



INNOVATION & ENTREPRENEURSHIP

WHAT IS YOUR EXPECTATION FROM THIS SESSION?

STARTUPS AND INNOVATION

Why do startups need to innovate? Better yet, why are most startups innovative?

- Gives an edge over their competition
- Employees
- Untapped Potential

THE CHALLENGES OF INNOVATION

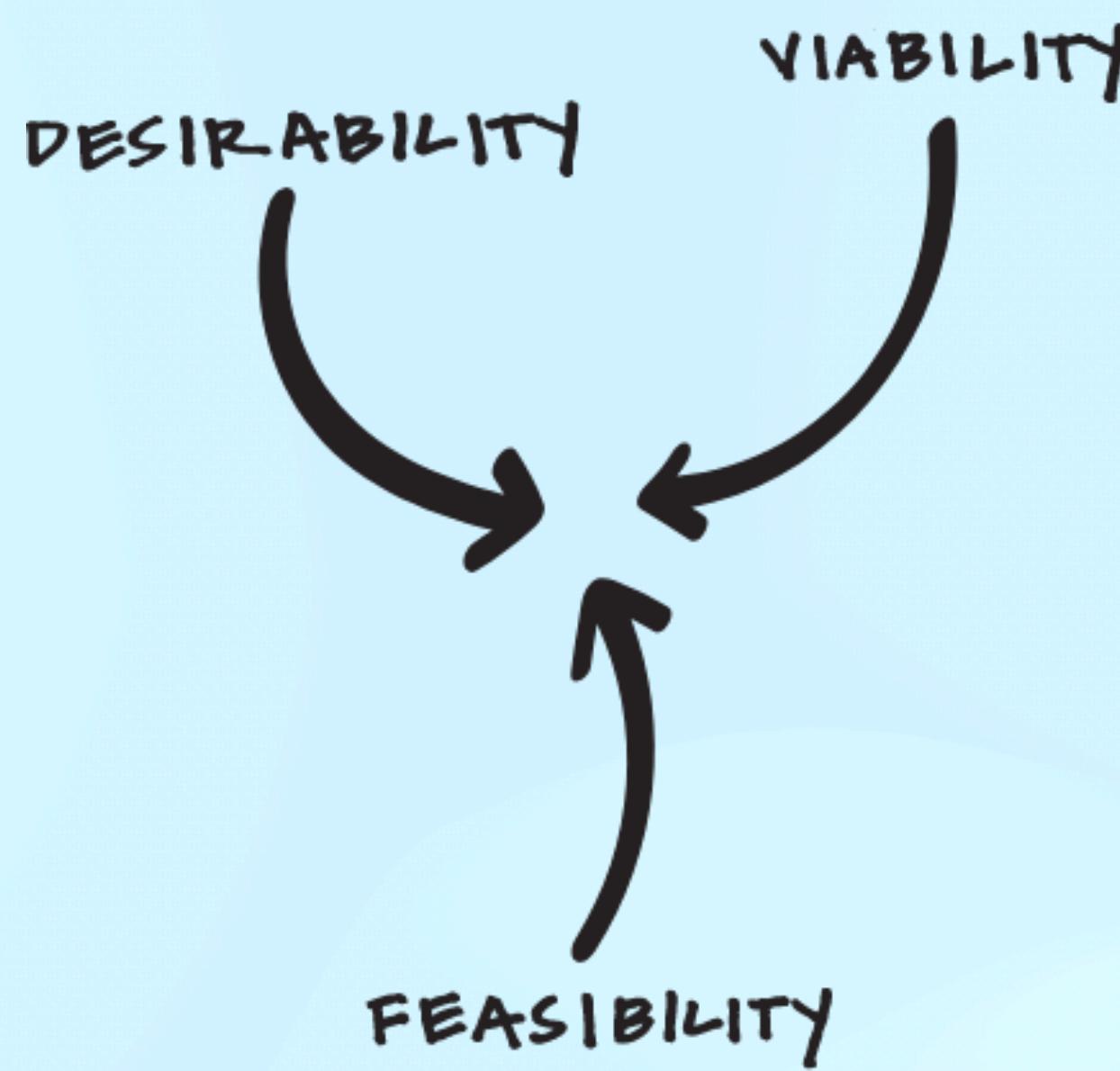
- Superior solutions [Asking a more interesting questions, user-driven criteria, diverse voices]
- Lower risks and costs of change [portfolio of options]
- Employee buy-in



