

2015

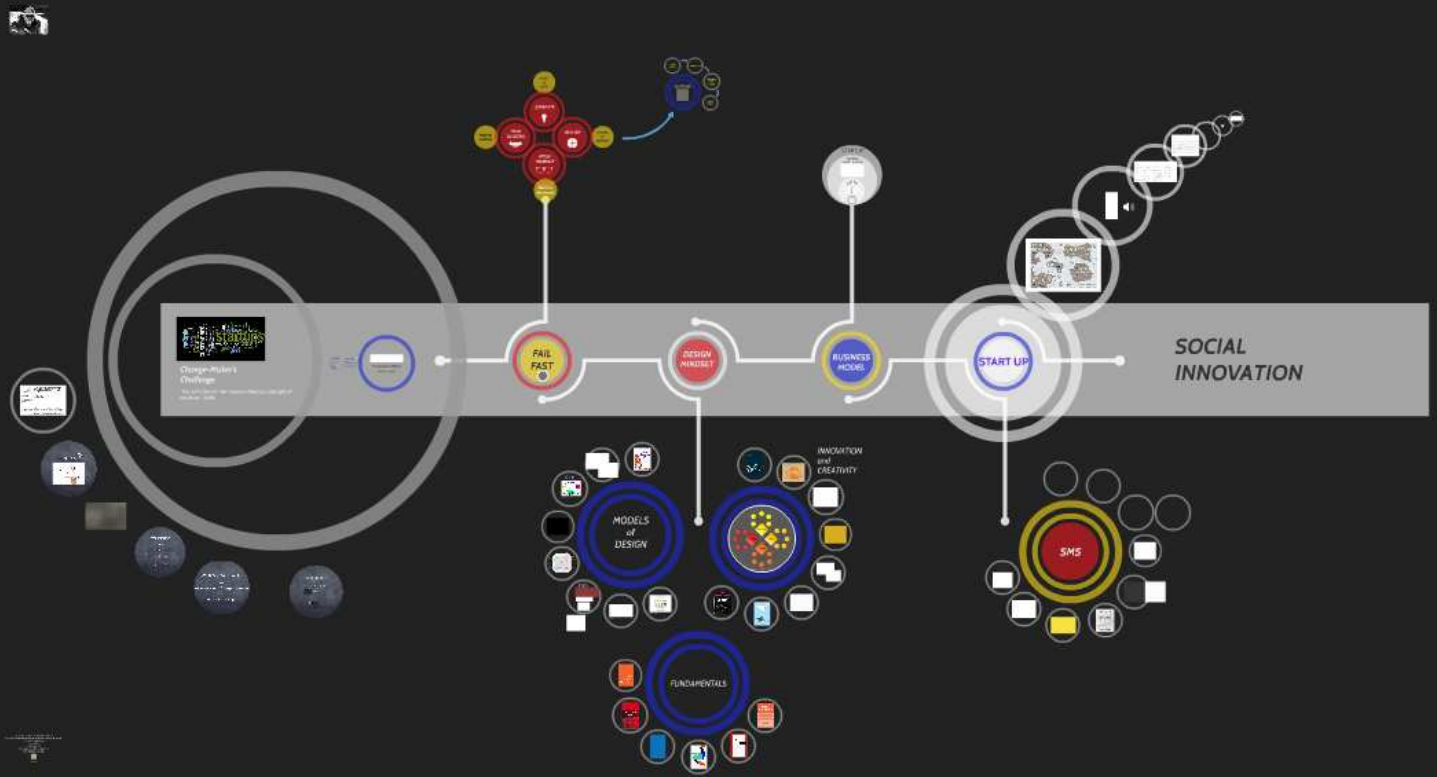
Emergence of a convergence: Systemic synergies between entrepreneurship and design processes

