



# DIGITAL MAKERS SERIES

Hands-on Tech Skills to Build Your Startup



Every Wednesday, 5:00pm – 7:00pm.  
Liverpool Council Library - Attend  
one or all!





# Liverpool Innovation Entrepreneurship Program

Helping South West Sydney turn ideas  
into impact



# Meet **SAM**

Programmer, teacher  
and founder



A screenshot of the Perseus website. The header reads "Perseus" with links to "Docs", "Comparisons", and "Plugins". Below the header, there's a large purple and blue background area with the text "THE RUST FRAMEWORK FOR THE MODERN WEB". At the bottom left is a "GET STARTED NOW" button, and at the bottom right is a "GITHUB" button. A code snippet is shown in a dark box on the right side.

A screenshot of The Quantorium website. The header includes a magnifying glass icon, the text "The Quantorium", and a "Blog" link. Below the header, a green banner says "Welcome to the future of the internet.". A section titled "Kolaris" discusses data integrity through missions, mentioning that many users can work on the same data without compromising safety. Another section titled "Miriar" discusses a decentralized ledger based on patch versioning.

A screenshot of the Resdemou website. The background features a grid pattern. The main title is "RESDEMOU" with the subtitle "Building solutions for matters of the people." Below the title is a "Sign up for our mailing list" form with fields for "Your email" and "Submit".





**It all begins with community**





**Our aim is to foster the next generation of digital  
makers across Western Sydney**



# PLAN

- Build a community
- Help you all build something!
- Give constructive feedback to each other
- Learn about designing and prototyping solutions to real problems

**01 WELCOME!**

**02 DESIGN THINKING AND LEAN CANVAS**

**03 FIGMA #1**

**04 FIGMA #2**

**05 FRAMER**

**06 SHOPIFY**

**07 AI FOR ENTREPRENEURS**



**PITCH AT SOUTHWEST**



Prototyping is the process of *testing*,  
*refinement*, and *risk mitigation*



# THE JOURNEY OF A GOOD IDEA...

*Is not linear!*

## **DISCOVERY**

Ideas, stories, markets, customers, personae, journeys...

## **LOW FIDELITY**

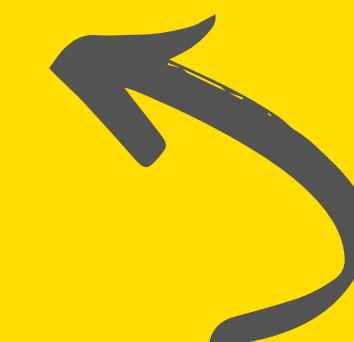
Sketches, drawings, illustrations, breadboarding, cardboard, ...

## **HIGH FIDELITY**

Simulated apps, interactive prototypes, 3D printed models, PCBs, ...

## **MVP!**

This is *after* prototyping!



**Let's get a bit uncomfortable...**

*No solutions* **allowed!**

# **DESIGN THINKING**

An approach for solving complex problems.

