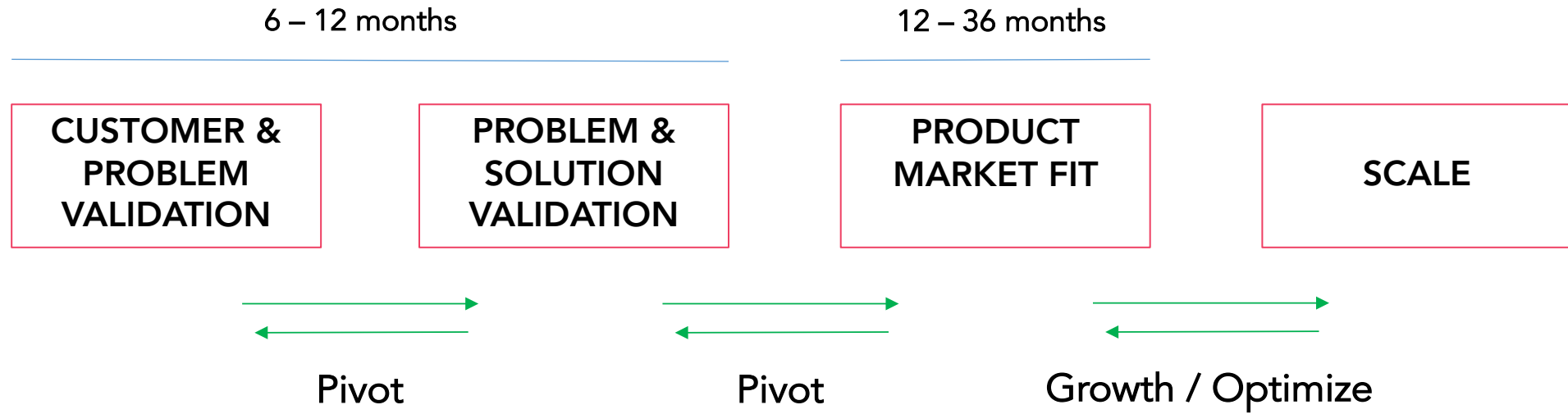- Process readiness (decision making, resources, KPI, culture).

THE ADVISOR

Doni Priliandi	Dyota Marsudi	Dondi Hananto
Founder of Happy5. He has helped Telkom transforming their innovation process, capabilities, incubator and validating their new business ideas.	Co-Founder of Happy5. Former senior consultant at Boston Consulting Group.	Investor at Unitus Impact (early stage global VC) Fintech Expert

WE PRODUCE PAIN KILLER
& GAIN RELIEVER

EXPECTED MILESTONES.

6 – 12 months

12 – 36 months

CUSTOMER & PROBLEM VALIDATION	PROBLEM & SOLUTION VALIDATION	PRODUCT MARKET FIT	SCALE

Pivot

Pivot

Growth / Optimize

EXPECTED MILESTONES.

OCTOBER

Week 1
Kick Off by Management
+
Pitch 1st Business Model
+
Basic Product Management
+
Identify Riskiest Assumption

Week 2
Test Assumptions. Talk to customers. Competitive Intelligence. Market Analysis.

Week 3
Test Assumptions. Talk to customers. Competitive Intelligence. Market Analysis.

Week 4
Validated Customer & Problem.

We will extend customer & problem validation if the team haven't discovered PROBLEM WORTH TO SOLVE

NOVEMBER

Week 1
Validating Solution with Users with Low Tech MVP (non coding).

Week 2
Validating Solution with Users with Low Tech MVP (non coding)

Week 3
Validating Solution with Users with Low Tech MVP (non coding).

Week 4
Building High-Tech / Coded MVP.

We will extend solution validation if we haven't gotten the validation from low tech MVP

DECEMBER

Week 1
Building High-Tech / Coded MVP

Week 2
Setting the success metrics, Testing the MVP directly with users + maximizing learning from users

Week 3
Setting the success metrics, Testing the MVP directly with users + maximizing learning from users

Week 4
Building 2nd High-Tech / Coded MVP based on the learning

Or we can extend the MVP testing to get more insights / data points.

1st PITCH

Problem Describe the pain of your customer. How is this addressed today and what are the shortcomings to current solutions.

Solution Explain your eureka moment. Why is your value prop unique and compelling? Why will it endure? And where does it go from here?

Why now? The best companies almost always have a clear why now? Nature hates a vacuum—so why hasn't your solution been built before now?

Market potential Identify your customer and your market. Some of the best companies invent their own markets.

Competition / alternatives Who are your direct and indirect competitors. Show that you have a plan to win.

Business model How do you intend to thrive?

Team Tell the story of your founders and key team members.