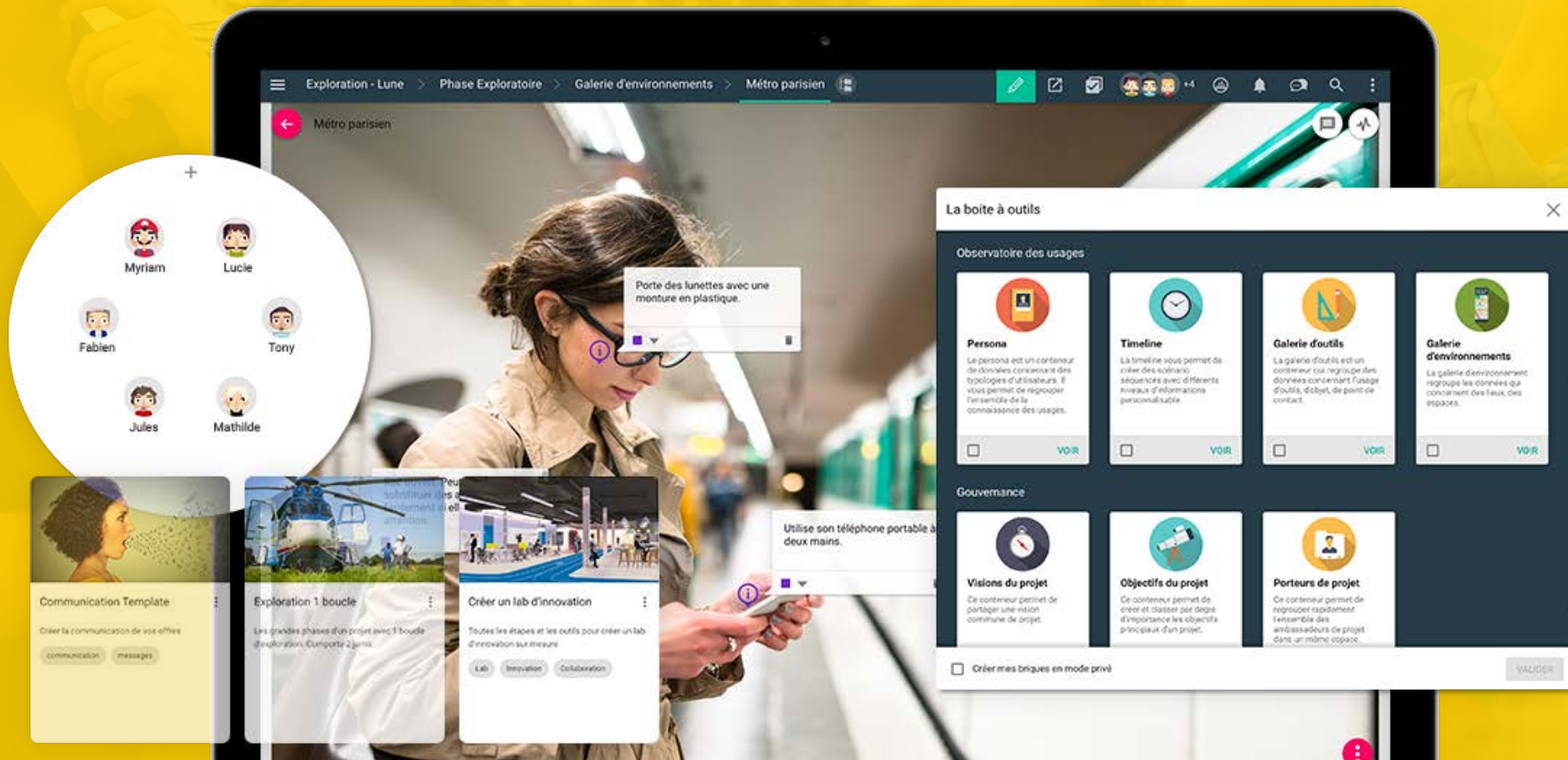


The design thinking platform





Paul, Victor, Rémi, Bastien

DESIGN THINKING NEEDS TO SCALE UP

By creating AKTAN we decided to offer large companies the opportunity to transform themselves through user centered innovation.

This transformation is possible only if we transform the processes and patterns of daily collaboration. It is therefore a question of going beyond a project of innovation and to allow the creation of reproducible workflows, making it possible to capitalize on the produced knowledge and facilitating the remote collaboration, in a more and more digital world.

We decided to create the design thinking platform, Umagus, around 4 fundamentals:

- provide templates of projects and tools to facilitate the usage by all and not only specialists (designers, user researchers, etc.)
- go beyond post-its and whites boards, which once the workshop is over, create breaks in the workflow due to lack of exploitation of the data produced.
- create a platform adapted to large companies, with a scalable architecture and a stack of technologies dedicated to big data.
- Bring smart data analysis engines to speed up design, because innovation in a complex world involves dealing with more and more information while focusing on the essentials.

To date, we have already invested more than 1.5 million Euros in the platform, for an official release scheduled for September 2018 and an ambitious roadmap for next years.

PARTNERS & FRIENDS FOR BIG IMPACT



Paul Pietyra

Founder of the 1st service design & service science university Lab in France

Founder of the 1st European Cluster for Service Innovation

Background in strategy, business development.

Experience in 2 start-ups before Aktan.