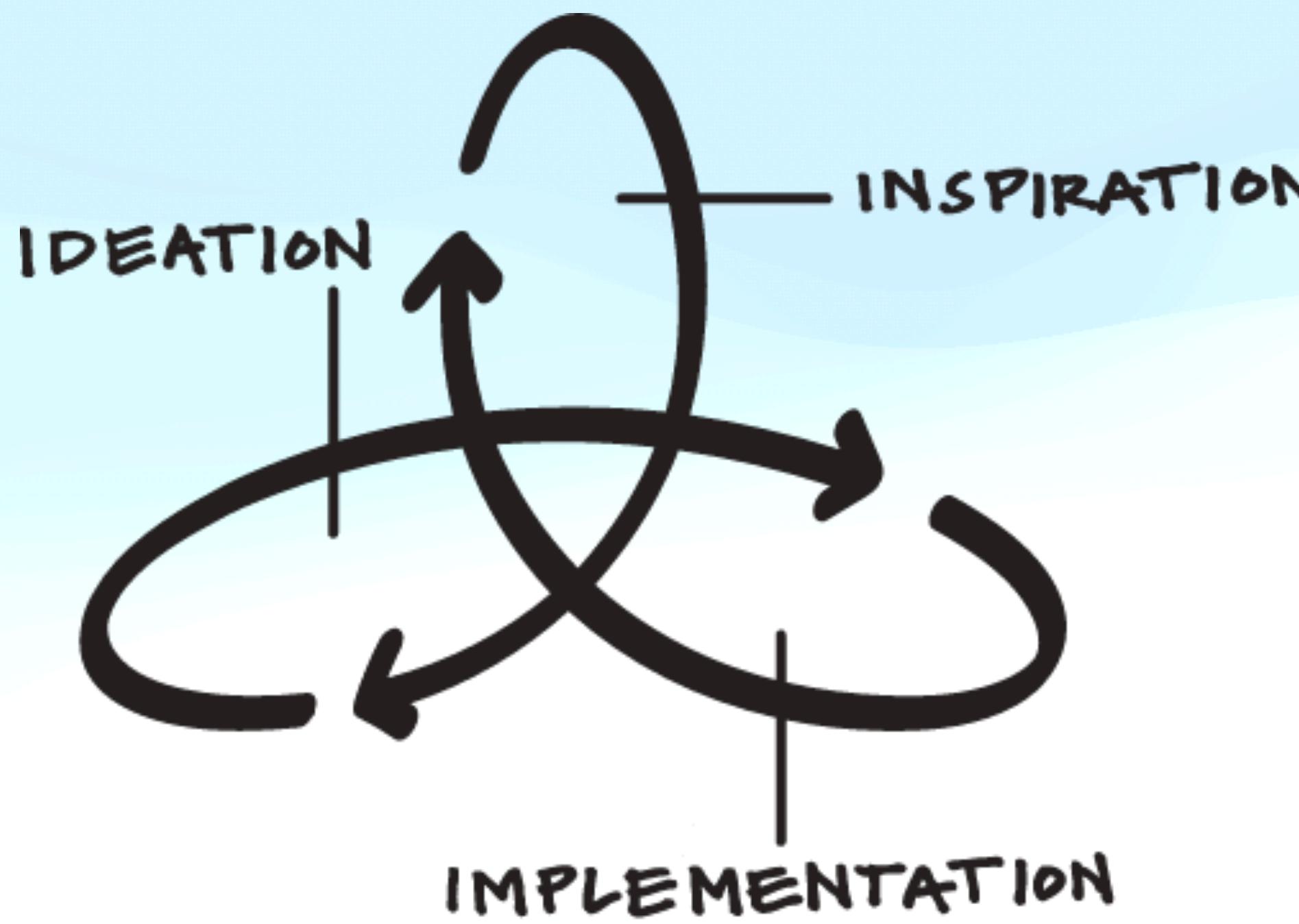


"Design thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

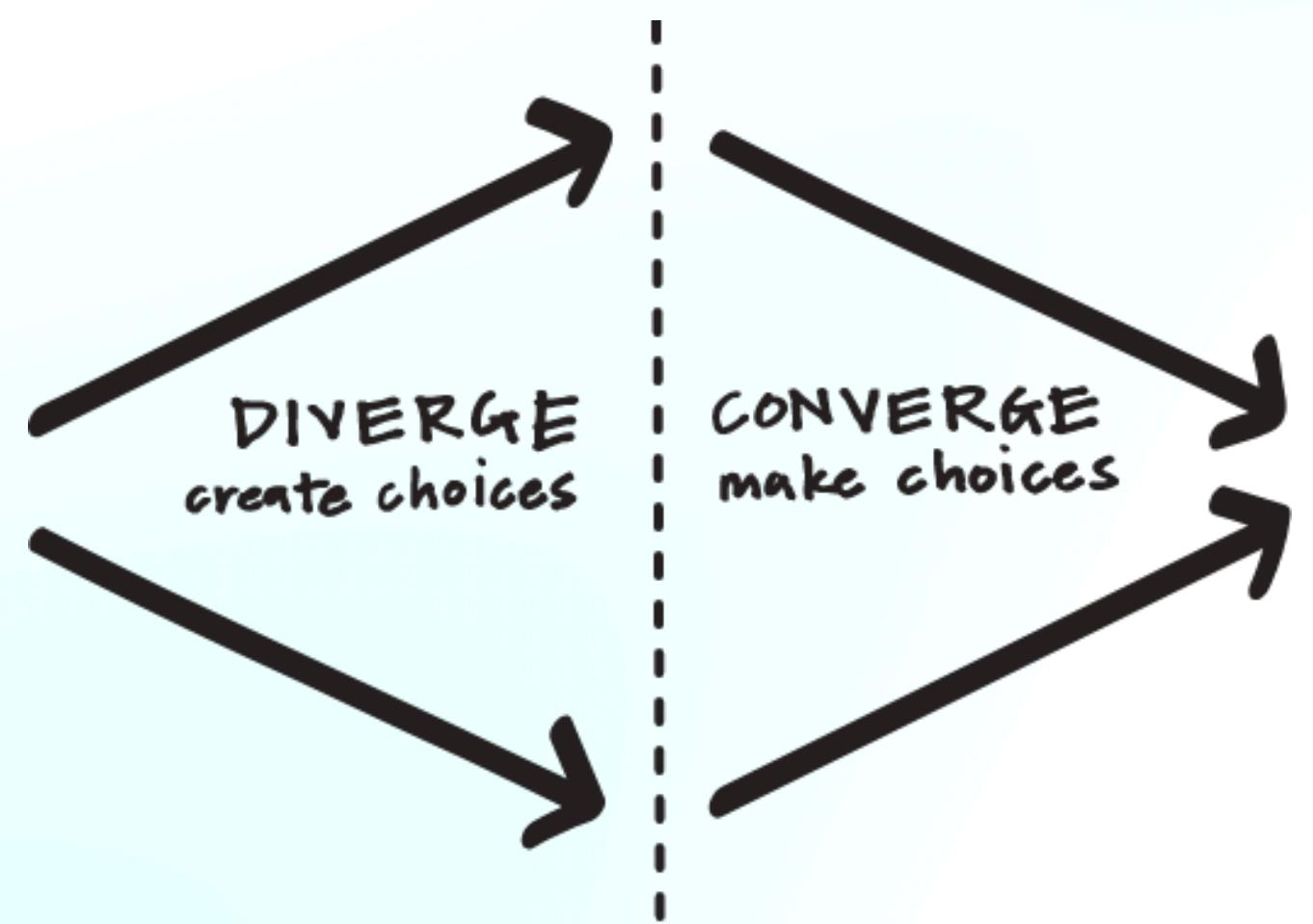
— TIM BROWN, EXECUTIVE CHAIR OF IDEO



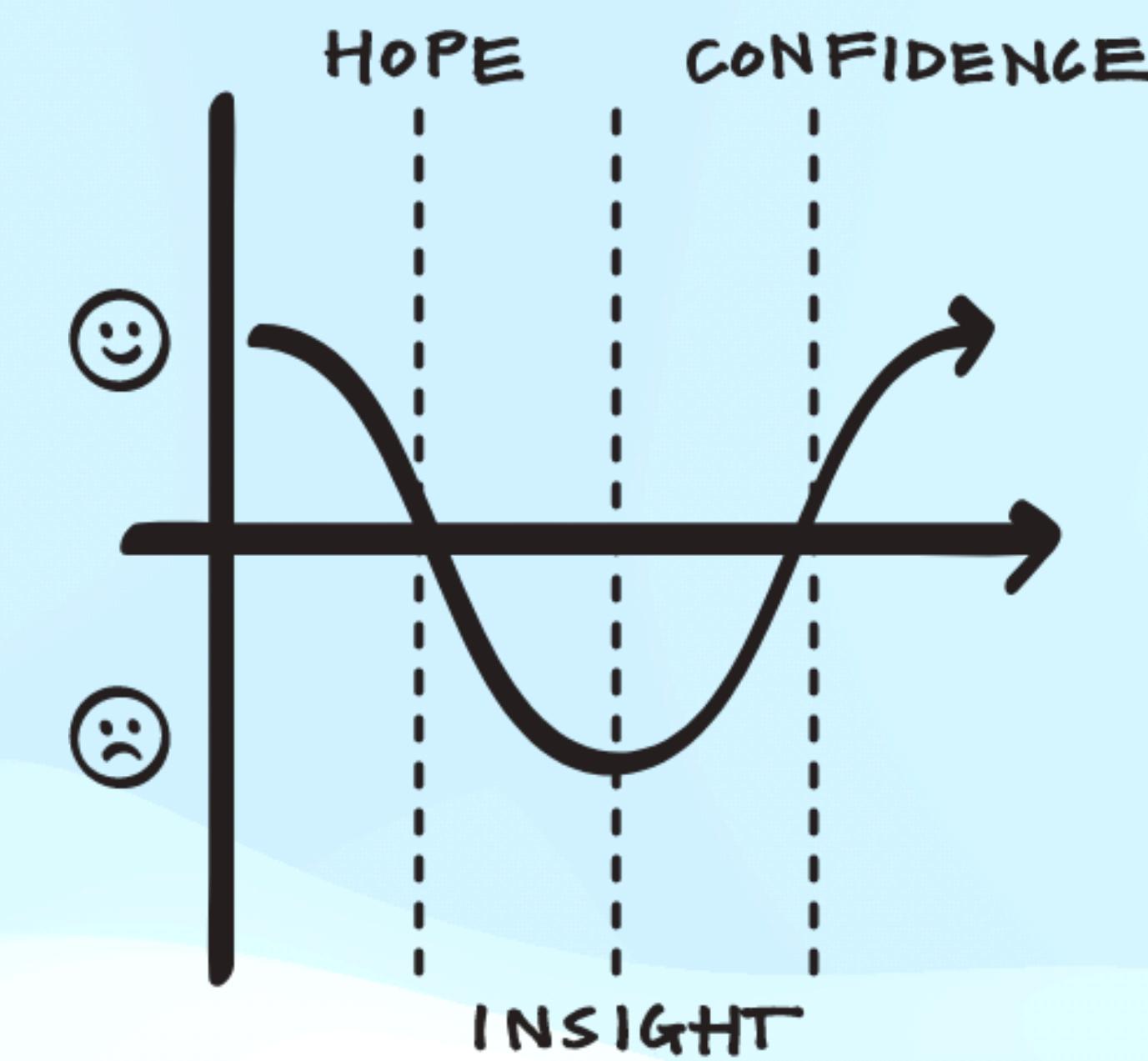