**01 EMPATHISE**

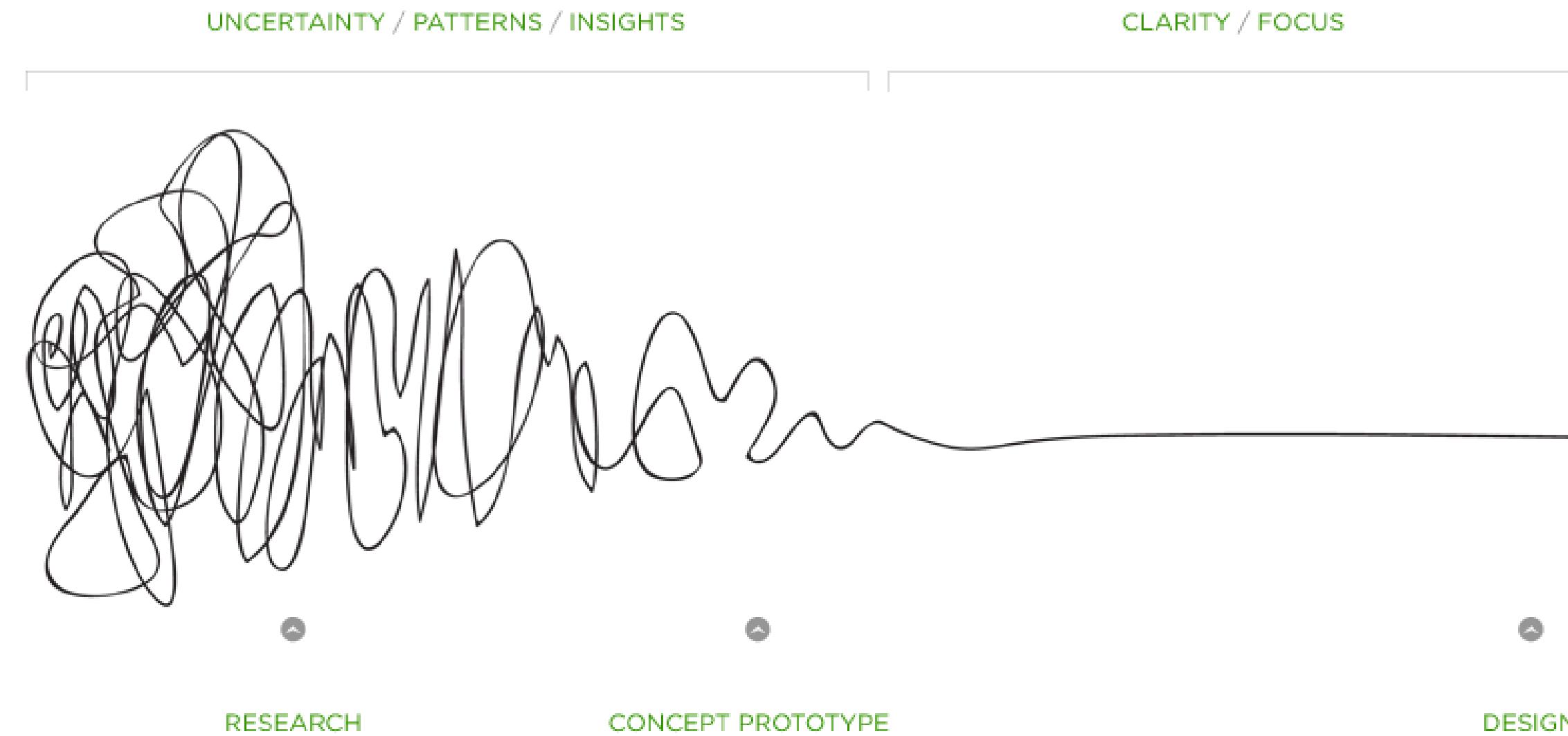
**02 DEFINE**

**03 IDEATE**

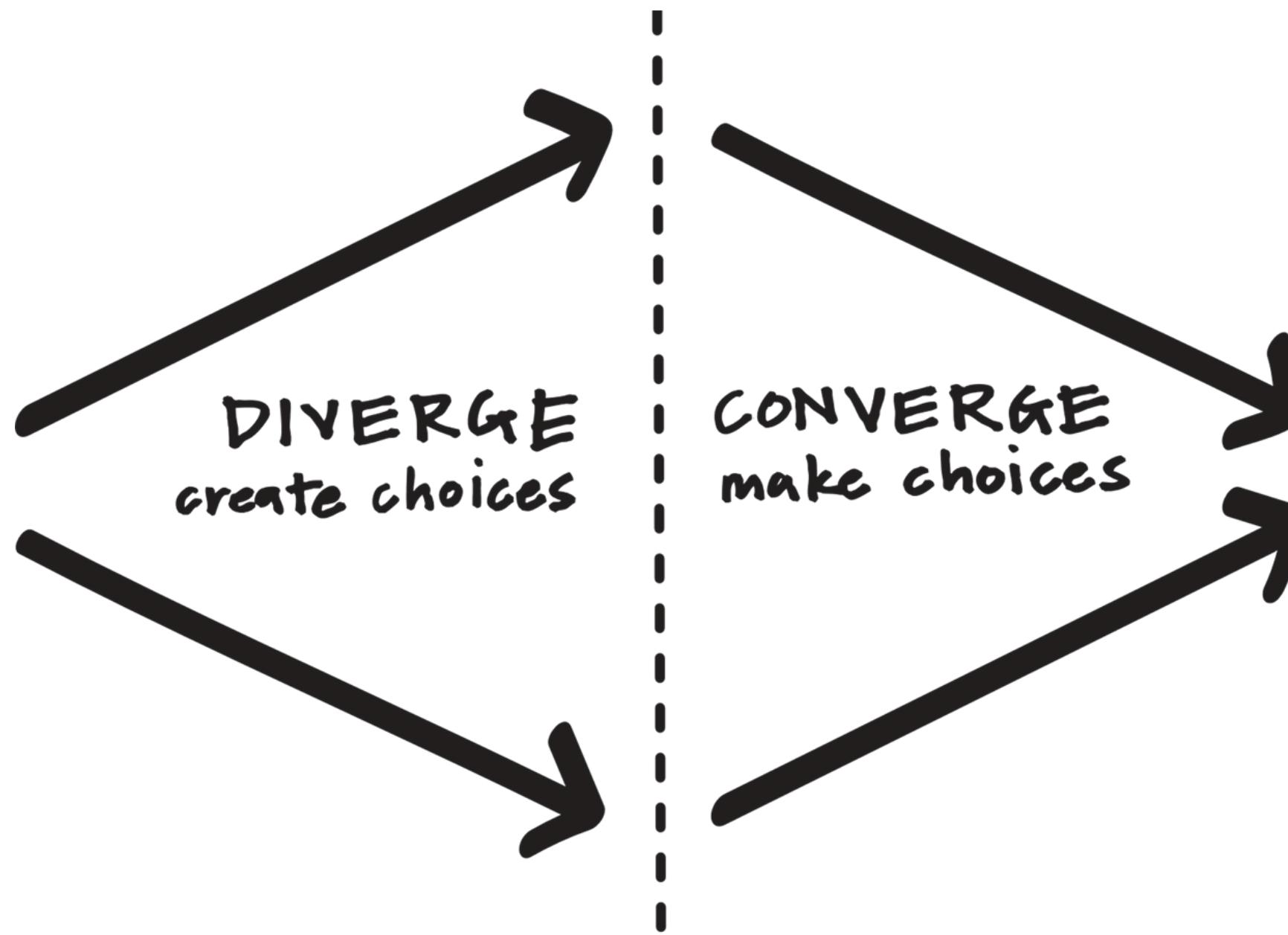
**04 PROTOTYPE**

**05 TEST**

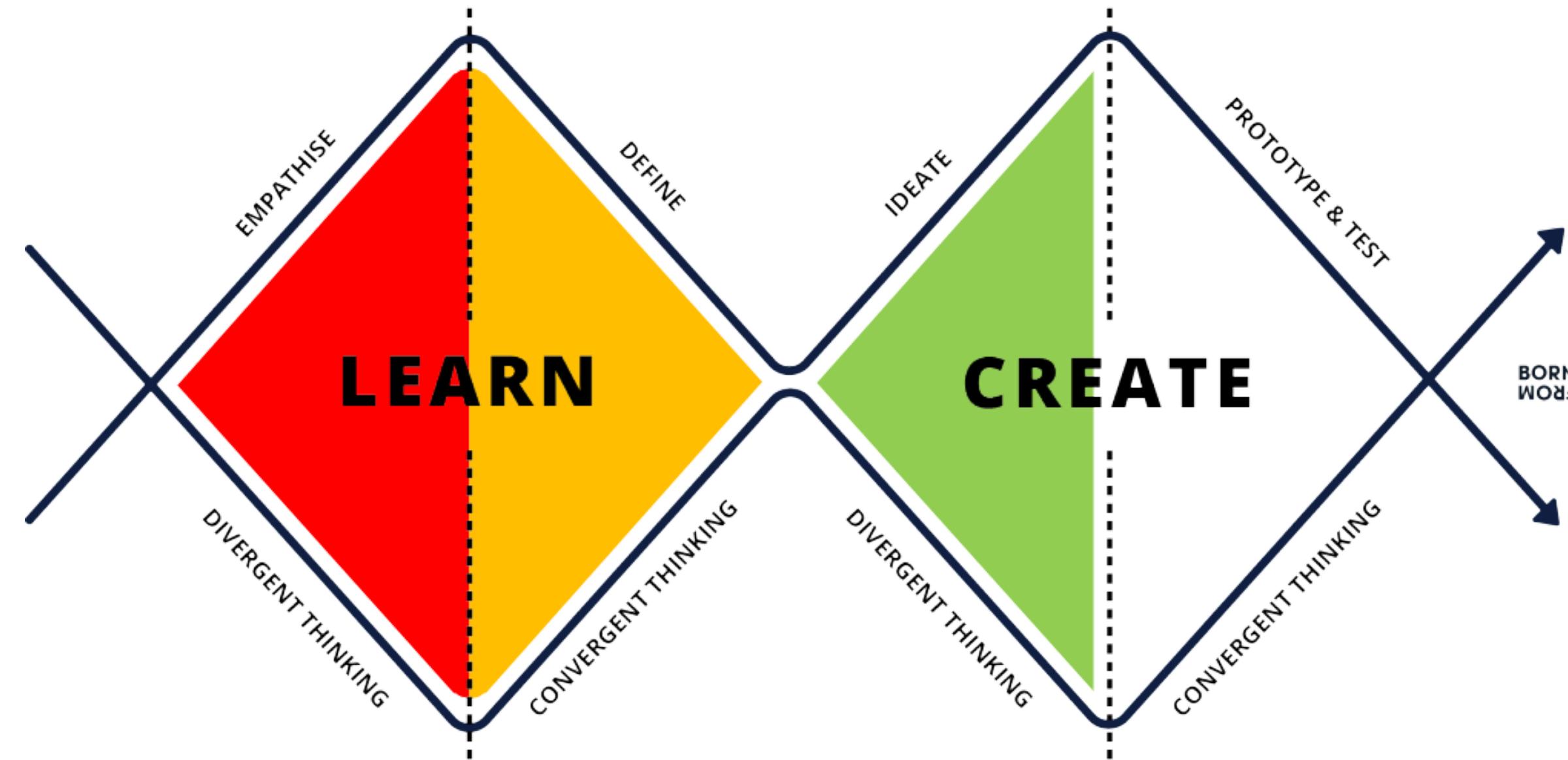
# Design Thinking is a *Process*



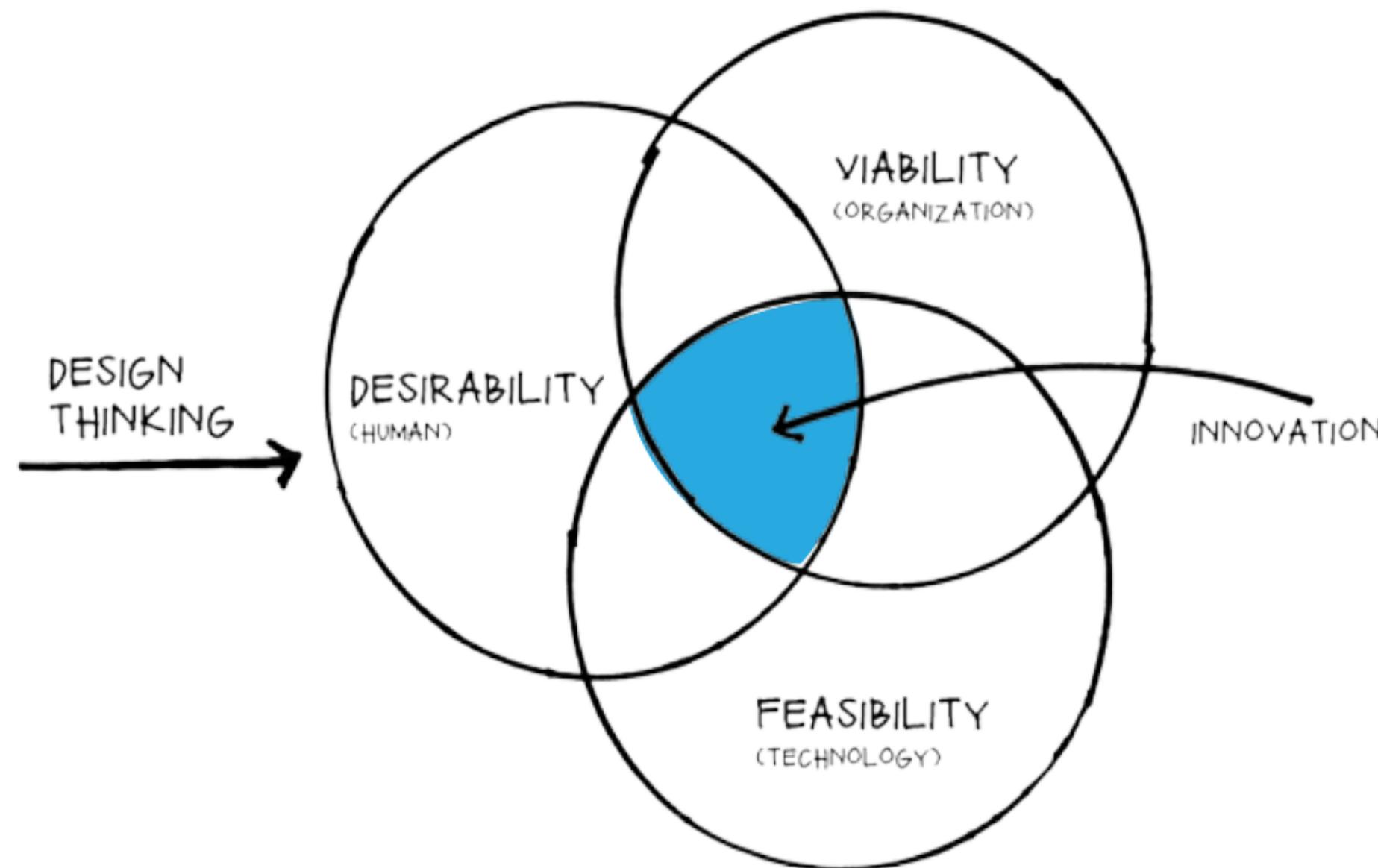
# Divergence and Convergence



# Divergence and Convergence



# Three Lenses of Innovation



# **1. Empathise**

# What do you see?



# Customers and Users

## Customers

- Purchase your product
- Hand over actual money
- Decision-makers
- May not *use* your product
- Business motives