EXP : 16 years



Rémi Gréau

Designer.

One of the first service designers in France

Working with Paul, Victor & Bastien for 8 years..

EXP : 8 years



Victor Liger

Finance and innovation engineering at Polytechnique.

Working with Paul, Rémi & Bastien for 8 years.

EXP : 10 years



Bastien Sennegon

PHD in psychology and ergonomics.

1st user researcher dedicated to service innovation in France.

Working with Paul, Rémi & Victor for 8 years.

EXP : 11 years



200 DESIGN THINKING PROJECTS

In 3 years, during the R & D period, we built a loyal customer base on our consulting business, with a profitable model that will make >2m€ of sales in 2018.

This experience gives us credibility for the deployment of Umagus, our design thinking platform, to these targets.

It has also allowed us to capitalize methodologies that are transferred to the platform in the form of tools.

We build also a great team of passionate and skilled people.

Before the official launch, we presold our platform for 50K€ for 6 months to Michelin in 2018.

BENEFITS OF THE PLATFORM

UMAGUS IS THE DIGITAL PLATFORM FOR DESIGN THINKING. ALL YOUR PROJECTS PORTFOLIO, ALL YOUR USER KNOWLEDGE, ON A REAL TIME COLLABORATIVE PLATFORM WITH DESIGN THINKING PROJECTS TEMPLATES AND DEDICATED TOOLS.

GAIN TIME, GAIN TOOLS, GAIN COLLABORATION THE DT TOOLBOX

A Design Thinking platform for everyone in your company to be able to work in Design Thinking mode from everywhere, with the right tools.

INCREASE THE GLOBAL DESIGN THINKING PERFORMANCE

DIFFUSE THE DESIGN THINKING CULTURE

Knowledge content and toolbox of design thinking enhanced with onboardings and helpers.

FOR SERVICE AND FOR INDUSTRIE

DELIVER IMPACTS ALSO FOR THE PRODUCT PART

A global approach enabling innovation on a systemic level.

