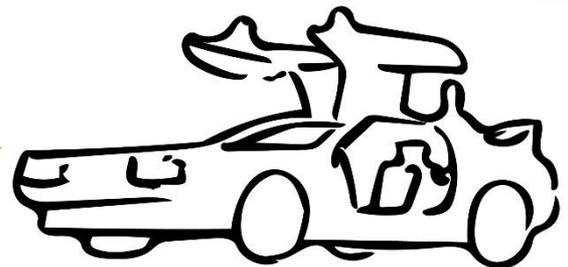


# Previously on E&I...

The importance of user-centered design in value generation.

# A quick recap of Class 2

- ▶ Value is defined (or validated) by the customer
- ▶ The user/consumer must be at the center of our process
- ▶ Detecting needs requires information
  - ▶ First-hand
  - ▶ From secondary sources
  - ▶ Convergence, Divergence, Empathy, etc.



# Homework time!

- ▶ Please hand it in now in case you still have not done so.
- ▶ The “interesting fact” you found for Step 2’s demographic reports.
- ▶ The Step 1 cards, in case you were missing them.

# Time to pitch your ideas

- ▶ You can hand-in whatever you want, if you want to.
- ▶ Each of you have from 1 to 5 minutes to present, we will have time for questions afterwards
- ▶ Participating is 5% of the grade.
- ▶ Comment based on these criteria:
  - ▶ Innovativeness, Social relevance, Economic relevance.

# The floor is yours

Any volunteers?

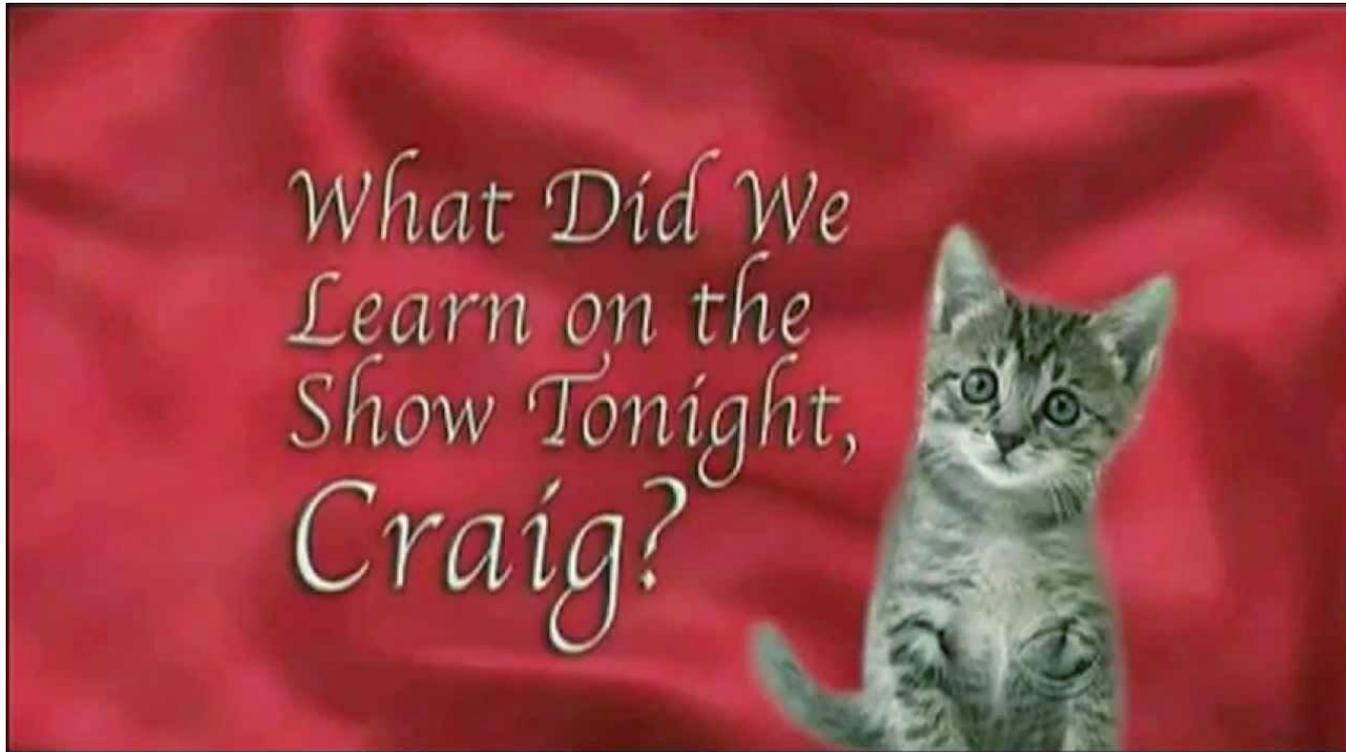


# Let's take a breather now

We will talk about forming the groups when you return in 15 minutes

# What next?

- ▶ Form a group around these ideas
- ▶ Three to five members, no excuses.
  - ▶ Strong preference for quartets.
- ▶ “Until death do you part”
- ▶ Deadline: August 6 (next Monday, via email)



What did we learn about  
pitching techniques?

# Some common features for the pitch

- ▶ Short and memorable
- ▶ Center the message on the value
  - ▶ The problem you solve
  - ▶ Whose problem it is
- ▶ Compare before and after scenarios
- ▶ Make them feel the pain
- ▶ Adjust it to the audience
- ▶ Mention the market potential



# How do we know which ideas are “interesting”?

You can use the following form

Tomorrow



0

1

2

3

4

5

6

7

8

9

10



What is the big picture of what you want to do?