## Users

- Use and interact with your product
- Do *not* hand over money
- Motivated completely differently
- Probably don't even know how much it costs

# Customers and Users

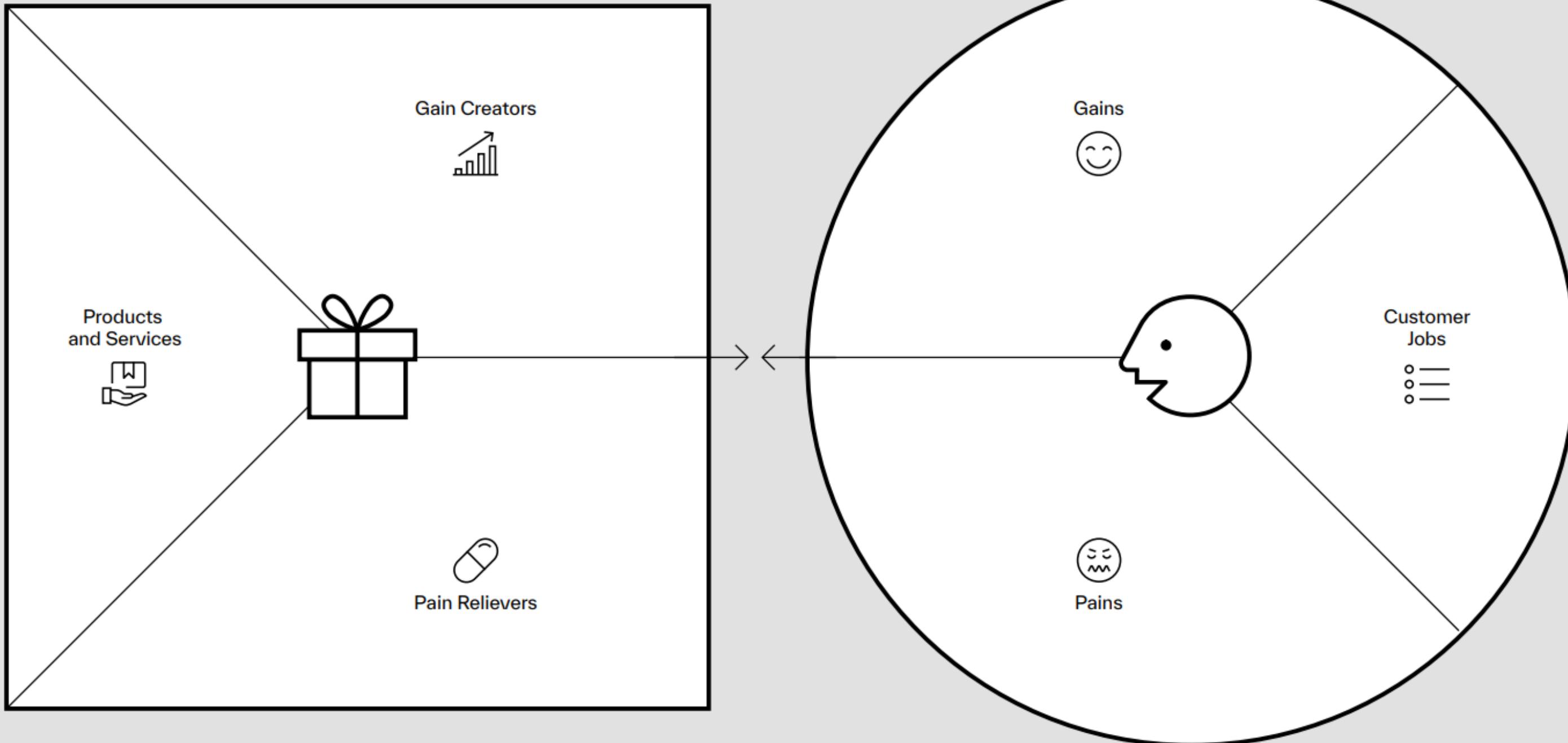


## **2. Define**

# The Value Proposition Canvas

Value Proposition:

Customer Segment:



# **Fill out the canvas**

Fill out the value proposition canvas with the gains, pains, and jobs your customers do in relation to your problem.



**15 minutes**

# HOW MIGHT WE?

Small questions that reframe insights into opportunity areas, without jumping to a solution.

## Root problem

It is difficult and troublesome for people to keep track of their carbon footprint

## HMW Statement

How might we make people feel excited to keep lowering their carbon footprint?

# How might we?



# How might we?

How might we ***do some action*** for ***some defined users***  
so that they ***feel some emotion/effect***?

How might we *develop an easy-to-use solution* for  
*students who want to check their work for plagiarism*  
so that they *feel confident in the work they submit*?

# Write an HMW Statement

In groups, work toward a concise, but sufficiently broad,  
*how might we?* statement that captures the essence of  
what you want to do.