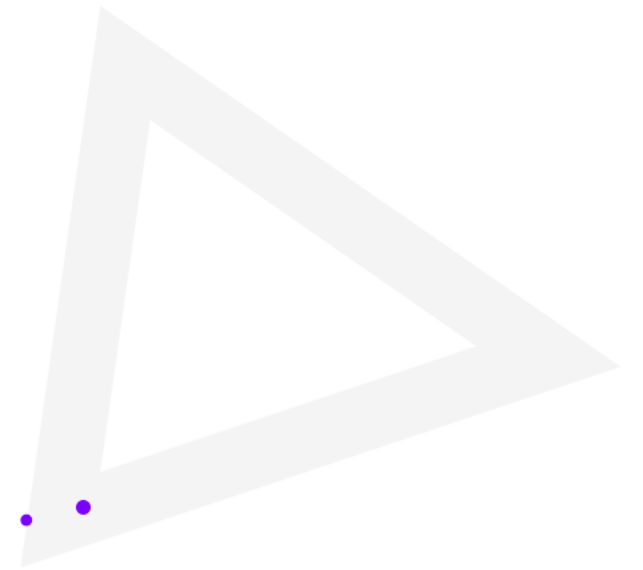


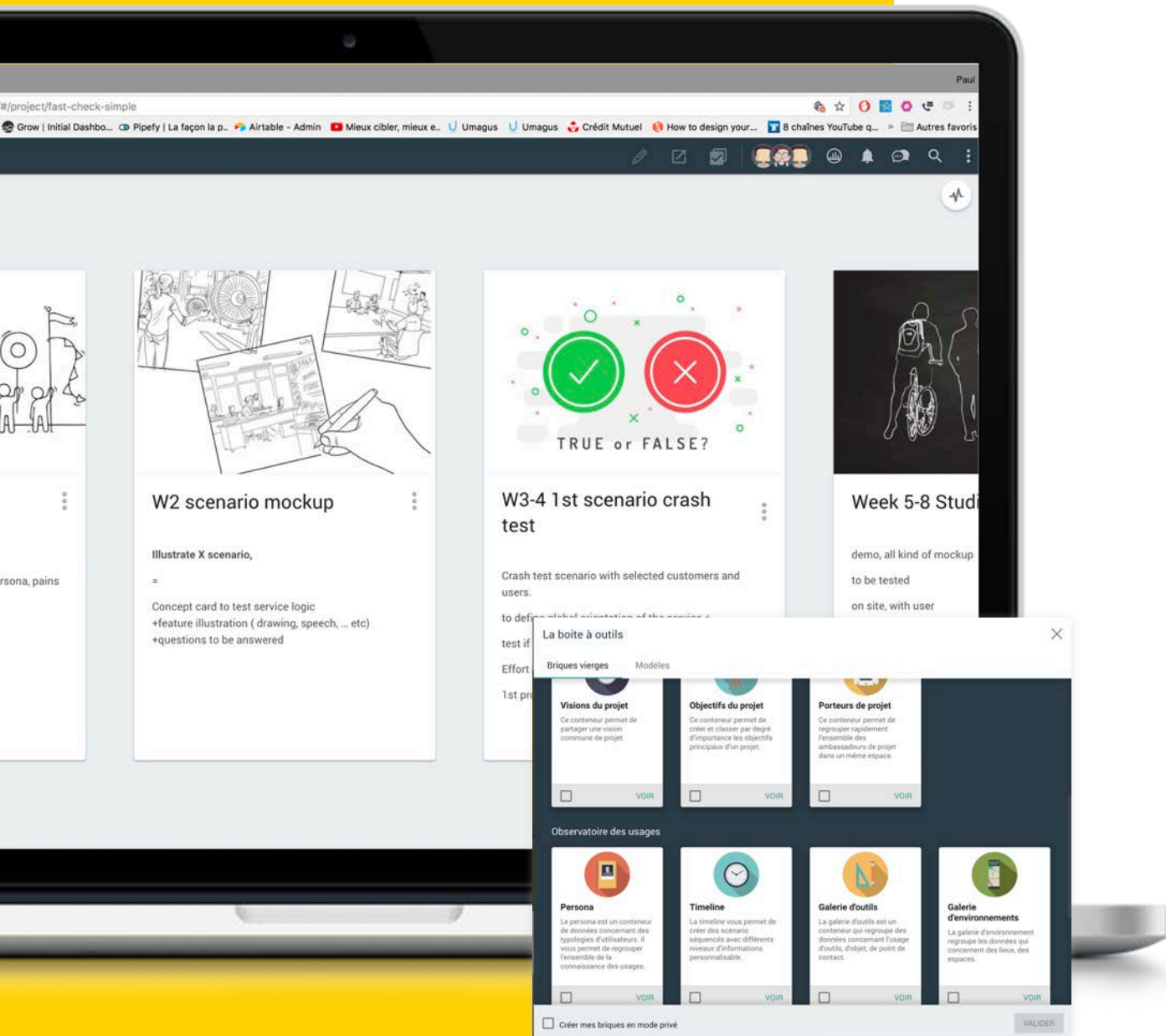
BUILD A NEW STRATEGIC ASSET A GLOBAL USAGE OBSERVATORY

Create a shared user knowledge helping everyone to do innovation or improve existing businesses.

A PLATFORM FOR ALL GATES FROM INSIGHT TO THE MARKET

From an insight to the delivery of the service, based on a global insights and constraints management system.





GO FAST & HOMOGENEOUS



