

ENTREPRENEURSHIP AND INNOVATION

Class 5 - Our versión of a Design Sprint

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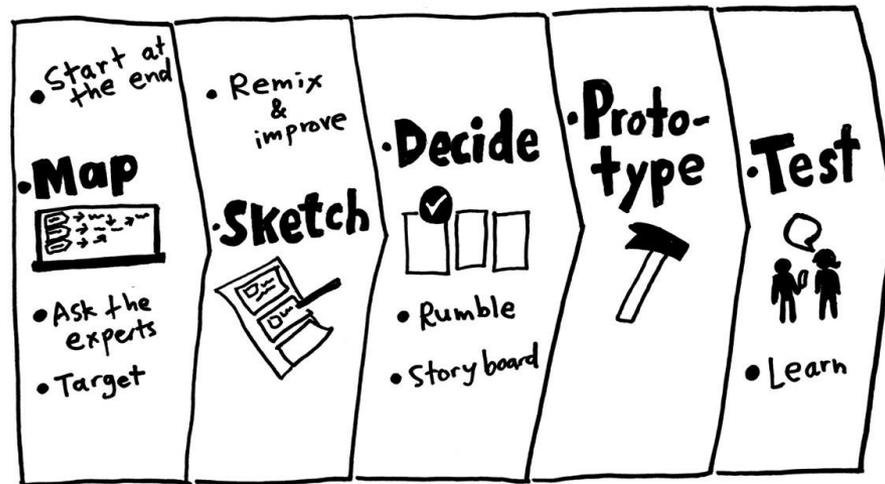
Pontificia Universidad Javeriana in Bogotá, Fall 2018

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

Homework 1

- ▶ A method to help you move forward with your projects
- ▶ Our version of a Design Sprint



Here's a little help getting you there

Our version of a **Design Sprint**

Here's the plan

Complete each of the following steps, alone or in your group, and **submit** the result of each step.

- ▶ **A single document** for the whole group
 - ▶ In some cases there will be three/four/five answers (each labelled with the student's name)
- ▶ The whole process is just an exercise but the result will be very close to what you will present.

1. Learn to love your group's idea

SOLO

- ▶ Find out as much about your group's idea as you can (Google is your friend)
- ▶ Individually state, **in your own words** and in a brief paragraph, **what the idea is.**
- ▶ Avoid technicalities, remember what a good pitch looks like
- ▶ Try not to communicate with the others yet.

2. State the problem it solves

SOLO

- ▶ Individually write another brief paragraph explaining **the problem it solves**.
- ▶ Provide references and (secondary) **sources** supporting the claims you make:
 - ▶ If my idea solves the problem of child starvation in Colombia, here I provide relevant statistics to **highlight how much of a problem it is**: the number of children, the lack of state solutions, etc.
 - ▶ Google is still your friend.
 - ▶ Register all the (secondary) sources using the APA format
- ▶ Try not to communicate with the others yet.

3. Find THE problem you solve and its customer(s)

GROUP

- ▶ Now get **together** with the other members of the group
- ▶ Discuss and **redefine the problem** you solve
- ▶ Write a couple of paragraphs where you state THE problem and whose it is
 - ▶ In my example, the problem has at least two main customers: whoever funds the project (the government, NGOs, the UN, etc.) and the segment of hungry children I will target.
- ▶ It should not be exactly the same as any of the problems discussed in Steps 1 or 2.
- ▶ You can use some of the backing sources again, though

4. Reshuffle

SOLO

- ▶ Once again, split from your group
- ▶ Take THE problem home and **find an alternative solution** for it
- ▶ It cannot be the idea originally presented (in Step 1 of this exercise) nor something that already exists.
- ▶ Sketch your solution as much as you can, take a few days to work on it.
 - ▶ Question your assumptions, remove things, talk to people, read more, play the Devil's advocate, etc.
 - ▶ Fall out of love with the original idea, pretty much.

5. Evaluate the prototypes

GROUP

- ▶ Get together again
- ▶ Present your new solution to your team
- ▶ **Evaluate all the prototypes** (the original idea and the three/four/five new versions)
- ▶ Think about their pros and cons, what worked in one of the prototypes, what was missing in the others, etc.
- ▶ Come up with a ranking or some criteria to compare them and pick one.

6. Develop your ALPHA

GROUP

- ▶ Out of the previous step's analysis, **develop a final, joint prototype**
 - ▶ A couple of sketches and a written concept already are a *prototype*
- ▶ Prepare the group's ALPHA to present it next class
- ▶ Answer
 - ▶ What is it?
 - ▶ Does it solve any problem? Is it really a problem? Why? Whose?
 - ▶ How is it solved today? Why is it not solved, if that is the case?
 - ▶ Who will buy it? Who will use it?

Submit it by August 25

The sooner the better (more chances to get feedback)

[There's a template available online.](#)

Homework 1

- ▶ You must submit one template for the whole team (with all the individual and group answers in the same document).
- ▶ This will be useful for the first presentation but it is not the same
- ▶ You still need to submit
 - ▶ A set of slides and a pitch for your idea
 - ▶ A brief with the information you used preparing the presentation

Guidelines for the presentation

- ▶ Pitch the idea!
 - ▶ 5 to 10 minutes,
 - ▶ Slides or any other supporting material you need.
- ▶ What to include?
 - ▶ Problem
 - ▶ Solution
 - ▶ Customer profile(s)
 - ▶ Some evidence from secondary sources
- ▶ You must also hand in a short document expanding those main topics (not the Design Sprint).