10 minutes

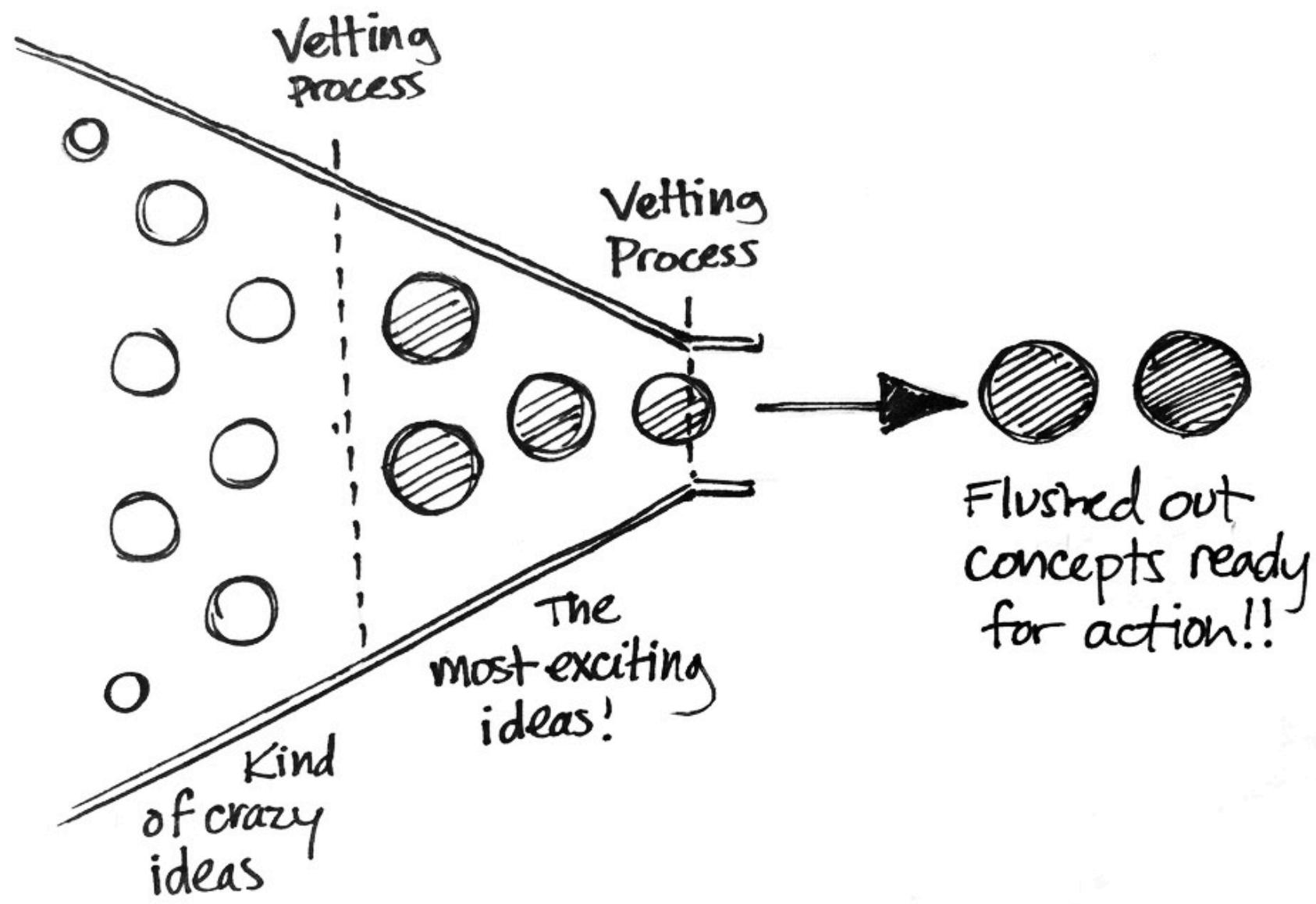
*NOW you can think about  
solutions :)*

# **3. Ideate**

# **GOLDEN RULES OF IDEATION**

- 
- 01 THERE ARE NO BAD IDEAS**
  - 02 QUANTITY OVER QUALITY**
  - 03 KEEP AN OPEN MIND**

# How might we?



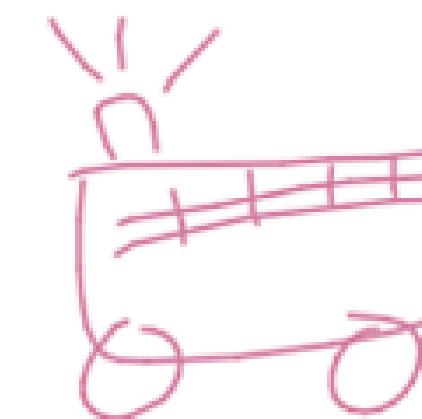
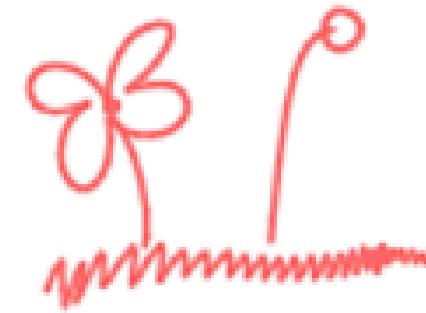
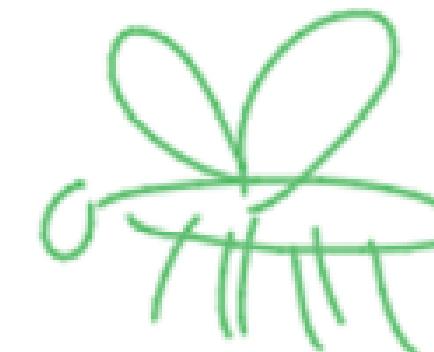
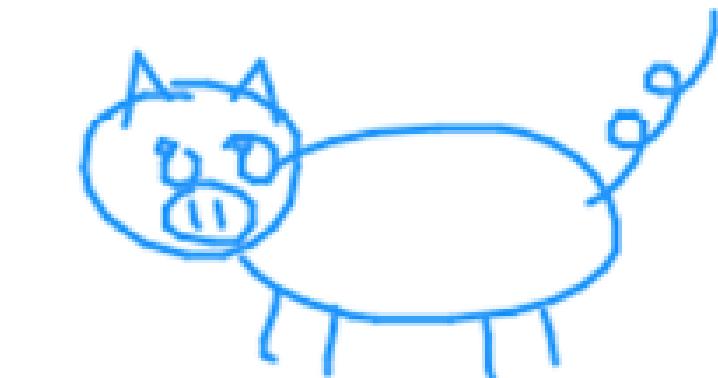
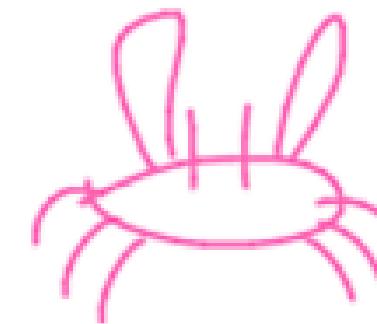
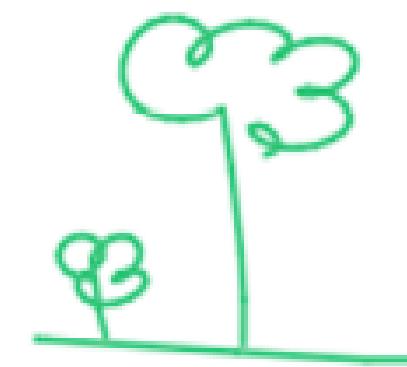