TEMPLATES

use the right methodology adapted to the specific problem, thanks to the project templates proposed by AKTAN.

Build your own templates, adapted to the practices of your organization.

Deploy the methodologies on a large scale in 1 click. Allow everyone to work in design thinking mode. (eg: G0, G1, G2 templates)

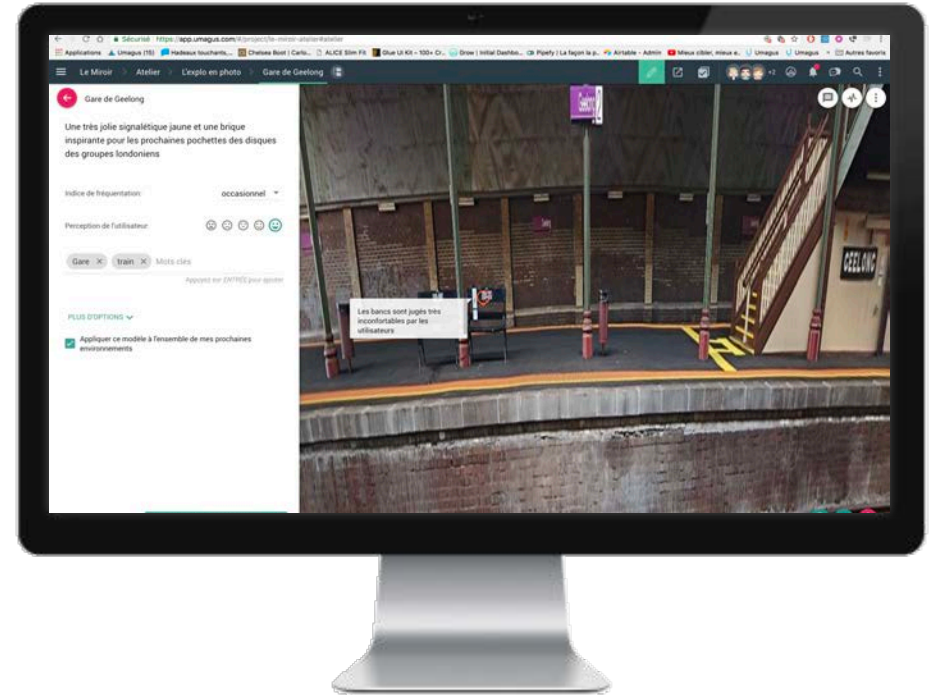
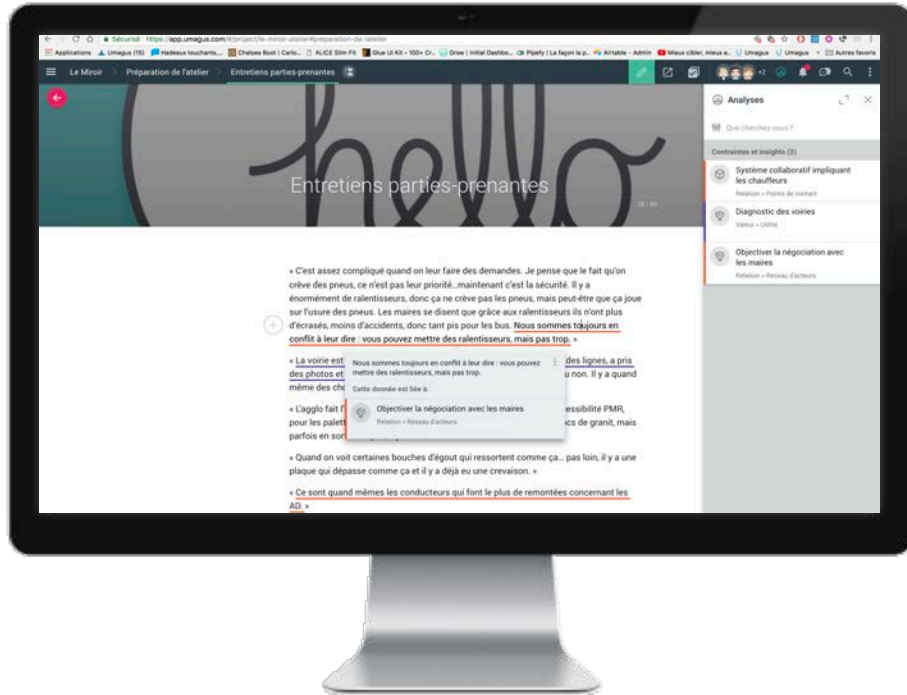