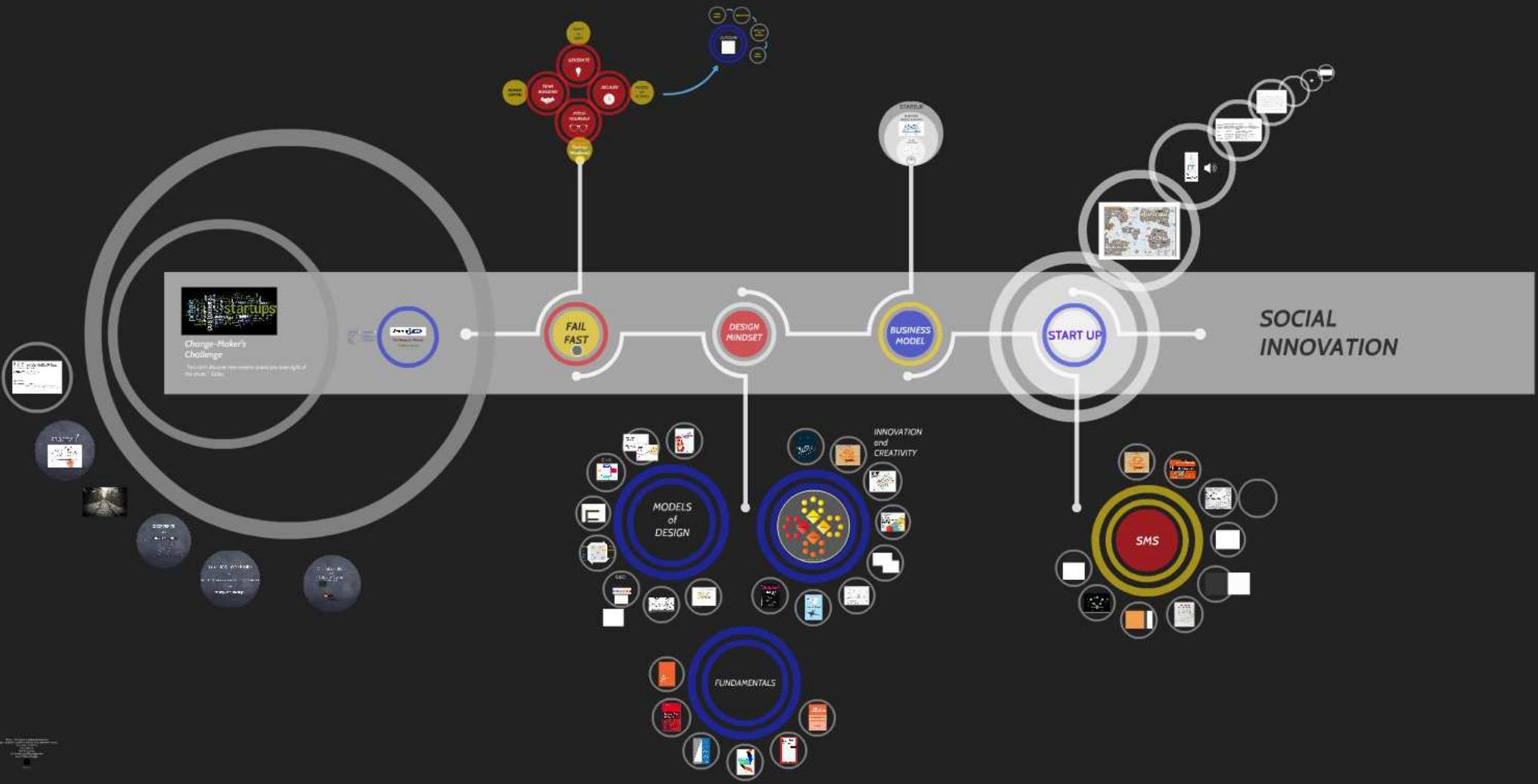
de Blois, Michel and Eaves, James

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de Blois, Michel and Eaves, James (2015) Emergence of a convergence: Systemic synergies between entrepreneurship and design processes. In: Relating Systems Thinking and Design (RSD4) 2015 Symposium, 1-3 Sep 2015, Banff, Canada. Available at <http://openresearch.ocadu.ca/id/eprint/2052/>