The intersection where design thinking lives



The 3 core activities of design thinking



Divergent and convergent thinking

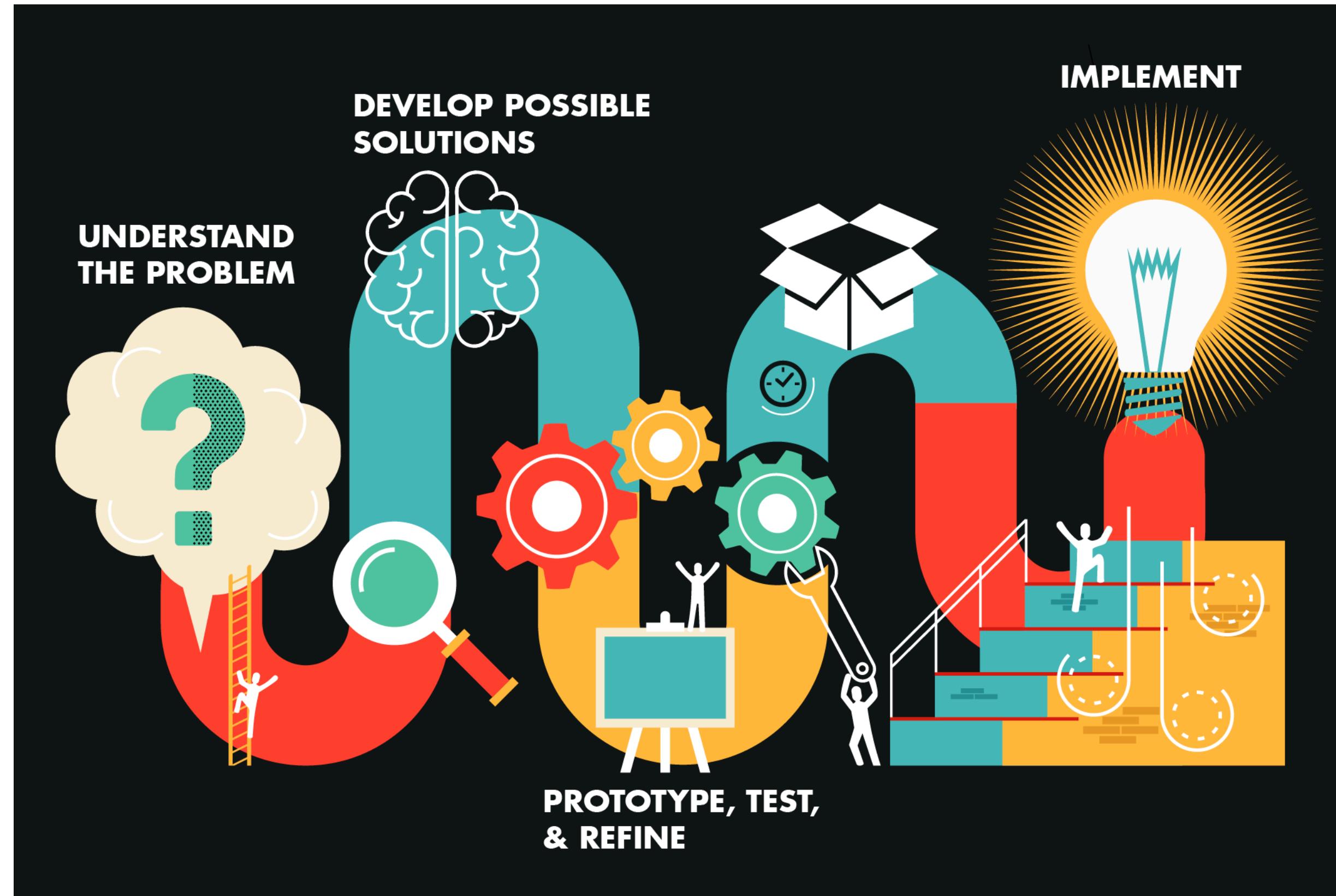


How the journey of a project feels

[Source: <https://designthinking.ideo.com/>]

