

ENGG 683 – Innovation Opportunity

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Winter 2022



Startup

A temporary organization in search of a scalable, repeatable, profitable business model.

Scalable Startup



- Business model found
- Product/market fit
- Repeatable sales model
- Managers hired

- Cash flow breakeven
- Profitable
- Rapid Scale
- New Senior Management
~150 people

Starting a new venture

- I have an idea
- I have a technology
- I have passion and drive



Opportunity

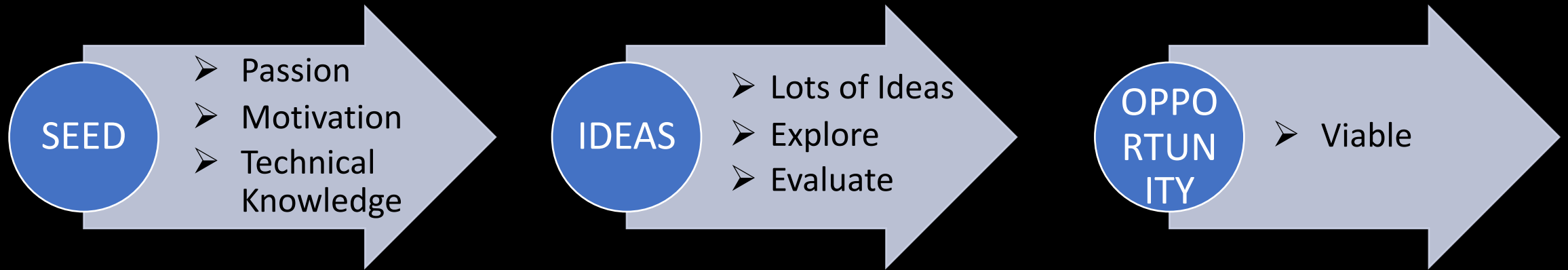
An opportunity has qualities of being attractive, durable, and timely and is anchored in a product, service or technology that creates value.

Good ideas are not necessarily good opportunities!

