

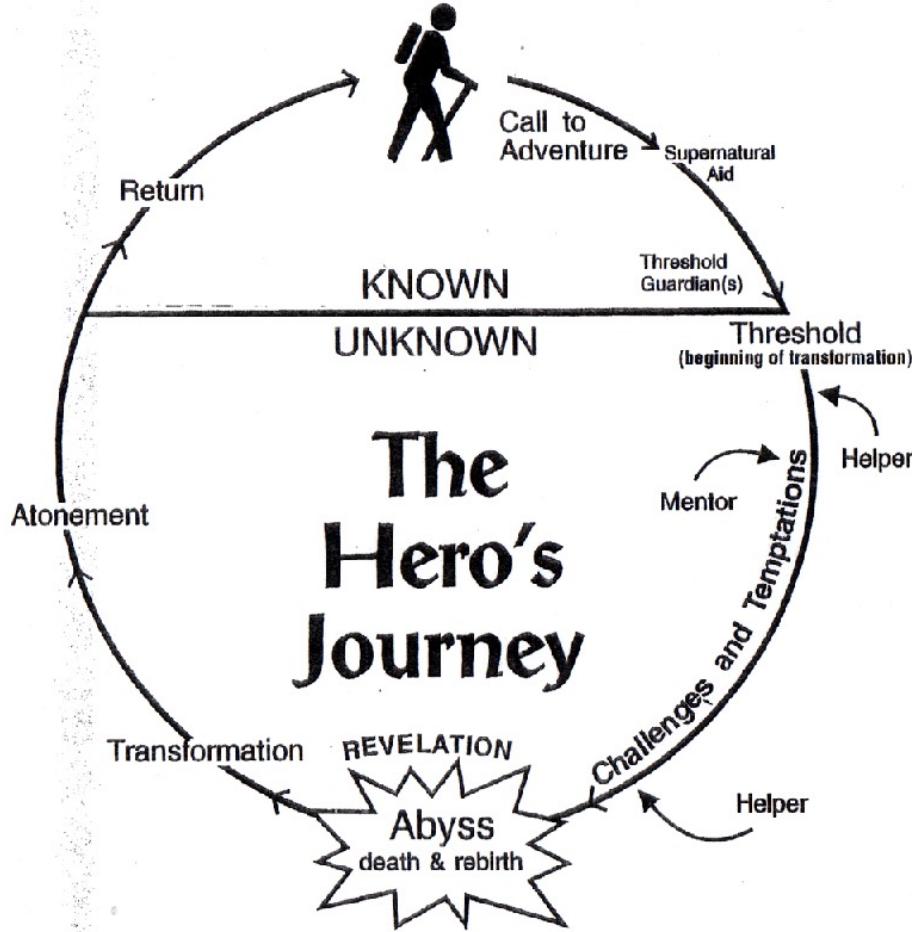
Problems & Solutions

# Start Up in ICT /4



[fabio.dalessi@unipd.it](mailto:fabio.dalessi@unipd.it)  
Start Up in ICT - UniPD  
March 14th, 2023

# So... what is your **Call to Adventure**?



What kind of startup are you going to launch?

What is your **Purpose**?

What do you want to become?

# The **Purpose**



What **change** do you want to bring about in the world and what is the **reason** your organization exists.

Your purpose is the fundamental message that fires your people up, brings them to work for more than just a paycheck, and gives meaning to their efforts.

It is often the very idea that launches a company in the first place, sustaining and guiding it through the earliest stages.

# **How** are you going to make it?

What makes your approach **unique and recognizable**? What is your characteristic “way”, how will you bring about the change envisioned in your purpose?

It's inspired by your organization's culture, strategy and "core values".

Your first stakeholders will be your cofounders, family and friends.

# What is your **Impact** going to be?

What impact will your business have on the lives of others and what the world will look like when you've accomplished your purpose?

The impact statement should be more aspirational than the Purpose Statement – more of a stretch – because you may never quite get there, but it will keep people motivated and sustain the organization in its later stages of growth

# **Vision, Mission, Values**

**Vision** Statement: describes, in a simple, immediate way, the major aspirations of an organization – what it hopes to achieve or become.

**Mission** Statement: describes, in a simple, specific way, how the organization is going to achieve its Vision.

**Values** Statement: defines what the organization believes in and how people of the organization are going to act and behave. Code of Ethics. The whole company is structured around this.