PHASES

- **Frame a Question** — Identify a driving question that inspires others to search for creative solutions.
- **Gather Inspiration** — Inspire new thinking by discovering what people really need.
- **Generate Ideas** — Push past obvious solutions to get to breakthrough ideas.
- **Make Ideas Tangible** — Build rough prototypes to learn how to make ideas better.
- **Test to Learn** — Refine ideas by gathering feedback and experimenting forward.
- **Share the Story** — Craft a human story to inspire others toward action.





**“IF YOU CAN’T MEASURE IT, YOU CAN’T
IMPROVE IT.”**

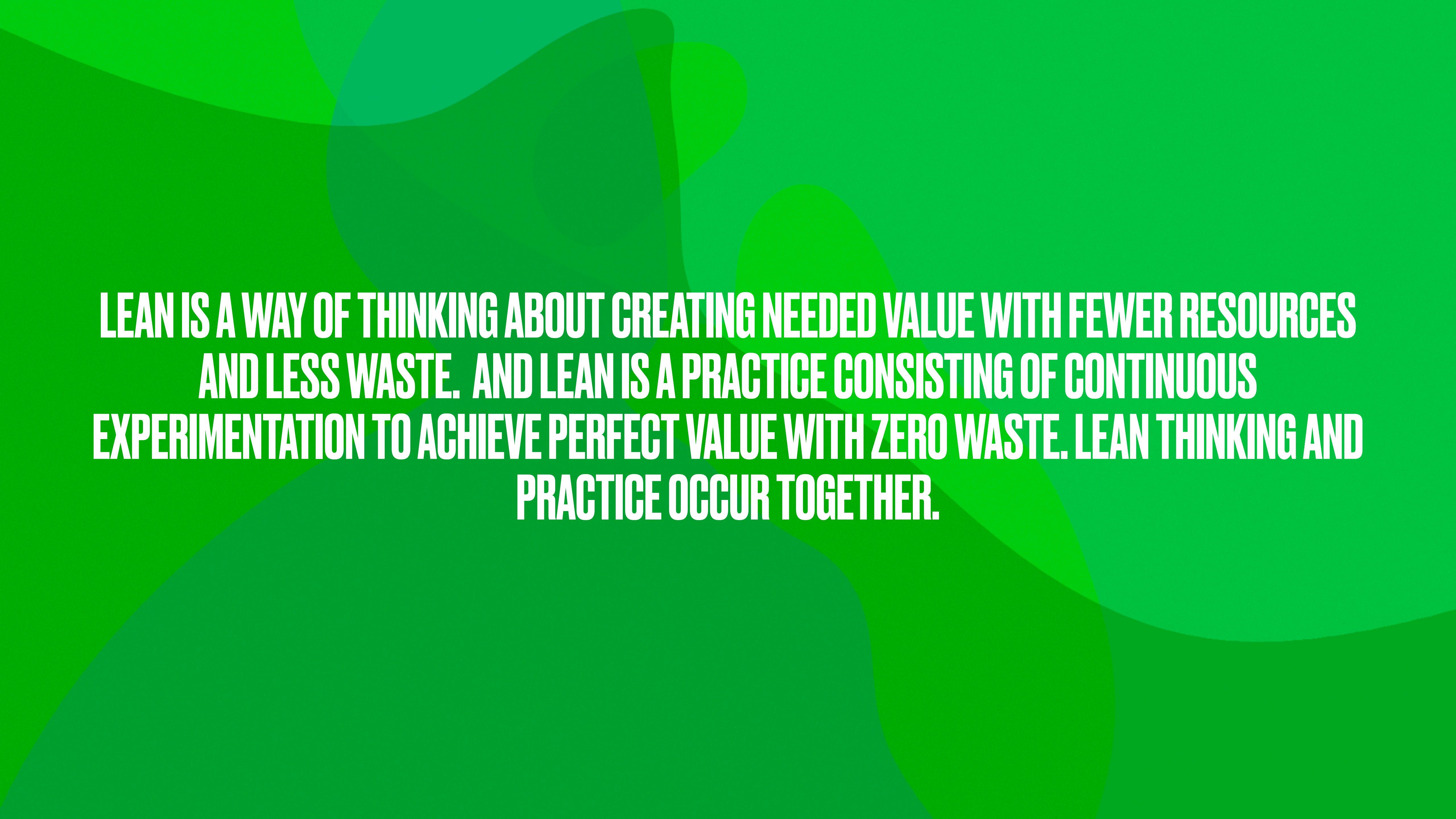
- PETER DRUCKER

GETTING STARTED!

- **Gather Insights by Practicing Empathy, Observation, and Interviewing**
- **Build Scrappy Prototypes to Learn About Unmet Needs**
- **Turn Problems into Questions**
- **Use Research to Understand the Past, Present, and Future**

**WHAT COMES TO YOUR MIND WHEN YOU HEAR THE
WORD STARTUP?**

GLOBALLY, 90% OF STARTUPS FAIL (FORBES)
AND THE NUMBER ONE REASON IS MARKET
FAILURE: “THEY MAKE PRODUCTS NO ONE
WANTS.” (FORTUNE).



LEAN IS A WAY OF THINKING ABOUT CREATING NEEDED VALUE WITH FEWER RESOURCES AND LESS WASTE. AND LEAN IS A PRACTICE CONSISTING OF CONTINUOUS EXPERIMENTATION TO ACHIEVE PERFECT VALUE WITH ZERO WASTE. LEAN THINKING AND PRACTICE OCCUR TOGETHER.