Design-led
Startups





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Ph.D

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Canada



UNIVERSITÉ
LAVAL

Faculté d'aménagement,
d'architecture, d'art et de design
École de design

SYSTEMIC SYNERGIES

between

entrepreneurship & design processes

within

design-led startups

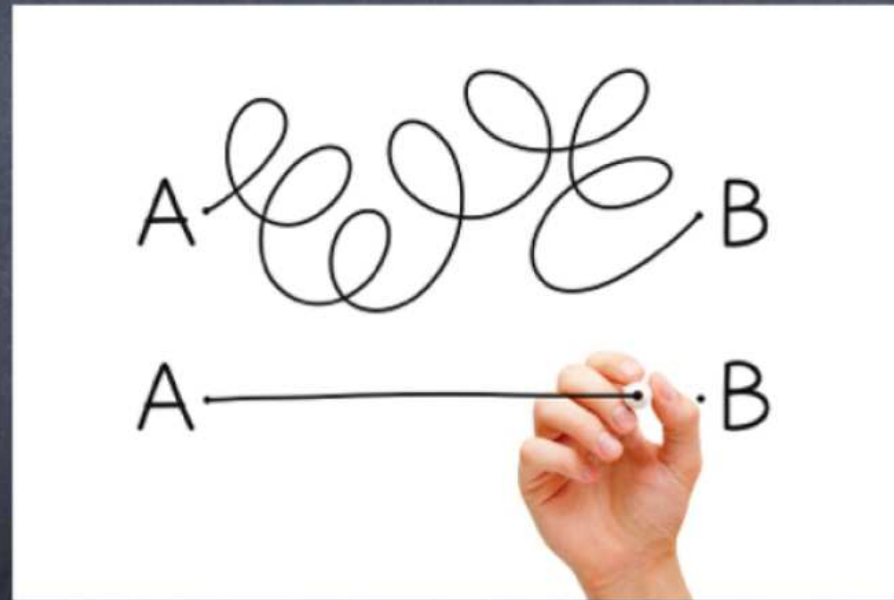
EMERGENCE
of a
CONVERGENCE



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PROCESS ?



THE VALUE OF DESIGN RESEARCH

11TH EUROPEAN ACADEMY OF
DESIGN CONFERENCE

APRIL 22-24 2015

PARIS DESCARTES UNIVERSITY
INSTITUTE OF PSYCHOLOGY

BOULOGNE BILLANCOURT
FRANCE

CONFERENCE ORGANIZERS:

PARIS DESCARTES UNIVERSITY
PARIS SORBONNE UNIVERSITY
PARIS COLLEGE OF ART
ISTEC PARIS

DESIGN - INNOVATION - ENTREPRENEURSHIP: THE
IMPACT OF DESIGN ON PROJECT PROCESSES AND
BUSINESS MODEL GENERATION WITHIN "STARTUP"
INITIATIVES

Michel de Blois, Ph.D
Adjunct Professor, School of Design
Université Laval, Canada
michel.deblois@design.ulaval.ca

ABSTRACT

The developed world is rapidly transitioning from an industrialized economy to one powered by startups. This trend, referred to as the "startup movement", harbors a sub-trend that's important to the field of design. Increasingly the strategy entrepreneurs use to manage their startups has embraced the process designers use to develop products and services. Since the convergence is happening naturally, the two processes should have synergies. The main objective of this research is to explore those synergies.



Change-Maker's Challenge

"You can't discover new oceans unless you lose sight of the shore." (Gide)



EMERGENCE
of a
CONVERGENCE



Change-Maker's Challenge

"You can't discover new oceans unless you lose sight of the shore." (Gide)

CURRICULUM

Theory Modules
Workshops
Seminars
Visits
Networking
Debates

OUR MISSION

Design and entrepreneurship education
Enhance connections
Academia and business



The Designer's Mindset
Problem Space

CURRICULUM

Theory Modules
Workshops
Speakers
Visits
Networking
Deliverables

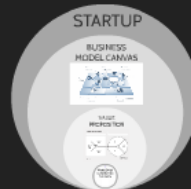
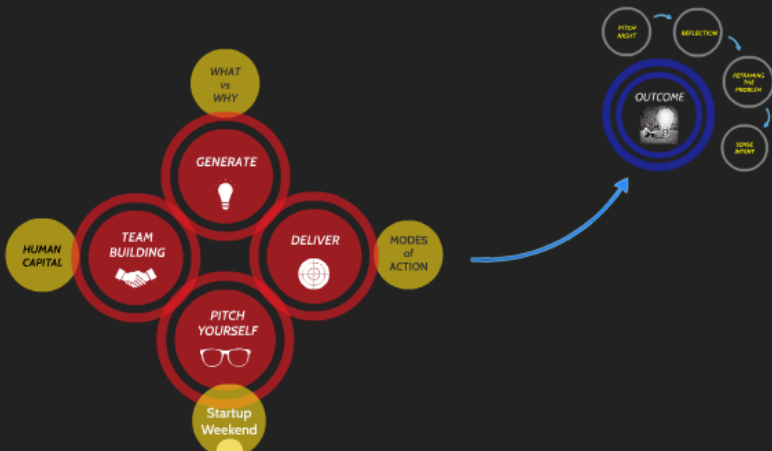
OUR MISSION