Step 3

- ▶ Consider these five new discoveries:
 - ▶ <http://research.ibm.com/5-in-5/>
- ▶ Individually choose one of them.
- ▶ Define and present a **business opportunity and its customers**.
 1. Find an application (it could be one of those suggested in the literature)
 2. Think about who its customers are. How to reach them? Are they the users too?
 3. Specify (with clarity and completeness) the market you are targeting
 4. Present a Problem - Solution - Customers sequence.

You have two homeworks

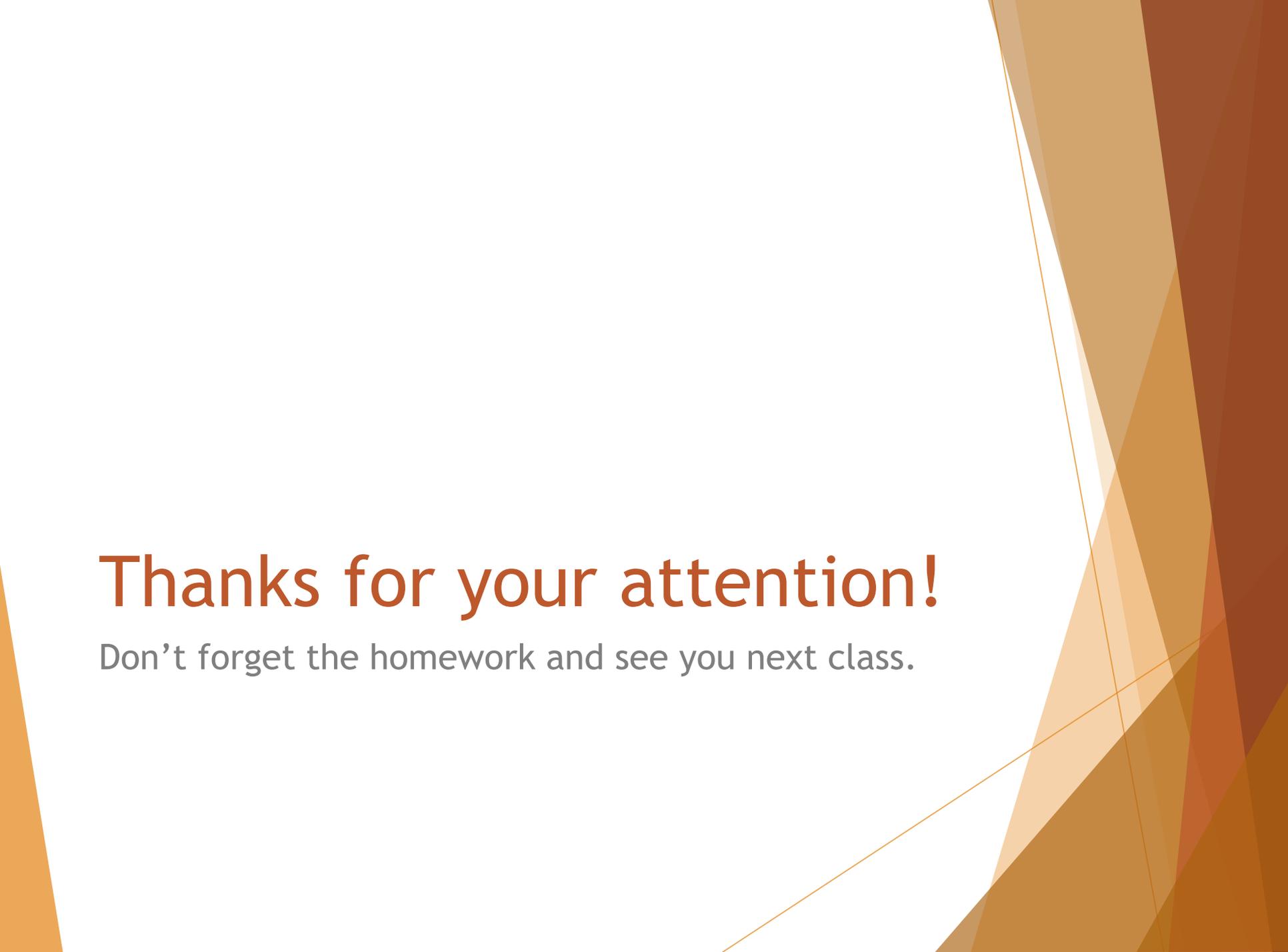
- ▶ Step 3
 - ▶ Individual, for next Monday but very useful for the exam.
 - ▶ Slide 39.
- ▶ The Design Sprint
 - ▶ In your groups, any time between today and the 25.
 - ▶ The sooner you submit, the more feedback you can get for the presentations.

And what about the exam?

- ▶ If you did your homework and participated in class, you are all set.

And what about the presentation?

- ▶ Precise guidelines will be on the website by this time next week.
- ▶ The Design Sprint will get you 80-90% there.



Thanks for your attention!

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