**Experimentation over elaborate planning,
Customer Feedback over intuition,
and
Iterative Design over Traditional “big design up front” development**

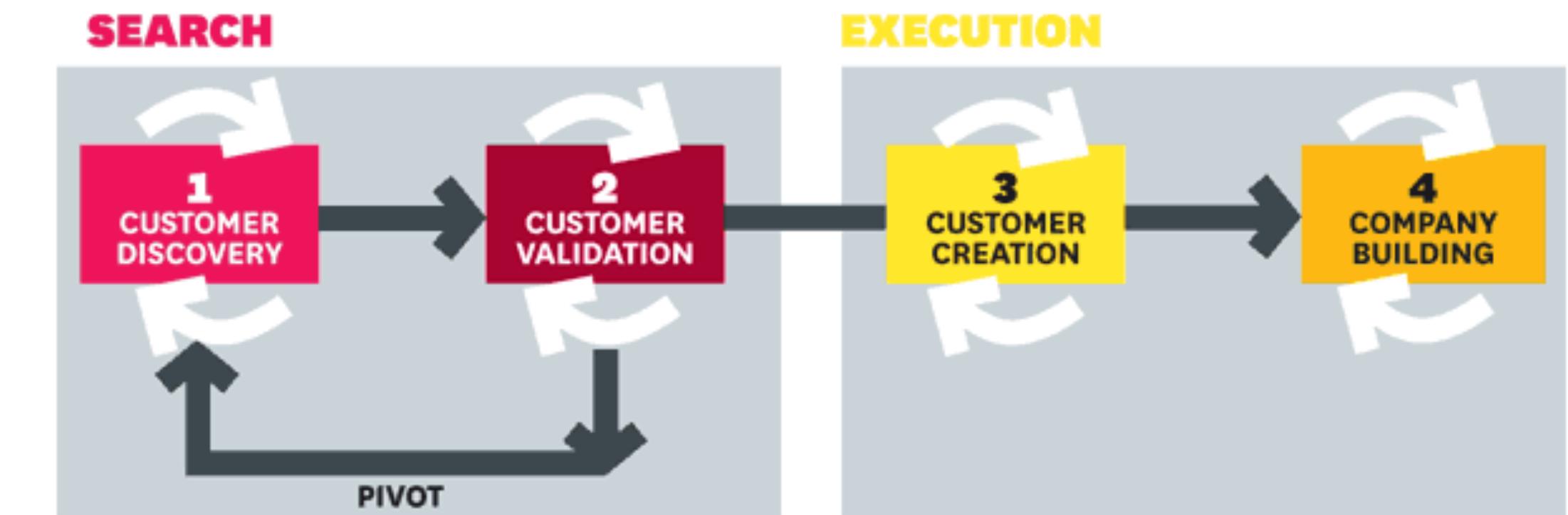
KEY PRINCIPLES

A. Good Guesses (Hypotheses) and Business Model Canvas

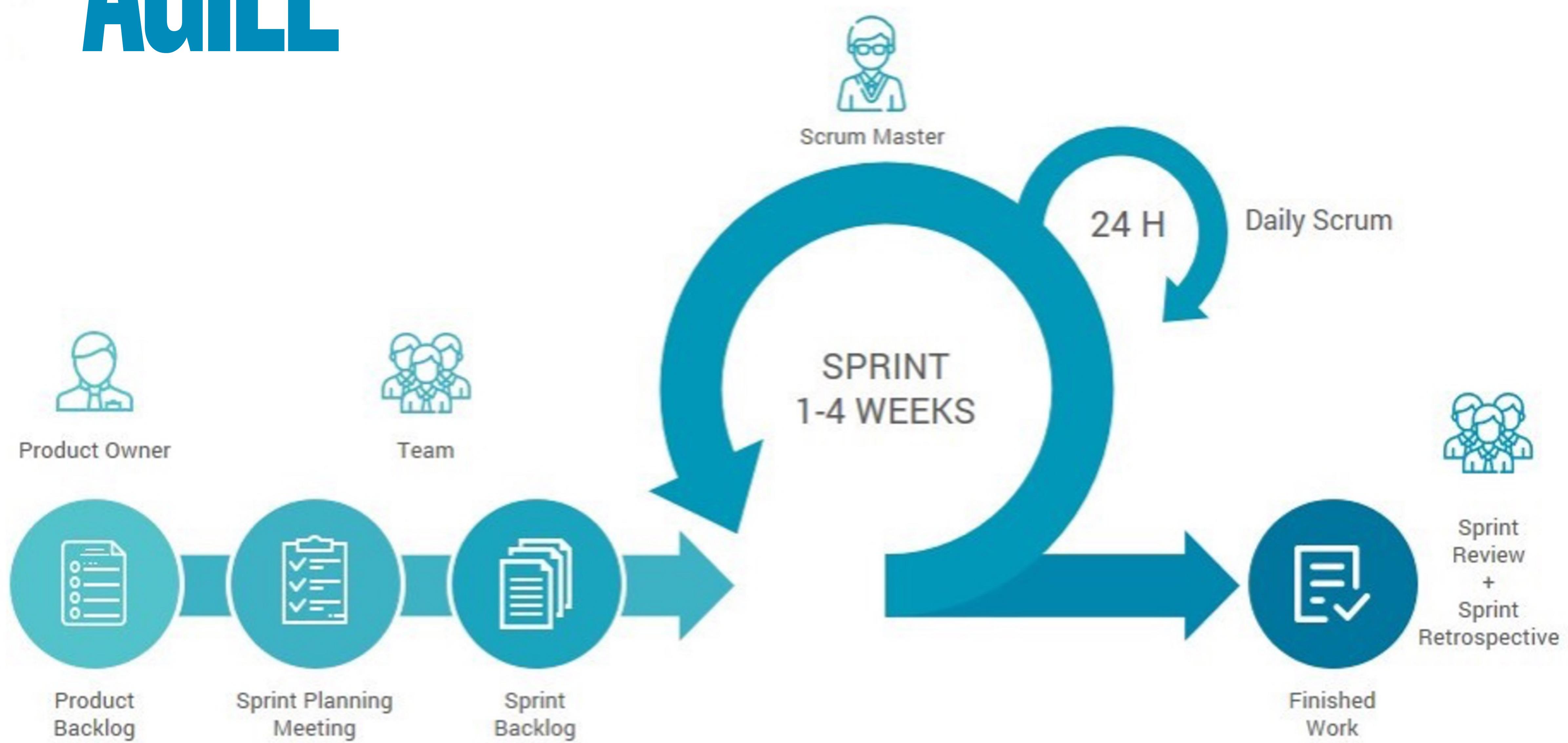
B. Listen to Customer (MVP)

C. Agile Development

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
		KEY RESOURCES	CHANNELS	
		What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE			REVENUE STREAMS	
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?			For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?	