TOOLS

All type of canvas, user journey, personas, user insights tools, vision, aso. We are constantly adding new tools and improving our design thinking toolbox.

All tools are conceived for data analysis to help the innovation process and be a part of the global design thinking workflow.

STAY USER CENTERED



Design thinking is not just about cool workshops and post-its. You need to access real user data and base your conception on a strong analysis. Umagus give you access to text, images and videos analysis tools, to transform data into constraints and insights.

Build a new asset for your company by creating continuously updated usage observatories and distribute that knowledge for all people inside your company.

GO SMART



TAKE THE RIGHT DECISION

Base your exploration, prototyping, stage gating decisions on a clear view of insights & constraints, thanks a dedicated management tool.

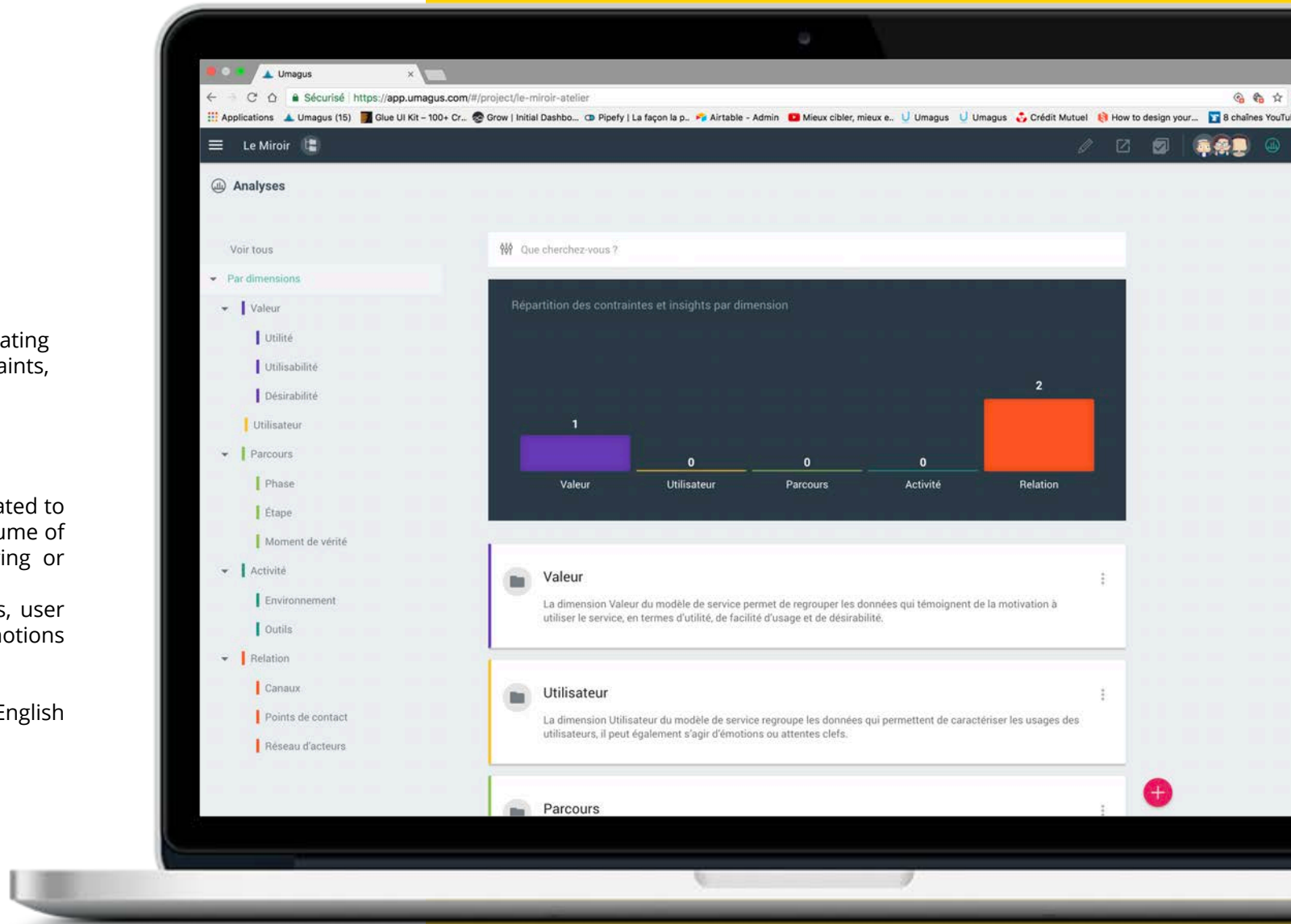


NATURAL LANGUAGE PROCESSING

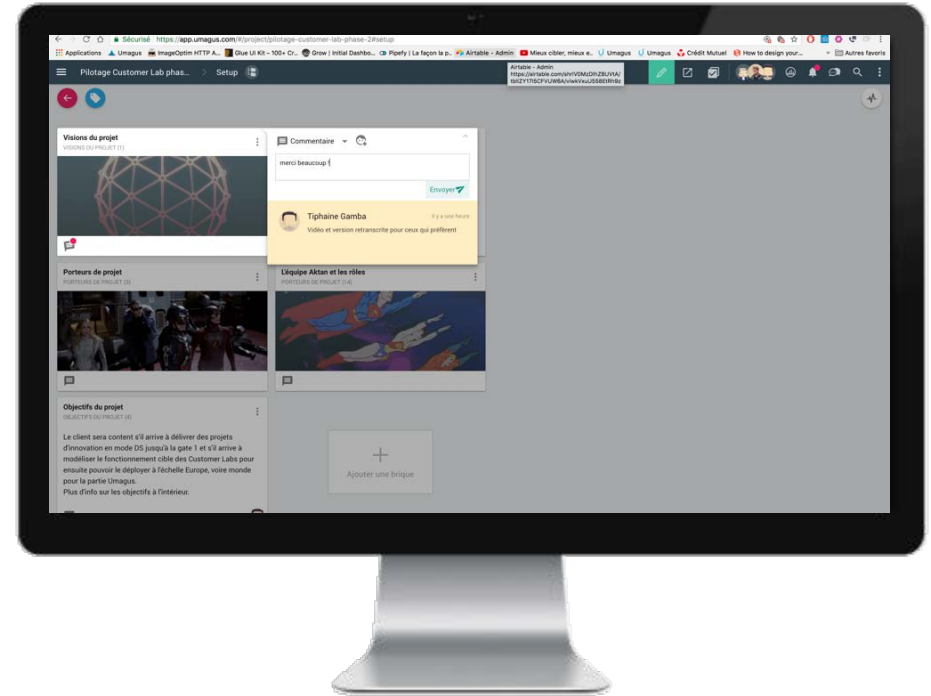
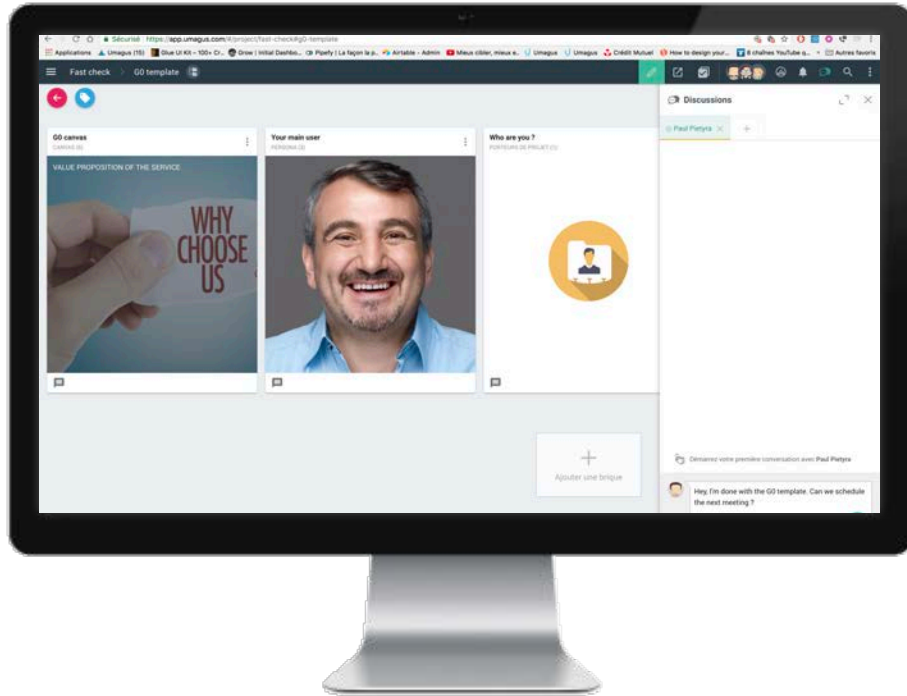
Aktan has developed a in-house NLP tool dedicated to service design, that enables, based on a big volume of text data to get the right insight for improving or inventing a great service.

Imagine you can identify touchpoints, channels, user needs, wishes, constraints, and all linked to emotions and polarities.

The NLP engine is in French language for now. English is in the roadmap.



