

HOW TO INNOVATE LIKE STARTUP

INSIDE THE COMPANY

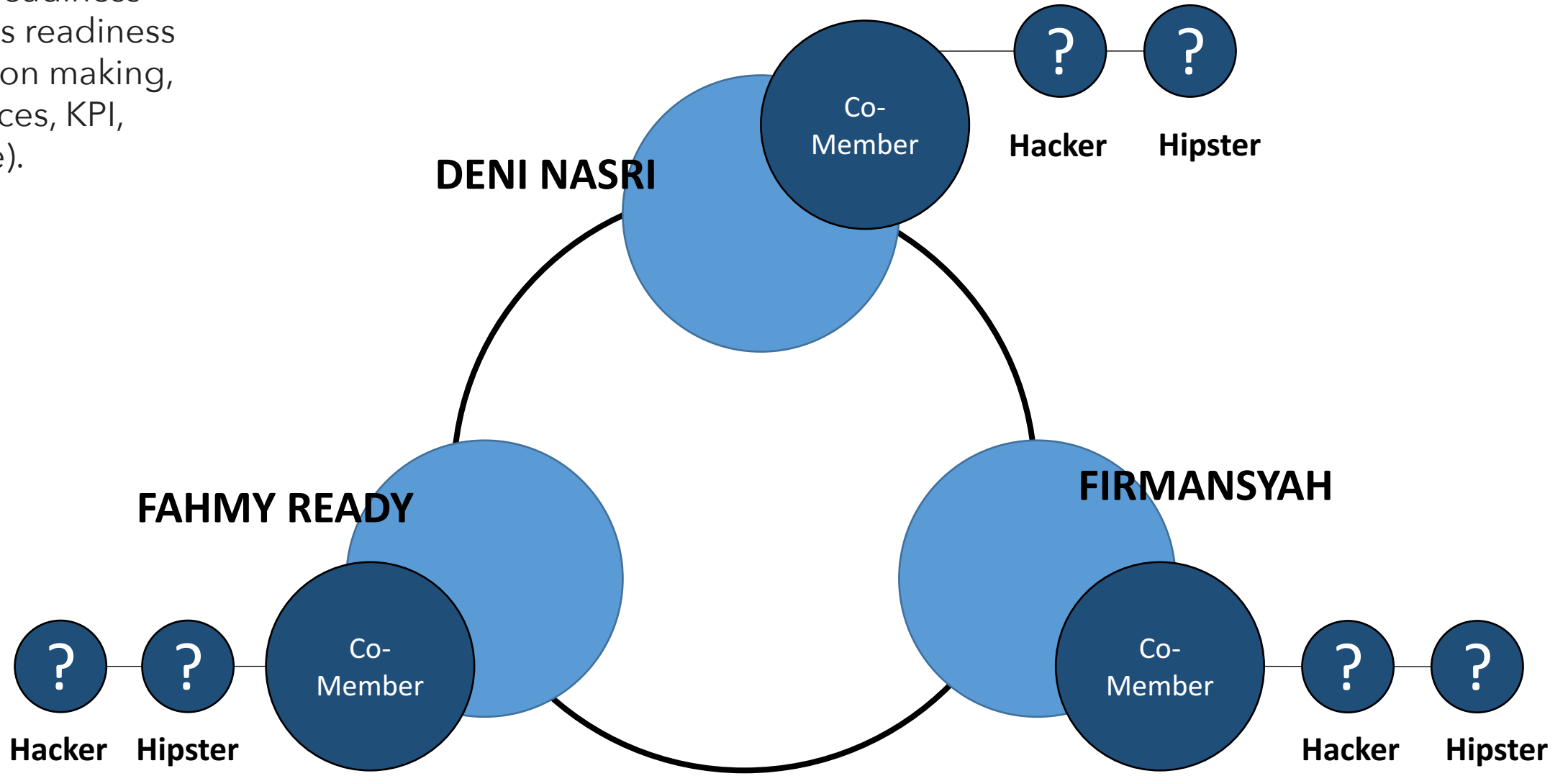
OBJECTIVES

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).

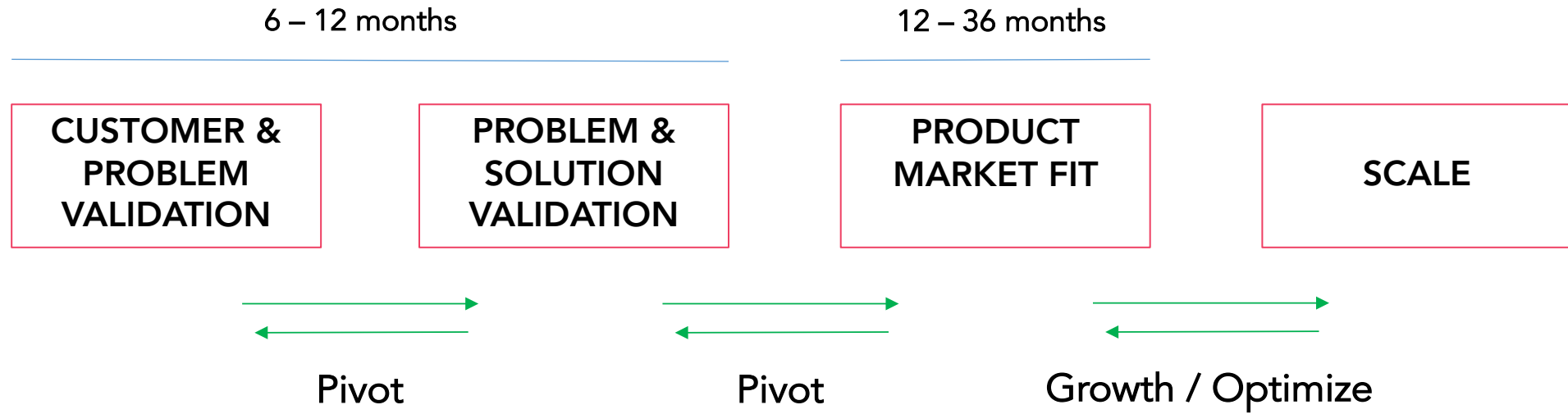


THE ADVISOR

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

WE PRODUCE PAIN KILLER
& GAIN RELIEVER

EXPECTED MILESTONES.



EXPECTED MILESTONES.

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

Week 1

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

Week 2

OCTOBER

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

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

Week 1

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

Week 2

NOVEMBER

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

Building
High-Tech /
Coded MVP

Week 1

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

Week 2

DECEMBER

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.