AGILE



Lean

Traditional

Strategy

Business Model
Hypothesis-driven

Business Plan
Implementation-driven

New-Product Process

Customer Development
Get out of the office and test hypotheses

Product Management
Prepare offering for market following a linear, step-by-step plan

Engineering

Agile Development
Build the product iteratively and incrementally

Agile or Waterfall Development
Build the product iteratively, or fully specify the product before building it

Organization

Customer and Agile Development Teams
Hire for learning, nimbleness, and speed

Departments by Function
Hire for experience and ability to execute

Financial Reporting

Metrics That Matter
Customer acquisition cost, lifetime customer value, churn, viralness

Accounting
Income statement, balance sheet, cash flow statement

Failure

Expected
Fix by iterating on ideas and pivoting away from ones that don't work

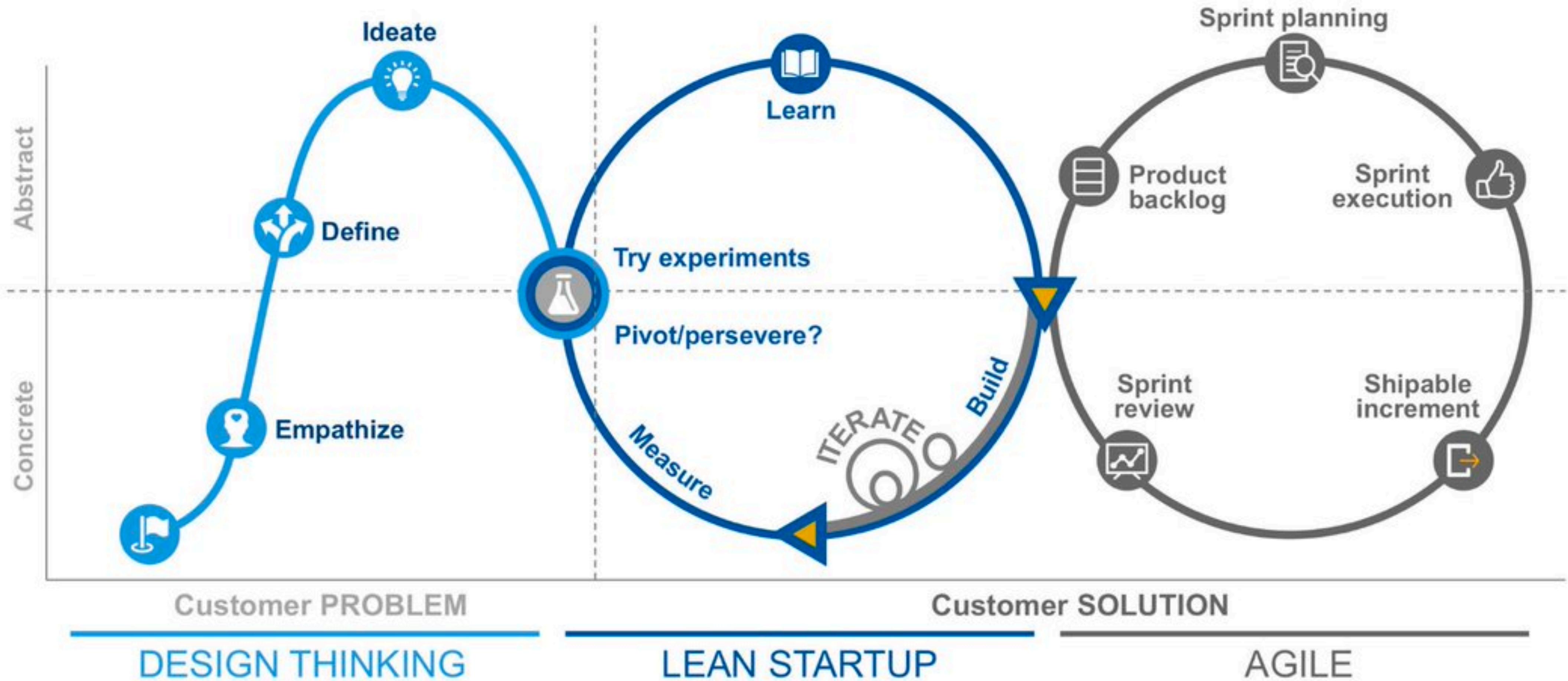
Exception
Fix by firing executives

Speed

Rapid
Operates on good-enough data

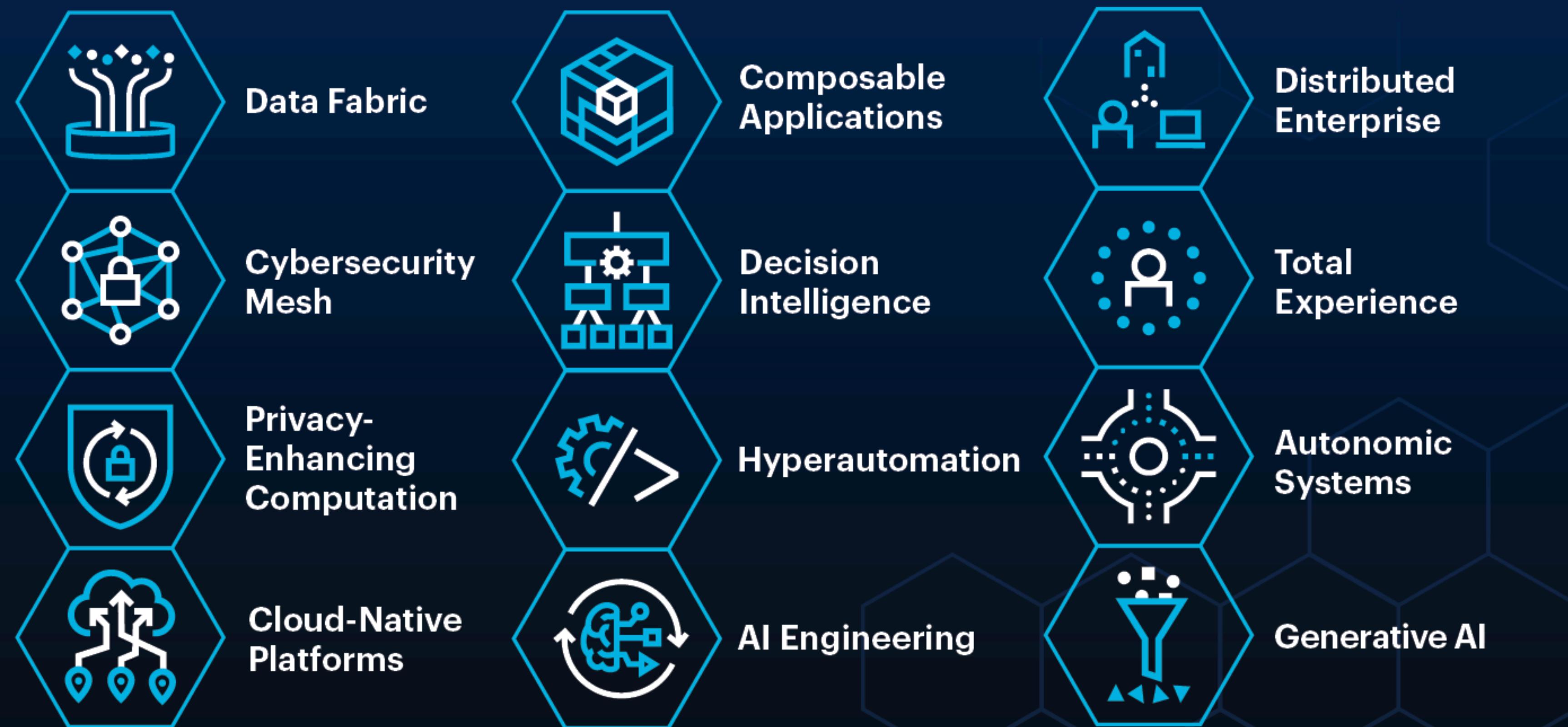
Measured
Operates on complete data

Combine Design Thinking, Lean Startup and Agile



SOME TECH TRENDS

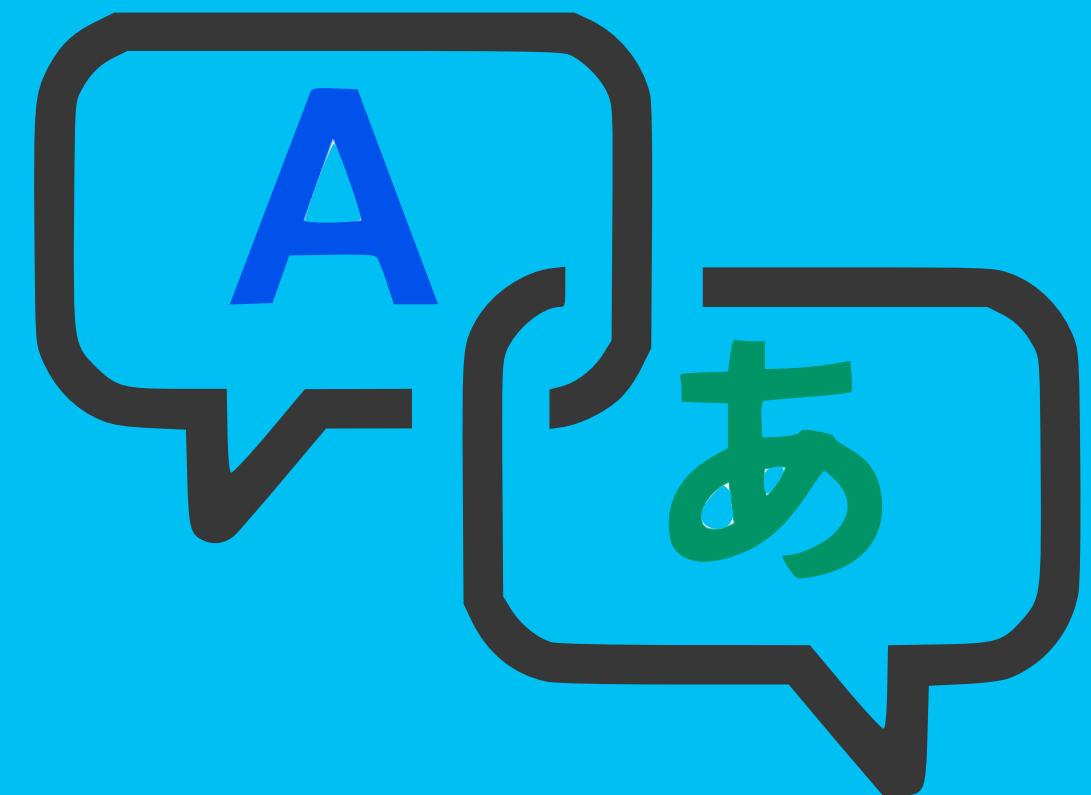
Top Strategic Technology Trends for 2022



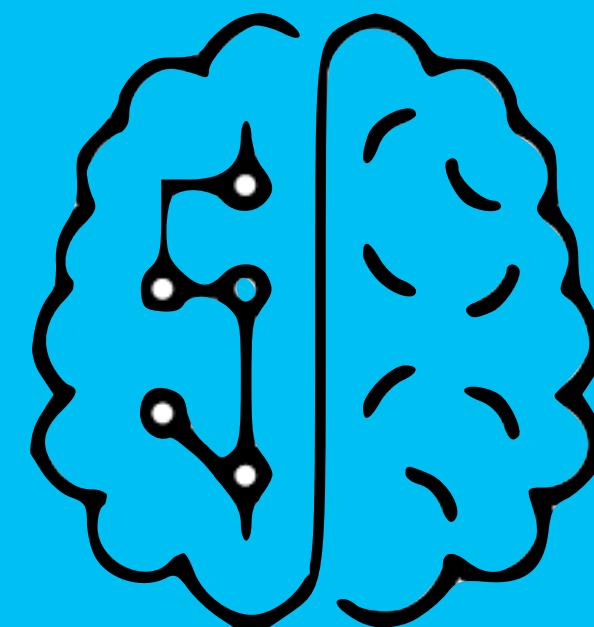
**ARTIFICIAL INTELLIGENCE (AI) COULD
CREATE A \$13 TRILLION UPTICK IN THE
WORLD ECONOMY BY 2030, BOOSTING
GDP BY 16 PERCENT!**

- MCKINSEY.