GO REAL TIME

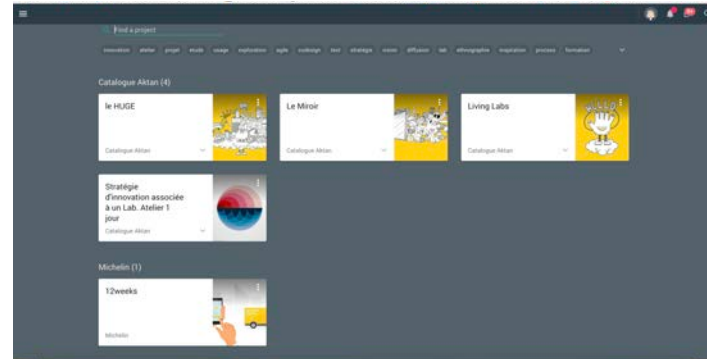


Chat with notifications & mentioning, annotations, real time collaboration, helpers, activity feed. Enable your teams to work remotely and real time.

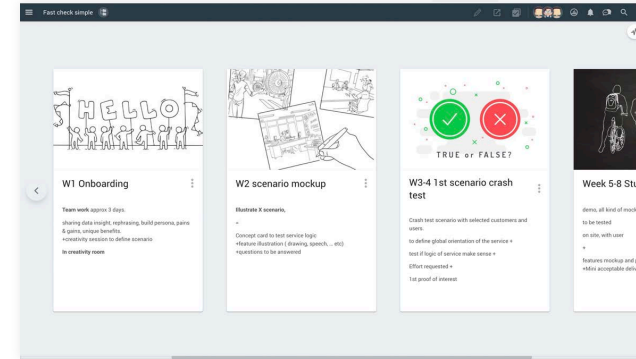
REAL USE CASE : MICHELIN



Jon has an innovation idea & connects to
<https://app.umagus.com>



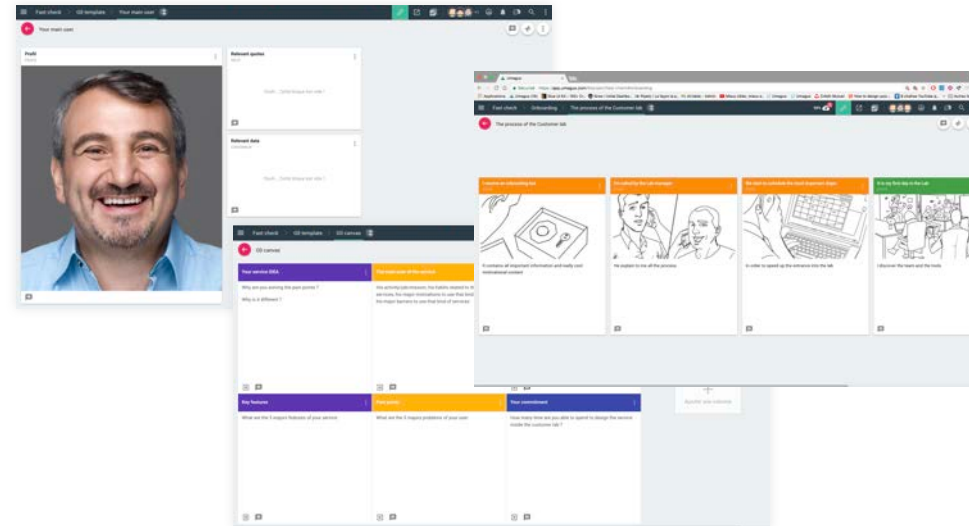
Jon discovers all project templates labelled by the Michelin's Customer Lab team.



The platform helps Jon & the team to go through the project step by step, with clearly defined phases and associated tools.



