# Appunti ICT

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## Contents

## 1   Note sul corso

Professore: Carlo Pasquini.

## 2   Innovation

### 2.1   Novelty vs Innovation

Innovation is the **implemetation** of a new or significantly improved product, or process, a new markeitng method, or a new organizational metho in business practise, worplace organizaiton or external relations.

Innovation = invention + exploitation
An innovation:

- there is a market need

- has a strong value proposition

- solves a problem

- does the job better than other

- there are customers willing to pay

- it is technologically feasable

- it is financially sustainable

## 2.2   Why do we need innovation?

Bisinesses **must** innovate to keep up with the competition. The benefit to the customer is a byproduct of the race between the companies.
For the business, innovation is a necessity to survive

- to survive competition in the short and long term

- to acquire market share

- to look for premium price, better margins, higher added value

- innovation is the **real** protection of your IPRs

## 2.3   Kinds of innovation

Innovation can be a **process**, a **prduct**, or an entire **business model**. The only thing that matters is that it is **NEW**.

## 2.4   Radical vs Incrementa innovation

**Incremental**   We call an innovation "*incremental*" when it improves on something that already exists.
It lives in a short cycle, with recurrent improvements on an existing solution.

It's a reliable investment for the companies because it relies on mainstream customers in major markets.

**Radical**   Radical innovation is the departure from existing tecnologies and solutions to offer something **entirely** new. Radical innovations are those innovations that bring to a market a very different value proposition that hadn't been aviable previously,

## 2.5 Theory of disruptive innovation

In his book "disruptive innovations", Christenses presents "the innovator's dilemma". This dilemma is the one between investing in a possibly risky innovation and playing it safe.

One of the risks in NOT investing in a disruptive technology is that of a competitor investing in it and stealing potential market shares.

# 3 Types of problems

- **Latent problems:** Customers have a problem but the don't know it. Esempi:

    - Spotify / music streaming
    - Smart voice assistants

- **Passive problems:** Customers know they have a problem but are not motivated or aware of the opportunity to change

- **Urgent problems:** Customers recognize a problem and are searching for a solution

# 4 My Idea

- Who: Music enthusiasts with short attention spans

- Problem (a latent one): Someone suggests a song to you but you forget the title, or to listen to it

- Solution: An app where your friends can leave you song suggestions, and you see them as a playlist

# 5 2024-09-30

Idee:

- Data protection with AI - Donathan - meh

- Toilet As A Service - Fabio M. - meme

- Picture2Video - Marco L. - not feasable? cool

- University Summary - Silvanus - silvanus

- Let's play - Mario S. - no

- Automated Garden - Hunter B. - carino

- Datapool - Riccardo S. - carino

| | Nome progetto | presentatore | opinione |
|---|---|---|---|
| 1 | Data protection with AI | Donathan | meh |
| 2 | Toilet As A Service | Fabio M. | meme |
| 3 | Picture2Video | Marco L. | not feasable? cool |
| 4 | University Summary | Silvanus | silvanus |
| 5 | Let's play | Mario S. | no |
| 6 | Automated Garden | Hunter B. | carino |
| 7 | Datapool | Riccardo S. | carino |
| 8 | Lookify | Sano | bah |
| 9 | A healthy app | Giacomo S. | fattibile |
| 10 | Deliver your groceries | Maria A. | Glovo |
| 11 | Ski App | Ludovico | unfeasable? |
| 12 | OWD | Tommaso S. | Ci sta |
| 13 | Chatbot Monitor | Lerenza B. | mercato è limitato |
| 14 | Bike Aware | Sebastian W. | buono. Ma pratico? |
| 15 | Tidy Storage | alessio z. | lazy |
| 16 | SmartPack | dems c. | esiste |
| 17 | DevConnect | Davide Z. | Github |
| 18 | OpenSourceSec | Simone A. | Unfeasable |
| 19 | Where I Train | Massimiliano | Good |
| 20 | Just Do It | Leonardo | no |
| 21 | Garbage Collector | Ale | Anche solo per il nome |
| 22 | Fridge Management | Alberto M. | Tedioso |
| 23 | Pong Stats | Francesco D. | Carino ma AI |
| 24 | Magic Mirror | Davide M | Good |
| 25 | Vending Machine Finder | gabriele M. | good |
| 26 | Delivery food 4 students | | Deliveru (2) |
| 27 | Accident report ai | saras | Difficile ma bello |
| 28 | Artva | | No |
| 29 | SW4G | Samuel | c'è già OWD |
| 30 | Gamification | | carino |
| 31 | Smart Stoves | Gabriele V. | esiste, ma carino |
| 32 | Traffic avoidance | Francesco S. | unfeasable |
| 33 | Opportunity Seeker | Quentin M. | non ascoltato |
| 34 | One Track | Enrico T. | small market |
| 35 | Healthcare at home | Salvatore C. | too hard |
| 36 | SOS artists | Denise C. | gut |
| 37 | Slow Bonding | Matteo D. | bah |
| 38 | Smart Shoes | Nicola B. | carino |
| 39 | NoWasteFood | Andrea V. | too good to go |

# 6 Lean

In the lean methodology the assumpion is that its possible to figure out the **unknowns** of a business in advance, before you raise money and actually execute the idea.

## 6.1 Principle 1

Rather than engaging in months of planning and research, entrepreneurs/intrapreneurs accept that all they have on day one is a series of untested hypotheses.

**How do we test these hypothesis?**

1. State your hypothesis
   L'ipotesi deve essere **specifica** e avere uno scope limitato

2. Design experiment
   L'esperimento deve essere semplice e di tipo binario (pass/fail)

3. Test
   Il test deve involgere l'utente

4. Insignt

## 6.2 Principle 2 - Agile Development

**Minimum Viable Product** A *MVP* is a version of a product with just enough dfeatures to be useavle by early customers[1] who can them provide feedback for forther development. A minimum viable product must:

1. Test a product hypothesis with minumal resources

2. Accelerate learnings

3. Reduce wasted engineers hours

4. Get the product to early customers as soon as possible

> **es:**
>
> **Problem** Imagine you have validated that office workers are in need of healthy food for their lunch break and the solution you have in mind is a ghost kitchen where to prepare food to be ordered though an app.
>
> **Possible Solution** A possible MVP is the food dropshipping. Where we don't open a kitchen yet but rely on another service like deliveroo to

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[1] *Early Adopters* are those wha are actively looking for a solution. This makes them more forgiving and more likely to give feedback

> do it for us.

It is acceptable in the development of the MVPs to lose some money.

1. Sketch

2. Wireframe

3. Mockup

4. Video

5. ...

> **Never hire a banana!**

# 7  'CAUSE AFTER AAAALL! YOU'RE MY WONDER FLOOOOOW