AI TRENDS



LARGE LANGUAGE MODELS



GENERATIVE AI



REINFORCEMENT LEARNING

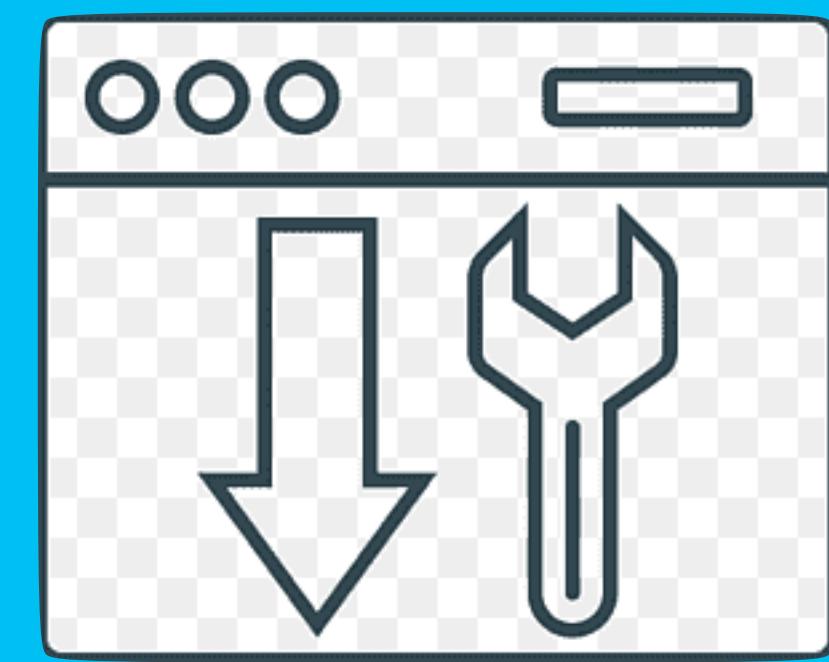
AI TRENDS



MULTIMODAL LEARNING

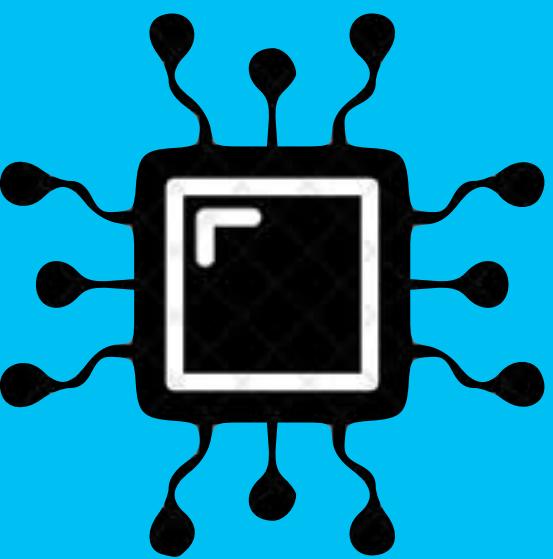
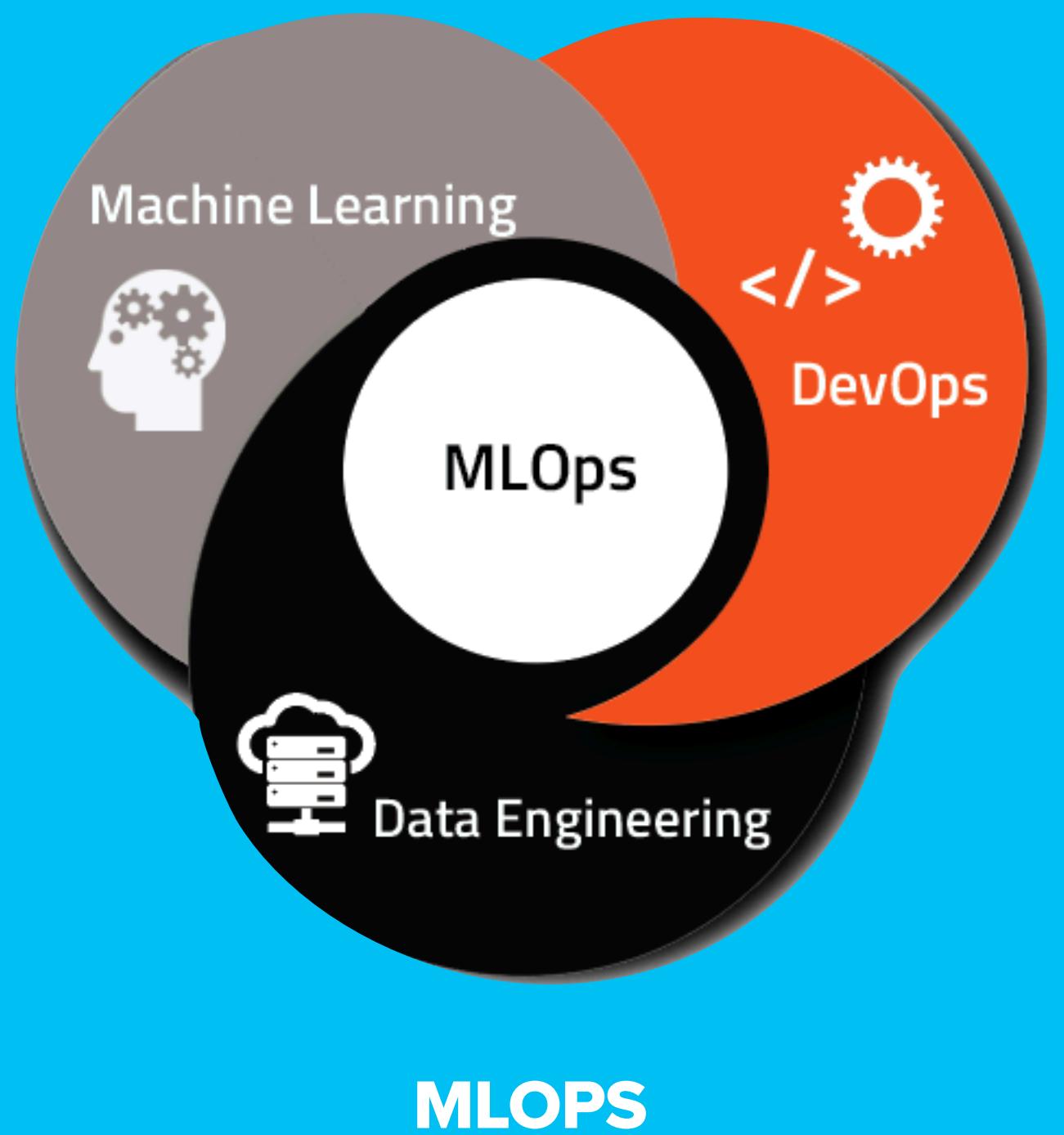


BIAS REMOVAL



LOW CODE/ NO CODE AI

AI TRENDS



EDGE AI



CLOUD NATIVE AI



A dark blue background featuring three horizontal wavy layers. The top layer is a very dark navy blue, the middle layer is a medium navy blue, and the bottom layer is a bright navy blue. The waves are soft and fluid, creating a sense of depth.

THANK YOU!