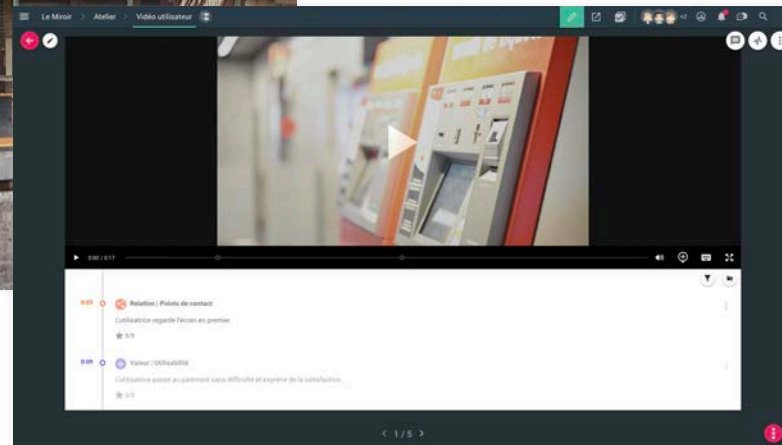
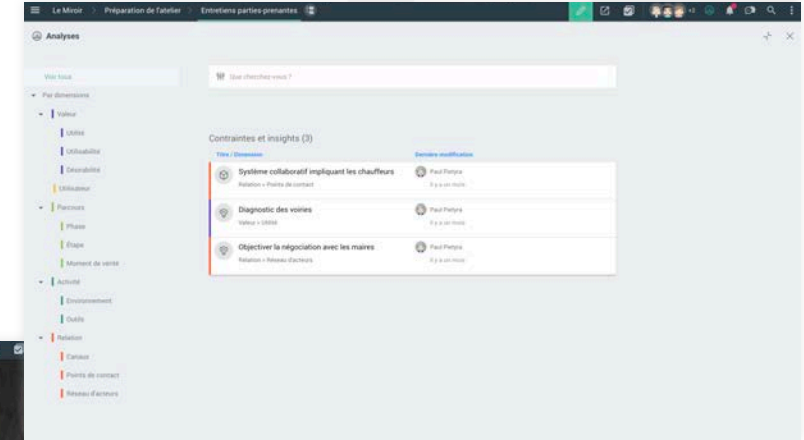
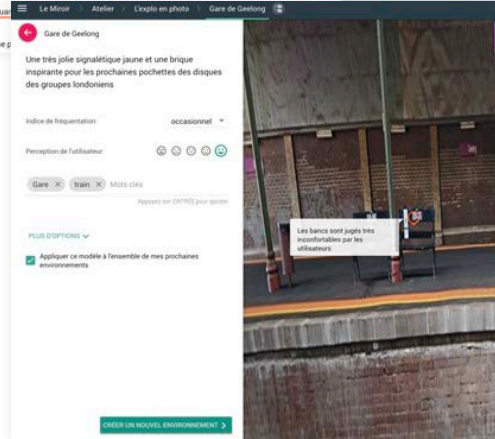
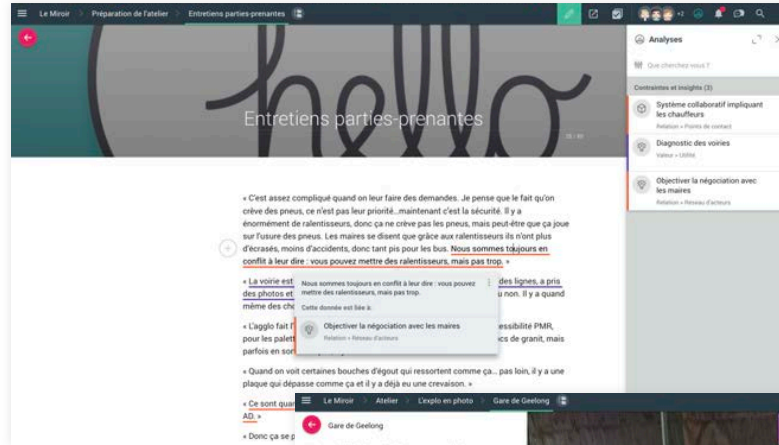
During workshops and remote collaboration, he uses the design thinking tools, like personas, canvasses, user journeys, aso.



REAL USE CASE : MICHELIN



Jon does user interviews and field observations. In back-office, the Customer Lab Team does data analysis to help the innovation process.



COMPETITION



Mural is a digital whiteboard, with background templates. The app targets Design Thinkers.

Strengths: Good adoption, powerful communication, really good usability.

Differentiators : Umagus is targeting the whole company and not only design thinkers, with a clear workflow and data strategy. Template market place. Consulting model for adoption and transformation.



Klaxoon is an app dedicated to workshoping.

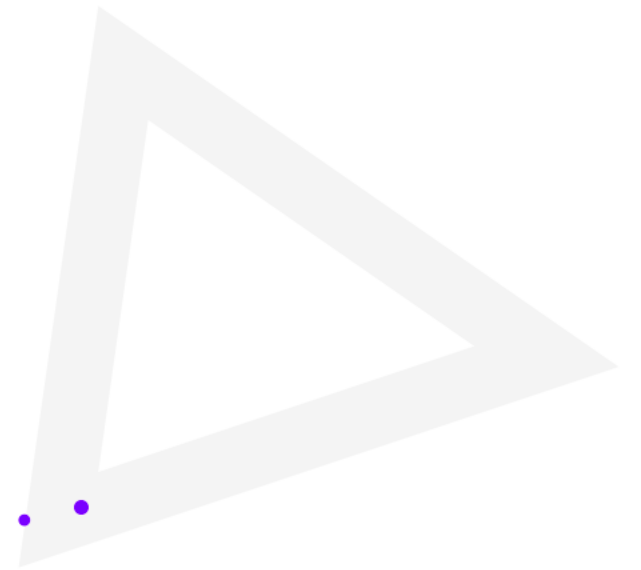
Strengths: Gamification, mobile, phygital.

Differentiators : Umagus has a comprehensive tool box for design thining, with a clear workflow and data strategy. Template market place. Consulting model for adoption and transformation. Not just meetings but the whole project.



Smaply is an app dedicated to service design.

No clear roadmap and significant changes for past 2 years.



THE SALES MODEL AND THE MARKET



sales via Internet: sale of licenses to project teams (innovation, CX, other). This marketing process targets small teams (10 members) who want to experiment and use the offers independently. Licenses come with the purchase of app packs.



Sales via Key accounts managers: sales to organizations, based on the deployment of the platform and associated consulting.



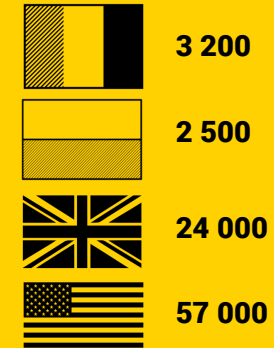
Sales via partners: distribution of platform services on market places (like IBM, AWS, 3DS) associated with a use by consultants present at the partners (GBS, Accenture, etc.)