Design and
entrepreneurship mindset
Enhance connections
academia and business



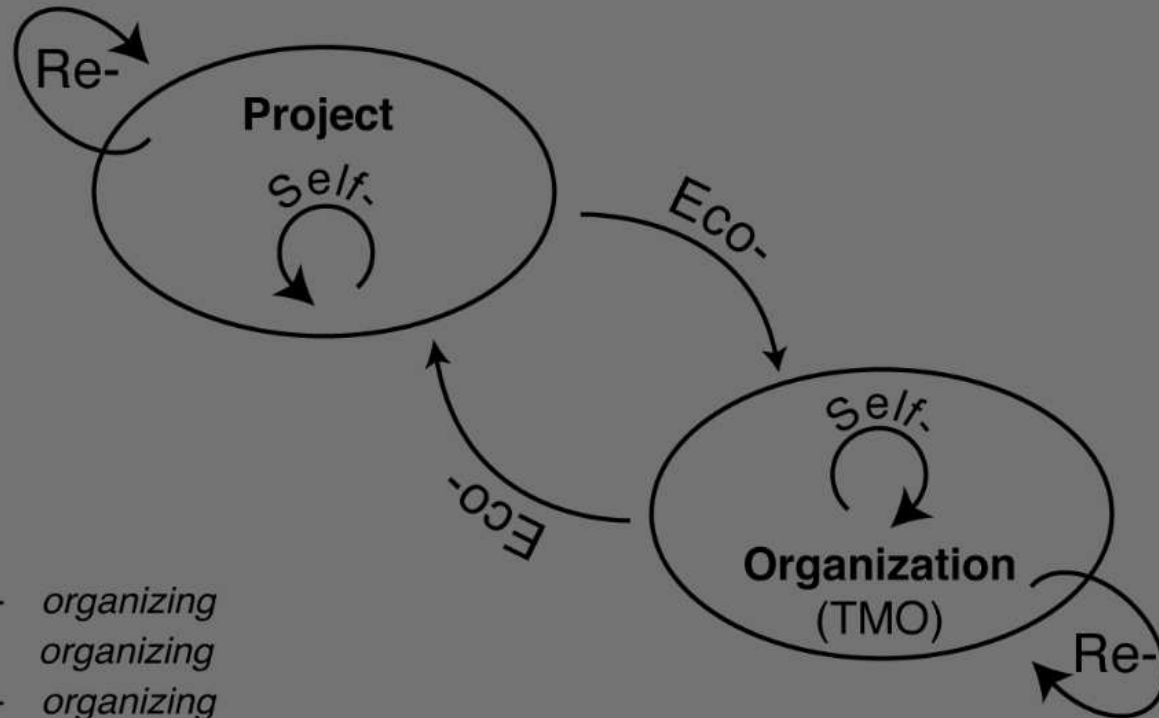
The Designer's Mindset

Problem Space

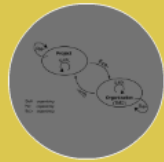