# Vision, Mission, Values /2

## Google:

- Vision: “Providing an important service to the world, instantly delivering relevant information on virtually any topic.”
- Mission: “Organize the World’s information and make it universally accessible and useful.”

## Twitter:

- Vision: “We believe in free expression and think every voice has the power to impact the world”.
- Mission: “Reach the largest daily audience in the world by connecting everyone to their world via our information sharing and distribution platform products and be one of the top revenue generating Internet companies in the world.”



WRITE IDEAS.



# Ideas

Ideas may come from academic projects or industry experience or any other experience which may **spark** your intuition of a **xxxxx**.



IDEA

# Ideas

Ideas may come from academic projects or industry experience or any other experience which may **spark** your intuition of a **need**.

Ideas are often associated to assumptions and assumptions are what make great ideas fragile or vulnerable.

And, ideas, alone are “**worth nothing**”.



# Innovation = ?

Let's Google it up



Four Ways to Get Your Innovat...  
[sloanreview.mit.edu](http://sloanreview.mit.edu)



Why Product Innovation May Be the Least Important Thi...  
[inc.com](http://inc.com)



CIO report reveals lack of tech matu...  
[cio.com](http://cio.com)



Ethics of Innovation: the challenge of new inter...  
[ied.eu](http://ied.eu)



creativity-solutions-inspiration-innovatio...  
[confcooperative.cagliari.it](http://confcooperative.cagliari.it)



Innovation (not) at the core - The Eur...  
[europeanbusinessreview.com](http://europeanbusinessreview.com)



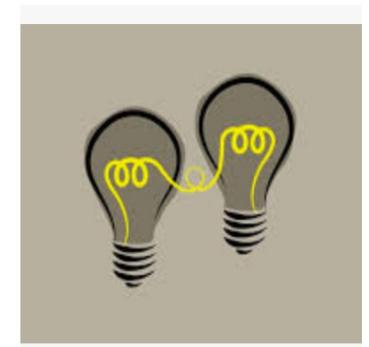
Disruptive innovation: definizione ed esemp...  
[insidemarketing.it](http://insidemarketing.it)



Do Innovation Units Actually Come Up With Use...  
[iese.edu](http://iese.edu)



Innovation – Page 2 – i8 Ventures  
[i8.ventures](http://i8.ventures)



Realizza il tuo programma di Op...  
[bergamonews.it](http://bergamonews.it)



# Innovation

**INNOVATION = INVENTION \* COMMERCIALIZATION**

(Bill Aulet, MIT)

**Commercialization** is often forgotten and it is just as hard: it is a research objective, it requires experimentation and, if totally neglected, brings the whole Innovation equation to zero (“worth nothing”).

A massive, sprawling pile of electronic waste (e-waste) under a clear blue sky. The waste consists of thousands of discarded items, including monitors, keyboards, circuit boards, and various plastic components, all piled high and stretching across the frame.

**“ Be sure that there’ is **a market**  
that **wants your product.**  
**Before you build it. ”****

Lean Manifesto – Founder Mantra

# Companies start from a Problem worth Solving



“ the Product is the Final Destination of a path, it's never the Starting Point ... Nail down the inner Motivational factors, somebody's Pain Points identification is the Beginning. ”