***Groupthink* happens when people reach a consensus  
together without critical reasoning or evaluation**



*Ideate alone, iterate together*

# Use sketches, not words



# Rapid Ideation

Individually and silently, sketch the first thing that comes to mind, forgetting about feasibility. Go crazy!

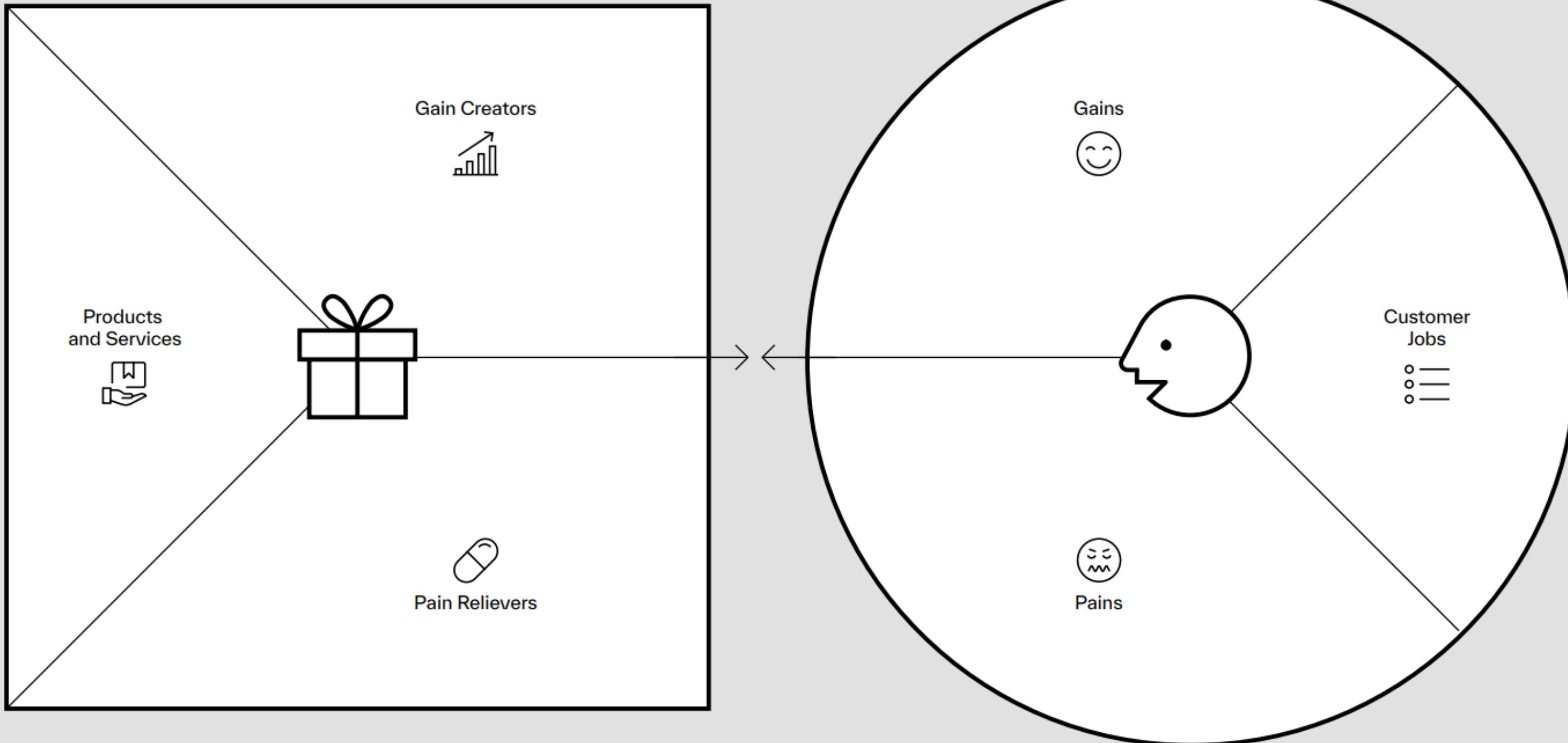


8 minutes

# The Value Proposition Canvas

Value Proposition:

Customer Segment:



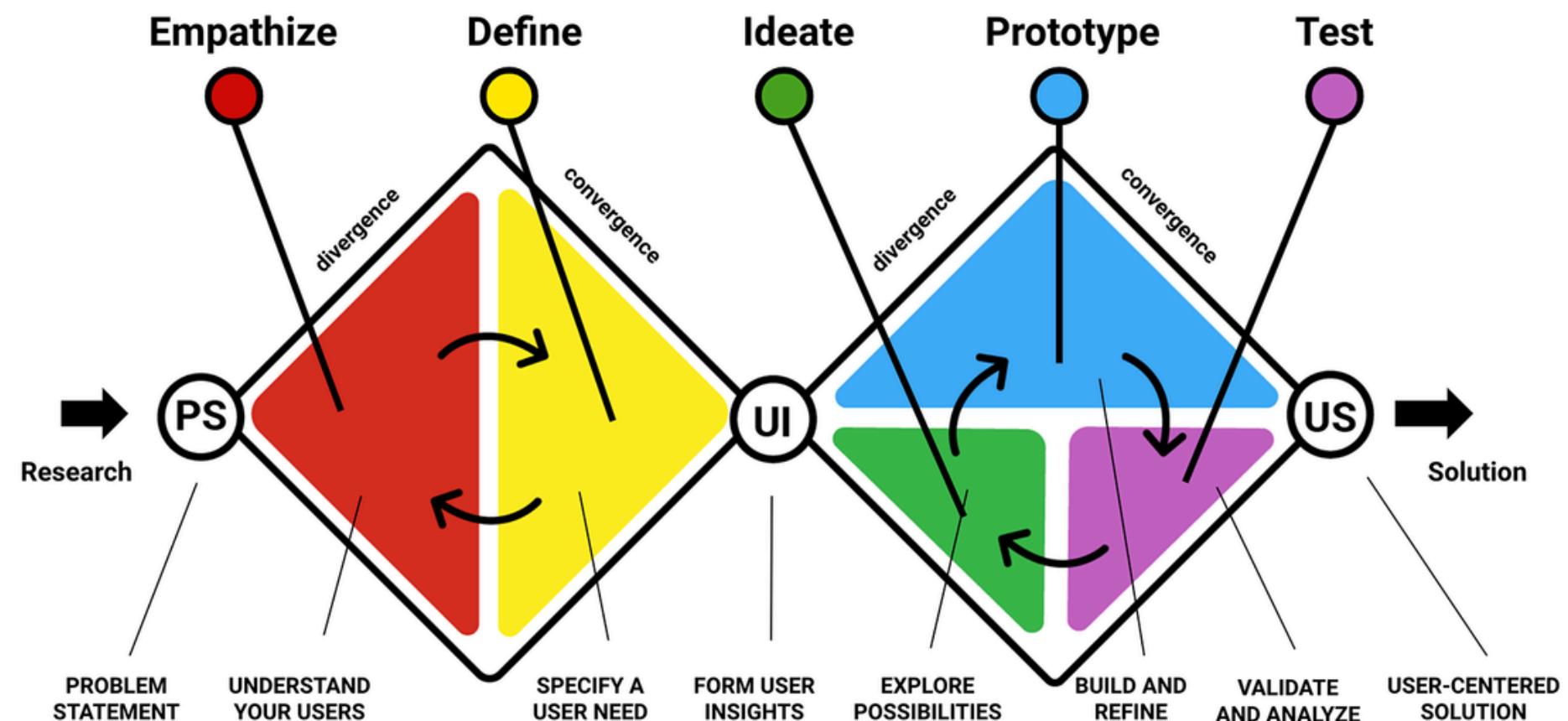
# **Fill out the (other) canvas**

Fill out the left-hand side of the value proposition canvas to specify how your solution solves the exact problems your customers have.



**15 minutes**

# Iteration and talking to your users



# The Lean Canvas

Source: <https://www.leanfoundry.com/tools/lean-canvas>

<b>PROBLEM</b>  List your customers top 3 problems	<b>SOLUTION</b>  Outline possible solution for each problem	<b>UNIQUE VALUE PROPOSITION</b>  Single, clear, compelling that turns an unaware visitor into an interested prospect	<b>UNFAIR ADVANTAGE</b>  Something that can't be easily copied or bought	<b>CUSTOMER SEGMENTS</b>  List your target customers and users
<b>EXISTING ALTERNATIVES</b>  List how these problems are solved today	<b>KEY METRICS</b>  List key numbers telling how your business is doing today	<b>HIGH LEVEL CONCEPT</b>  List your X for Y analogy (e.g. YouTube = Flickr for videos)	<b>CHANNELS</b>  List your path to customers	<b>EARLY ADOPTERS</b>  List characteristics of your ideal customer
<b>COST STRUCTURE</b>  List your fixed and variable costs			<b>REVENUE STREAMS</b>  List your sources of revenue	

# **Fill in the lean canvas**

Most should follow naturally from what we've already covered.