The idea today

Who are you?

What do you have right now?

What do you know?

Whom do you know?

What are you willing to invest (and possibly lose) to take your next actions?

Time?

Money?

Reputation?

Other opportunities?

Who can you enroll?

What do they offer?

Who should you enroll?

How can you reach them?

Today



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# Homework



How do they compete?

# Homework

## How do they compete?

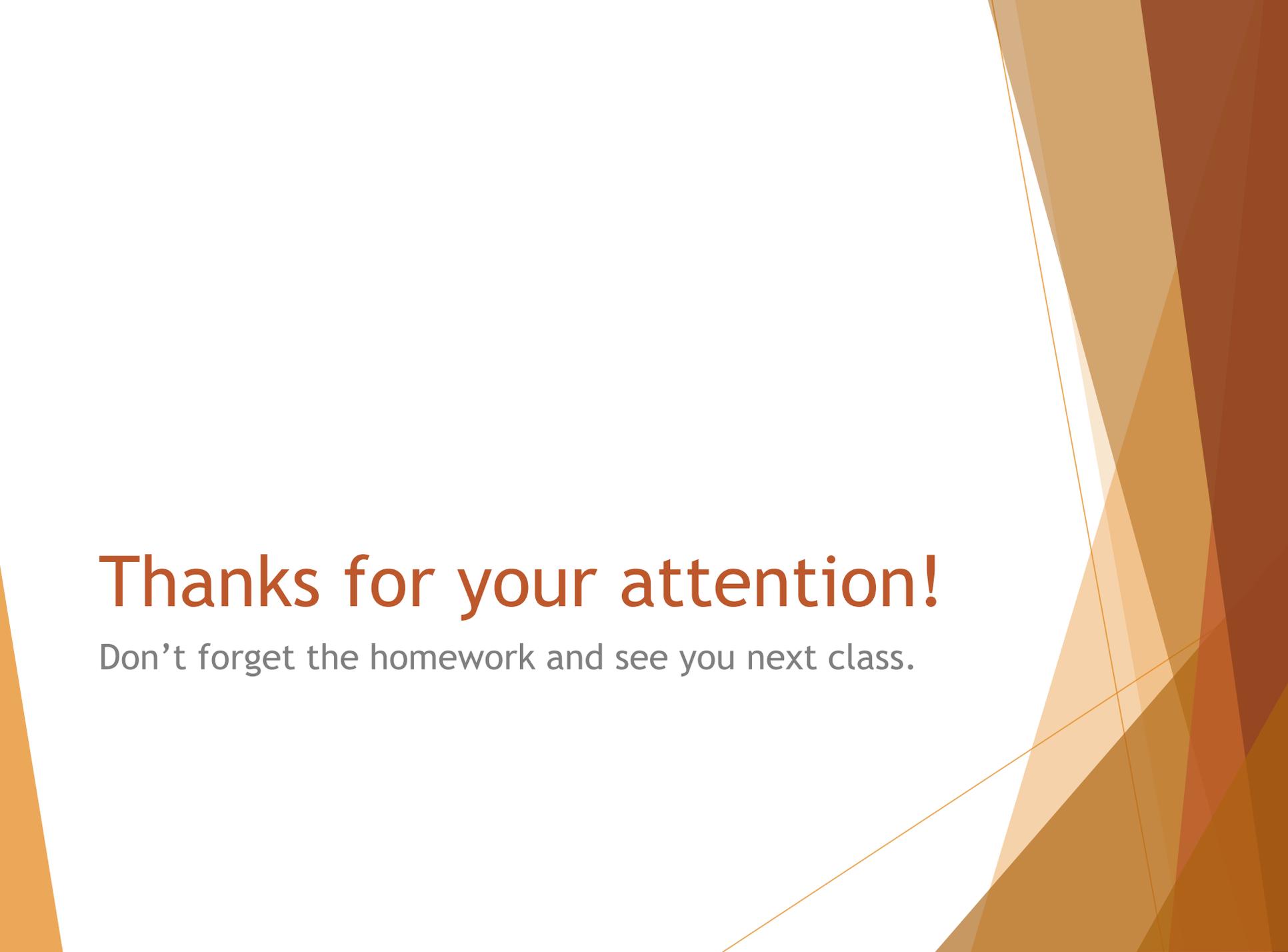
- ▶ In your groups, go to any street in Bogotá where there are at least 3 stores selling “the same thing” next to each other.
  - ▶ Take a photo of the street
  - ▶ Describe the street (location, surroundings, importance, etc.)
  - ▶ Pick 3 different shops located in that street
  - ▶ Describe them in detail (size, opening hours, offer, etc.)
- ▶ Answer the question for each of the three
  - ▶ Interviews (owners, customers), observation, etc.
- ▶ Tell me how you did it, show evidence motivating your conclusion and how you arrived there.
- ▶ Submit a report before next class. Be prepared to present.

# You have two homeworks

- ▶ Form a group
  - ▶ By next Monday
- ▶ “How do they compete?”
  - ▶ Slides 13 and 14.
  - ▶ Show evidence, we were not there with you!

# Plan for the upcoming weeks

- ▶ 6/08 : Class about business opportunities (group homework)
- ▶ 13/08 : No class (group homework)
- ▶ 20/08 : Holiday (group homework)
- ▶ 25/08 : Partial Exam (Saturday)
- ▶ 27/08 : First Project Presentation



# Thanks for your attention!

Don't forget the homework and see you next class.