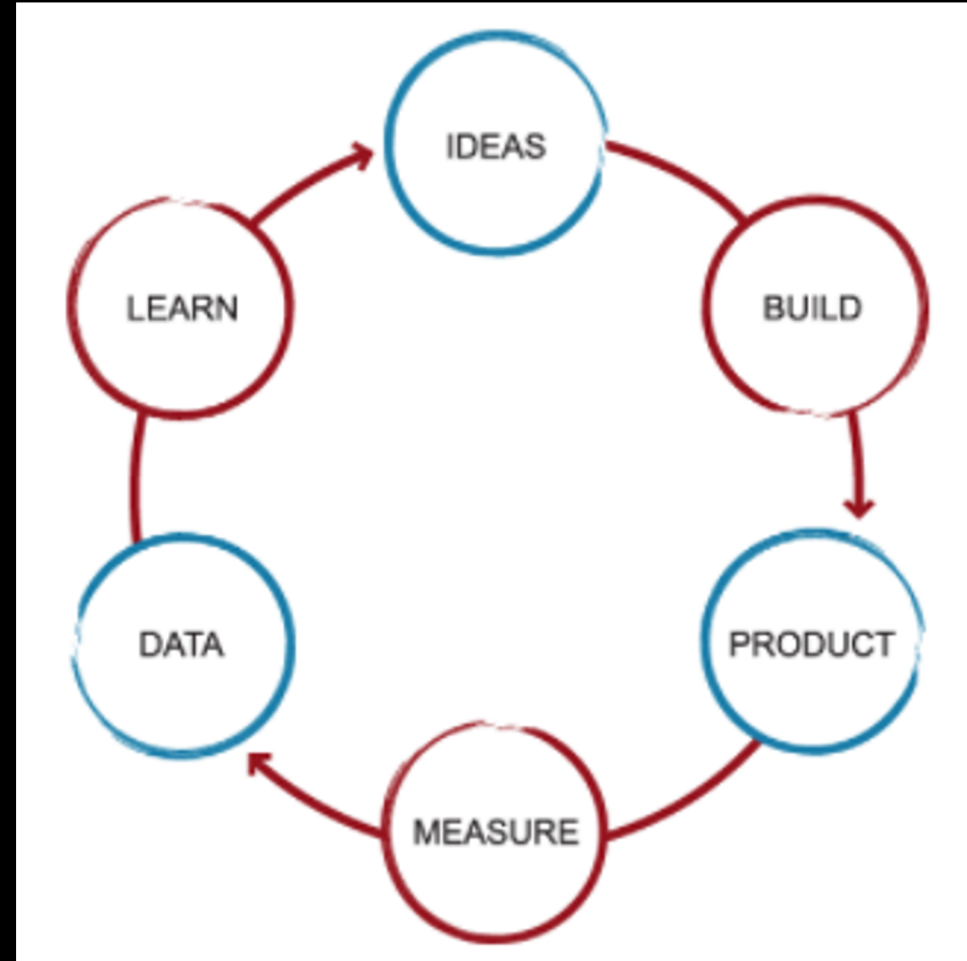
Characteristics of a good opportunity

- Valuable
- Attractive
- Durable
- Doable
- Scalable

Development of an opportunity



Tech Lean Startup



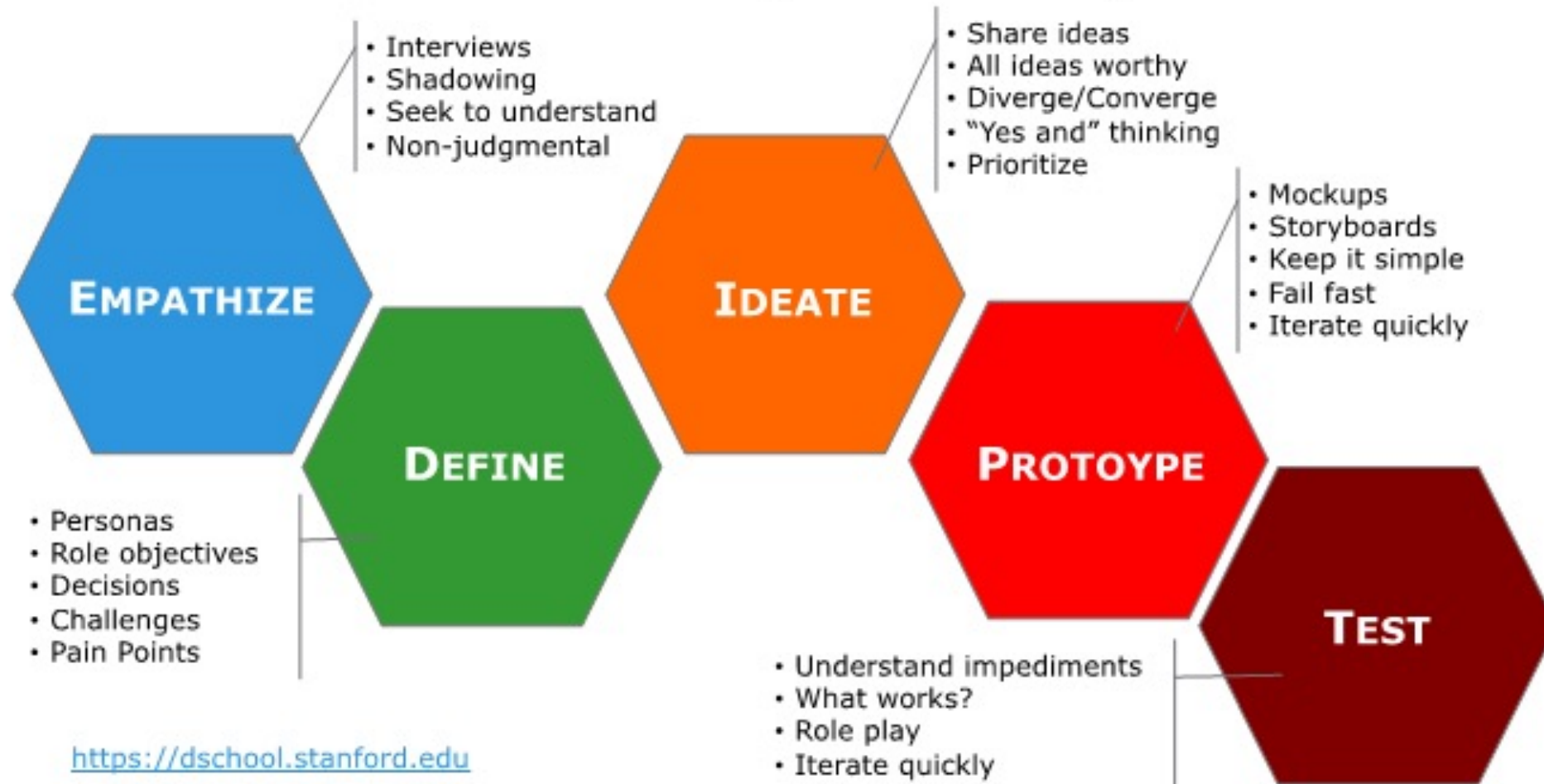
**The Lean Startup Book by Eric Ries

Design Thinking

- Design method that provides a creative solution-based approach to solve practical problems.

The Design Thinking Process

Stanford d.school Design Thinking Process



Video

M U R A L

THANKS!