**Steve Blank**

Stanford University, U.C. Berkeley, Columbia

# Very Important Concepts

~~Wow I have a wonderful idea!~~

Possible Intuition of a need

Problem / Solution Fit

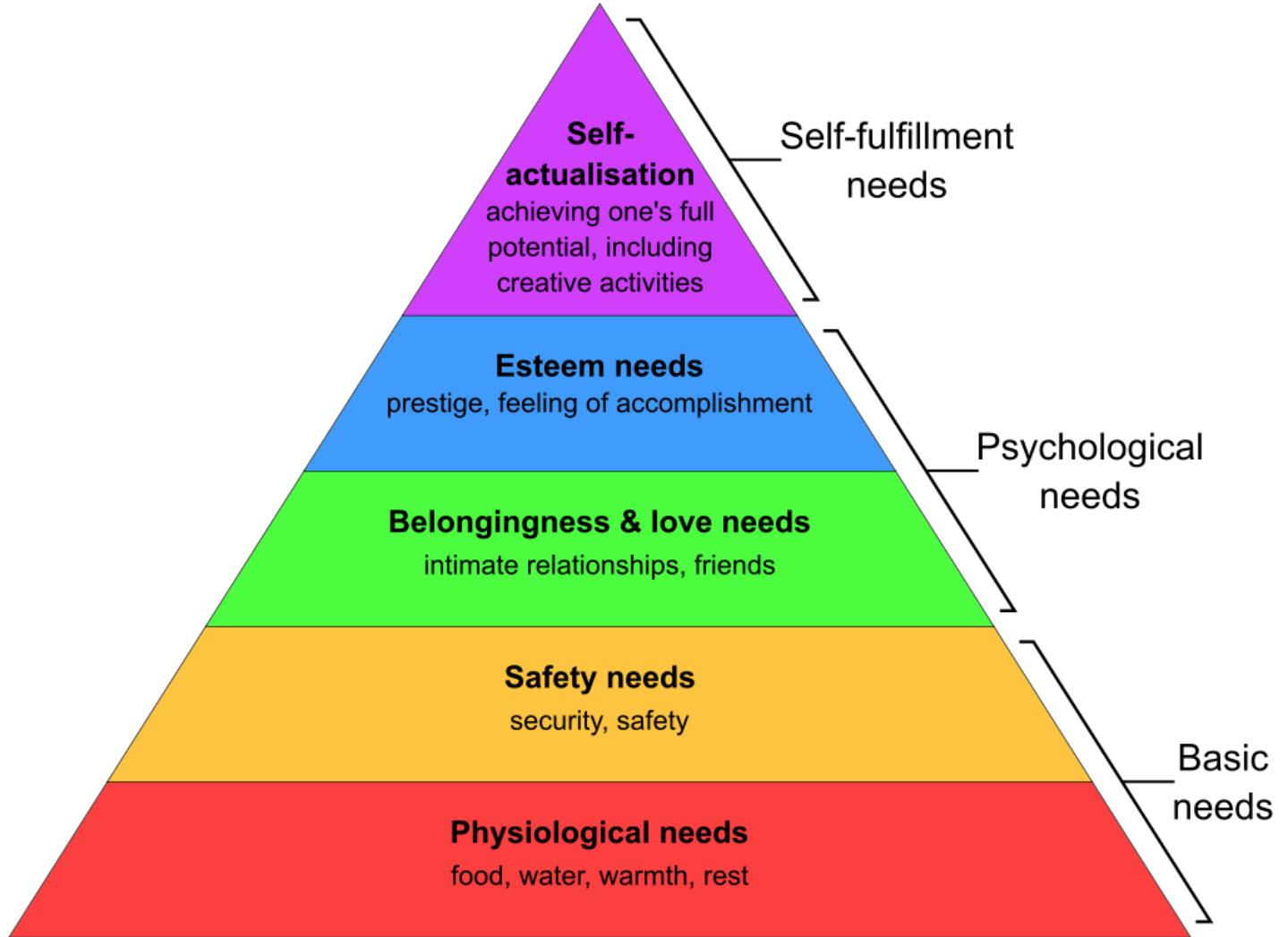
Market / Product Fit



# Maslow's hierarchy of Needs (aka "the Pyramid")

Abraham Maslow  
(American psychologist, 1943)

Even if Maslow himself never draw it as a Pyramid, his theory on "Human Motivation" and the related concepts have been widely used in all fields to express the way we deal with needs and aspirations, giving different priorities to different type of needs.



Look for Pain:

One you can heal,  
now.