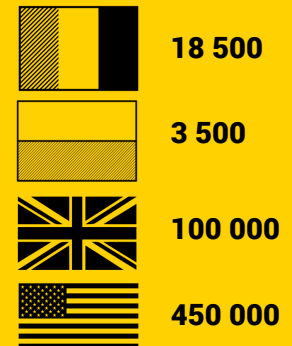
Sale of additional services in a logic of platform: economic model to the transaction, putting in relation freelances, consulting providers, start-ups, providers of bricks of intelligence.



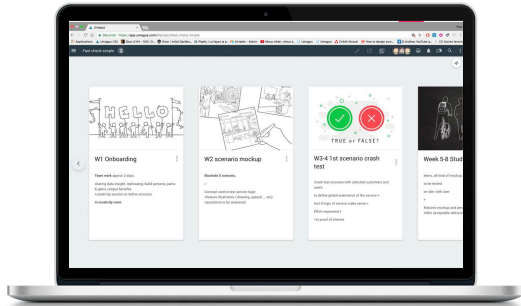
Number of Innovation or CX directors



Number of Innovation or CX managers



BUSINESS MODEL



+



Value creation is based on the sale of :

1. **licenses, apps packs, storage, APIs usage**
2. **Consulting on the use of the platform and the associated formats of collaboration,**
3. **Consulting around transformation by design.**

IBM

salesforce

Platform sold by key accounts managers and partners with integration in the saas infrastructure of the client.
Business consulting and customer success.

+

slack

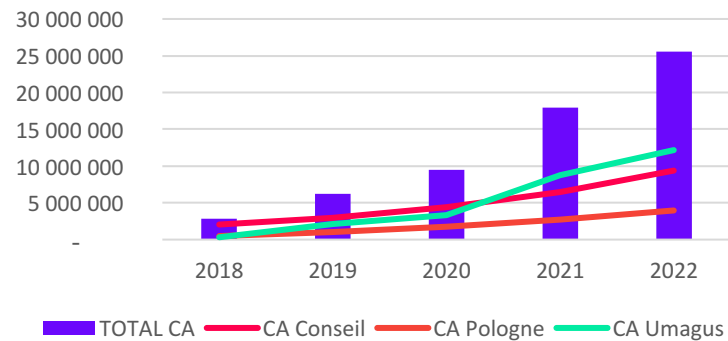
Directly bought by small teams.

THE VALUE

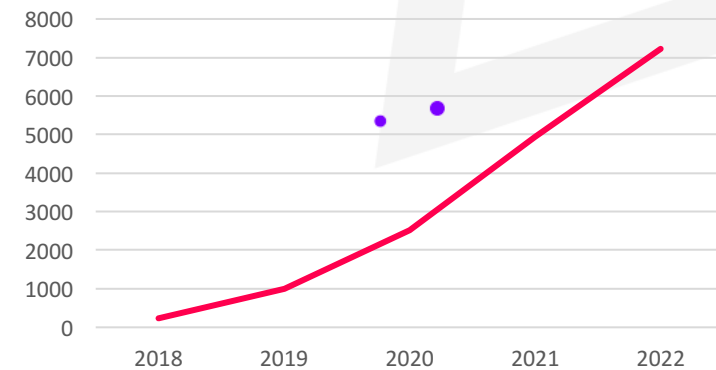
In 2022

**24 M € of turnover
3M€ net results**

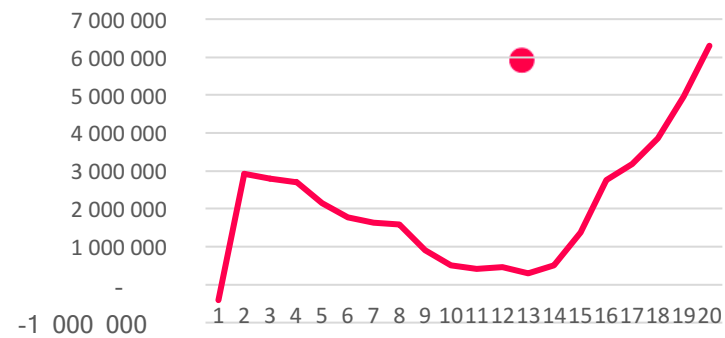
Turnover



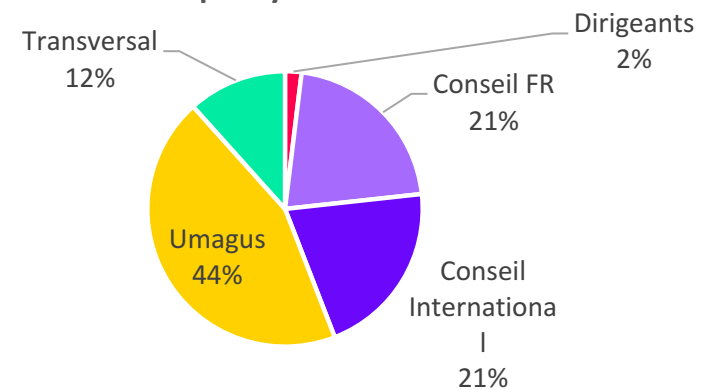
Umagus Users



Cash



200 employees in 2022



OUR NEED

Our financing needs amount to **3 million Euros**, making it possible to cover marketing, structuring and development of the platform's technological roadmap.

The full deck and BP are of course available !