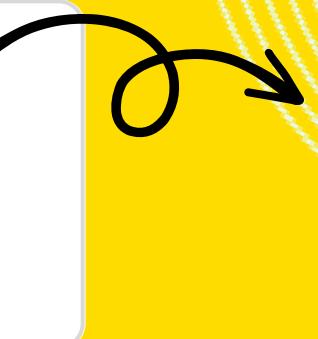


**10 minutes**

**Talk to your customers!**

# Liverpool Innovation Entrepreneurship Program

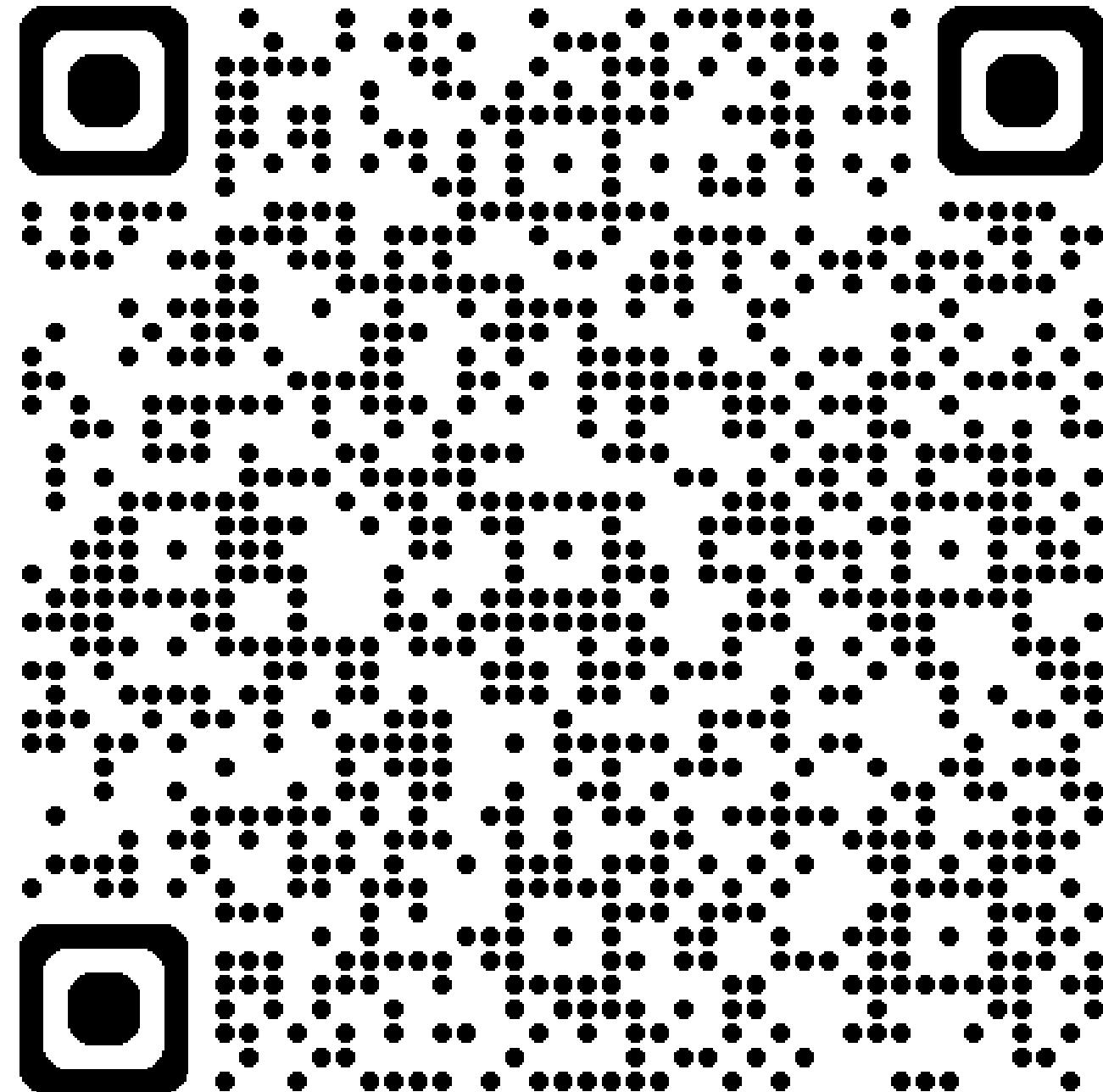
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into impact



# **UNSW FOUNDERS**

We are **Australia's leading university-based entrepreneurial support program.**

We help UNSW students, staff, researchers, and alumni translate ideas into great businesses and amazing start-ups, all the way **from developing an idea to raising millions**. All for **FREE!**

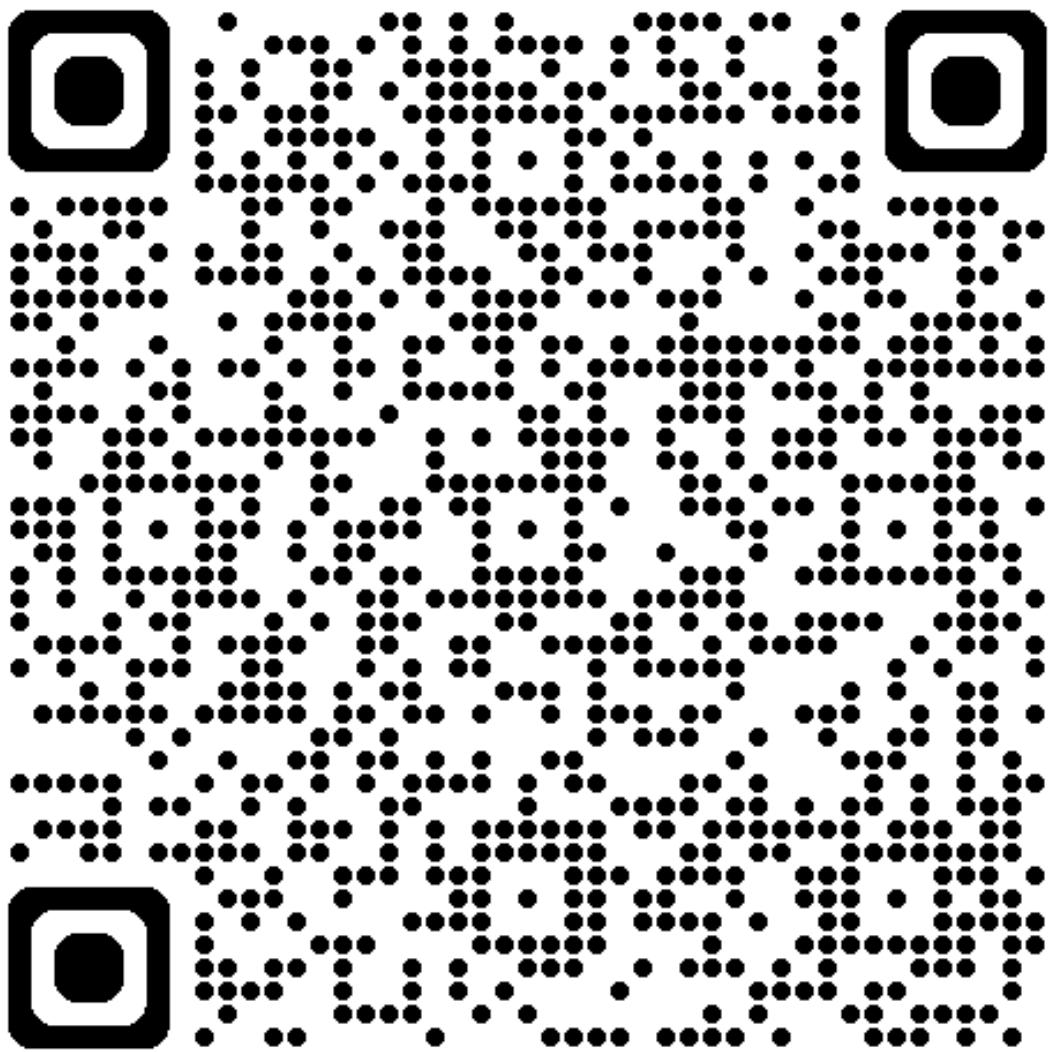


Scan to give feedback

**YOUR  
FEEDBACK  
MATTERS!**

# THANK YOU!

Next time: *Figma #1*



Scan to register for the  
next workshop!