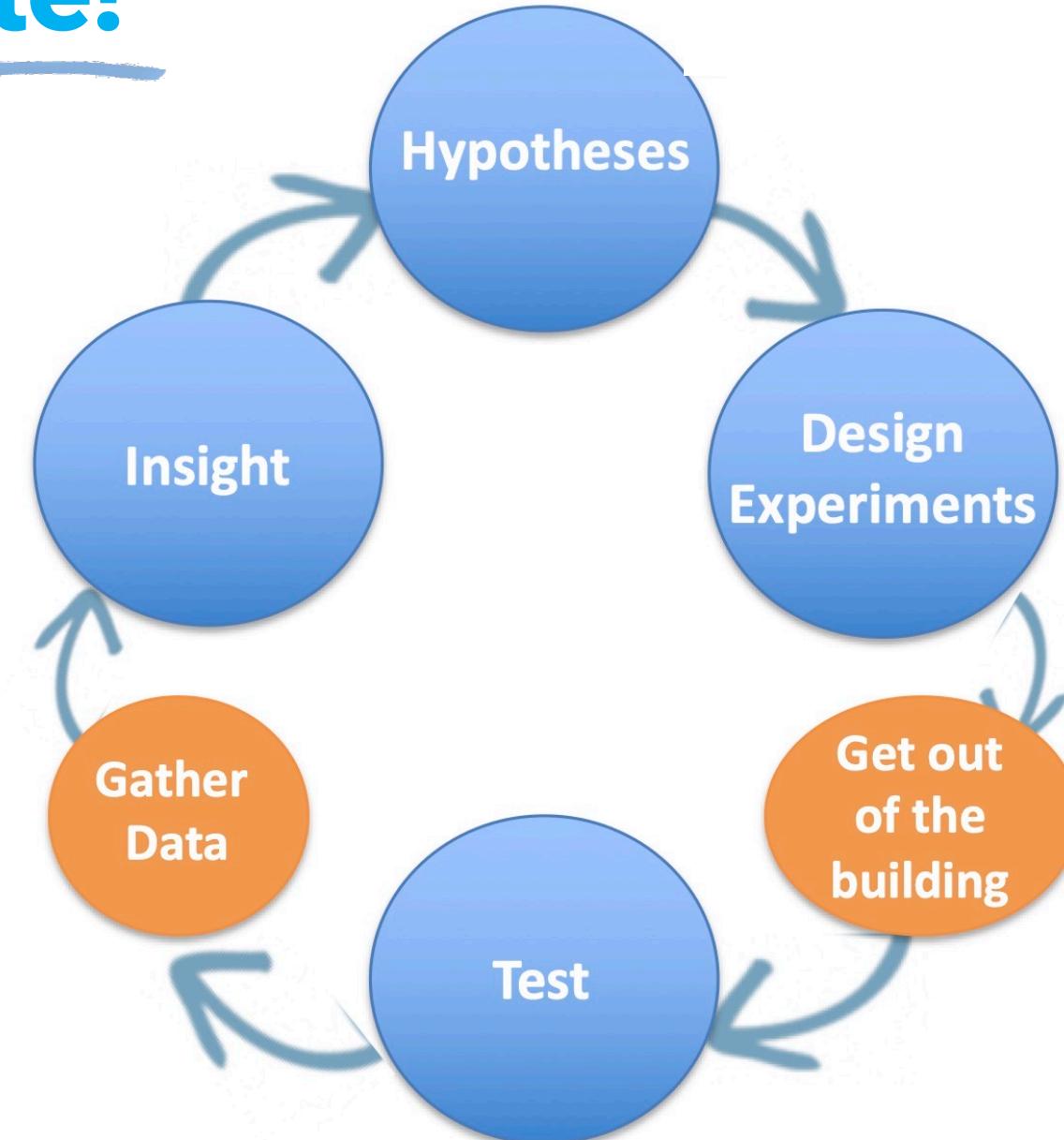
**Find someone  
who cares**



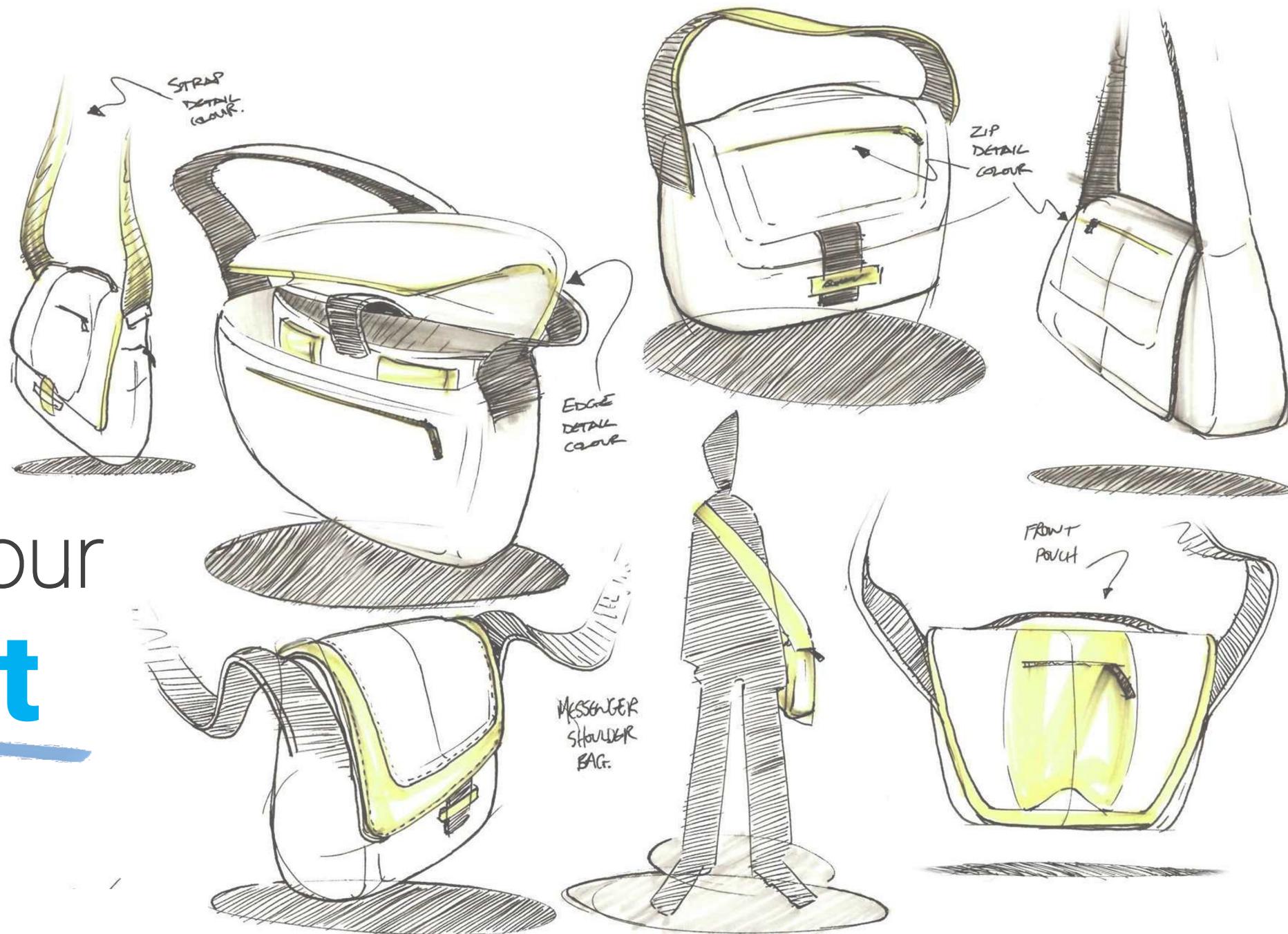
# How to validate you are solving a 'Correct' Problem.

1. Ask **Who** will buy it
  2. Get to the Inner Need: **The Pain**
  3. How the Solution will change user's life-Routine. Describe pre/post User Journey
  4. Why now? Can you do it, now?
  5. Why you? IP meaningfulness
- 
- Bottom-up street Data based.  
"Get out of the Building"*

And then, **Iterate!**



# Defining your **Product**





B DESIGN

CH #2

L logo

COMPANY

ABOUT US

contact info

corporate graphic

responsive design  
for mobile





# Ilia Zelenkin

Head of Product & Service Innovation  
Nokia Global Care

Lecture on Radical Innovation, October 2018

« I was among the hundreds of winners of the stage 1 in Nokia new Innovation Acceleration Program. Each one of us was given a € 20.000 discretionary fund to spend in any way we wanted in order to get back to the Innovation Committee, present our results and pass to stage 2, where we would have won € 250.000 to do our first product demonstrator.

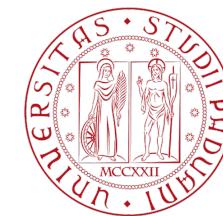
All of the others immediately ran to their laboratories and started working at their products or solutions by coding at the computer – I was the only one spending my money traveling around Europe meeting customers. Even randomly.

I was among the four projects, out of hundreds, the passed to stage 2»



StartUp in ICT  
University of Padua  
February-June, 2023

WhatsApp group



**MEI**

Fabio d'Alessi  
[fabio.dalessi@unipd.it](mailto:fabio.dalessi@unipd.it)  
338 3518240