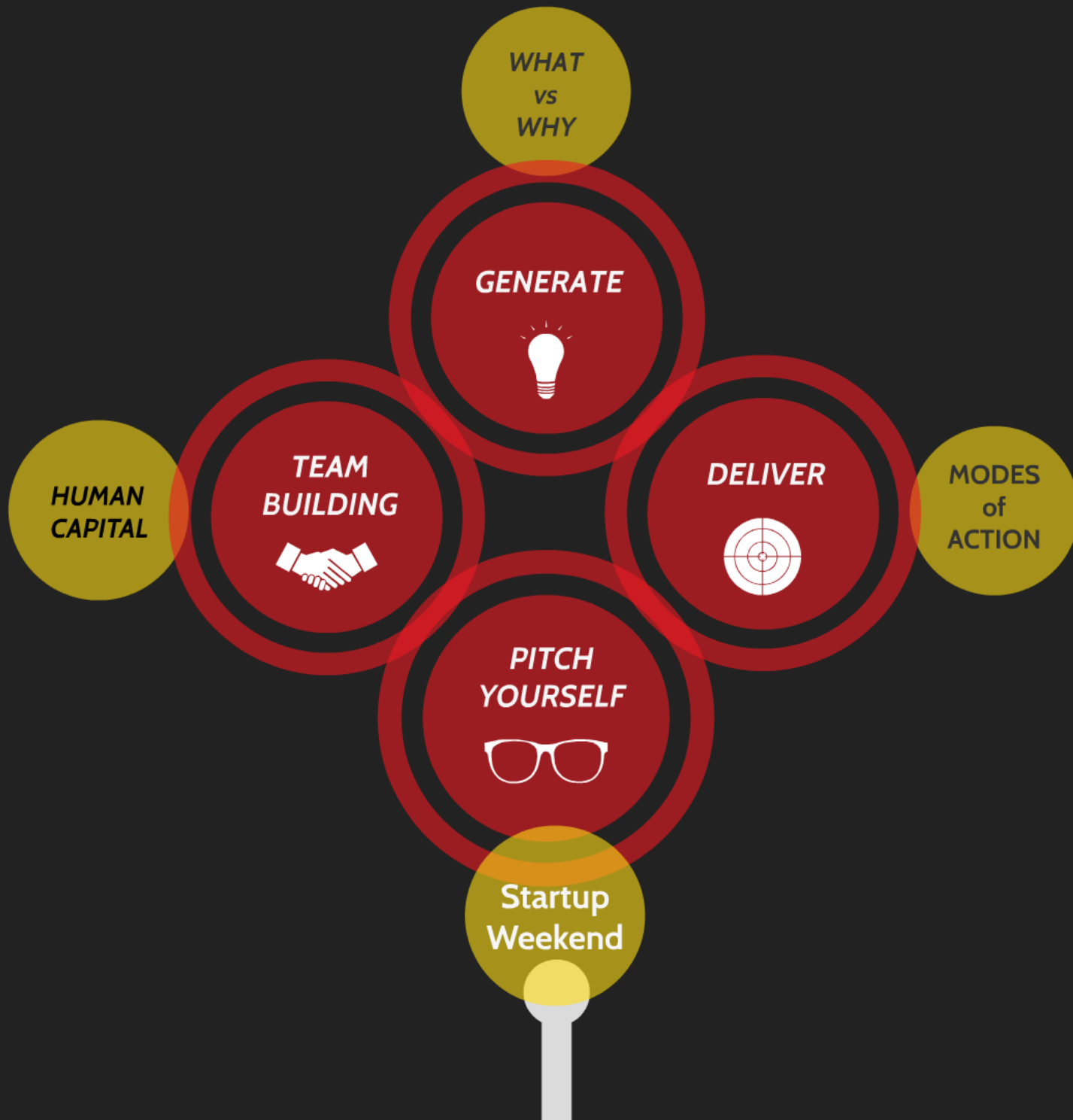
INNOVATION
and
CREATIVITY

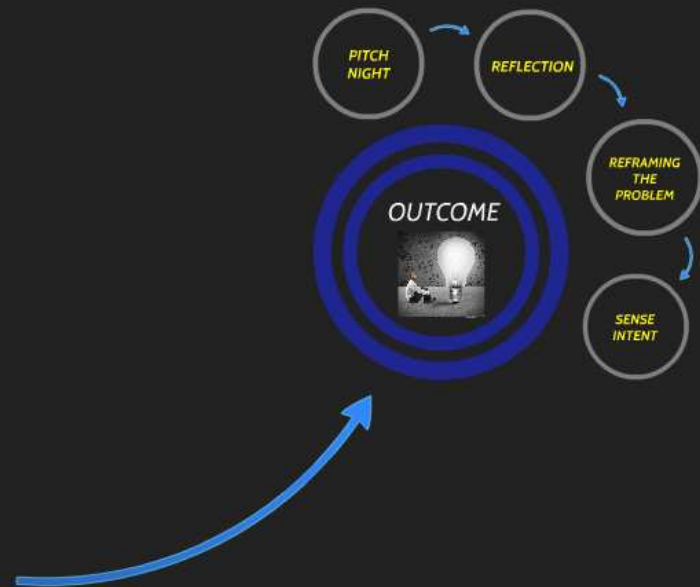
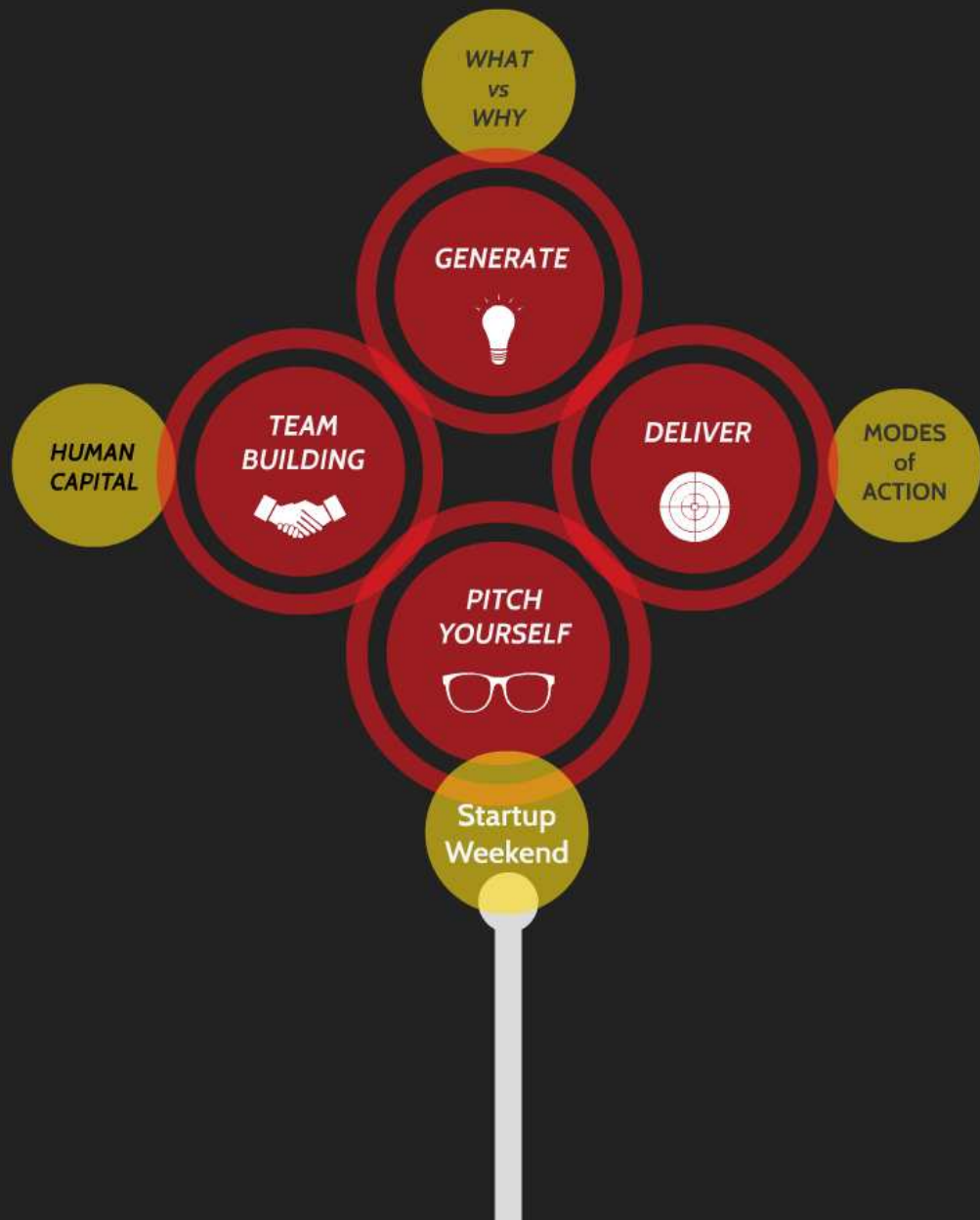




***FAIL
FAST***







**PITCH
NIGHT**

REFLECTION

**REFRAMING
THE
PROBLEM**

**SENSE
INTENT**

OUTCOME



OUTCOME





DESIGN
MINDSET

BUSINESS
MODEL

START UP



INNOVATION
and
CREATIVITY

MODELS
of
DESIGN



START UP

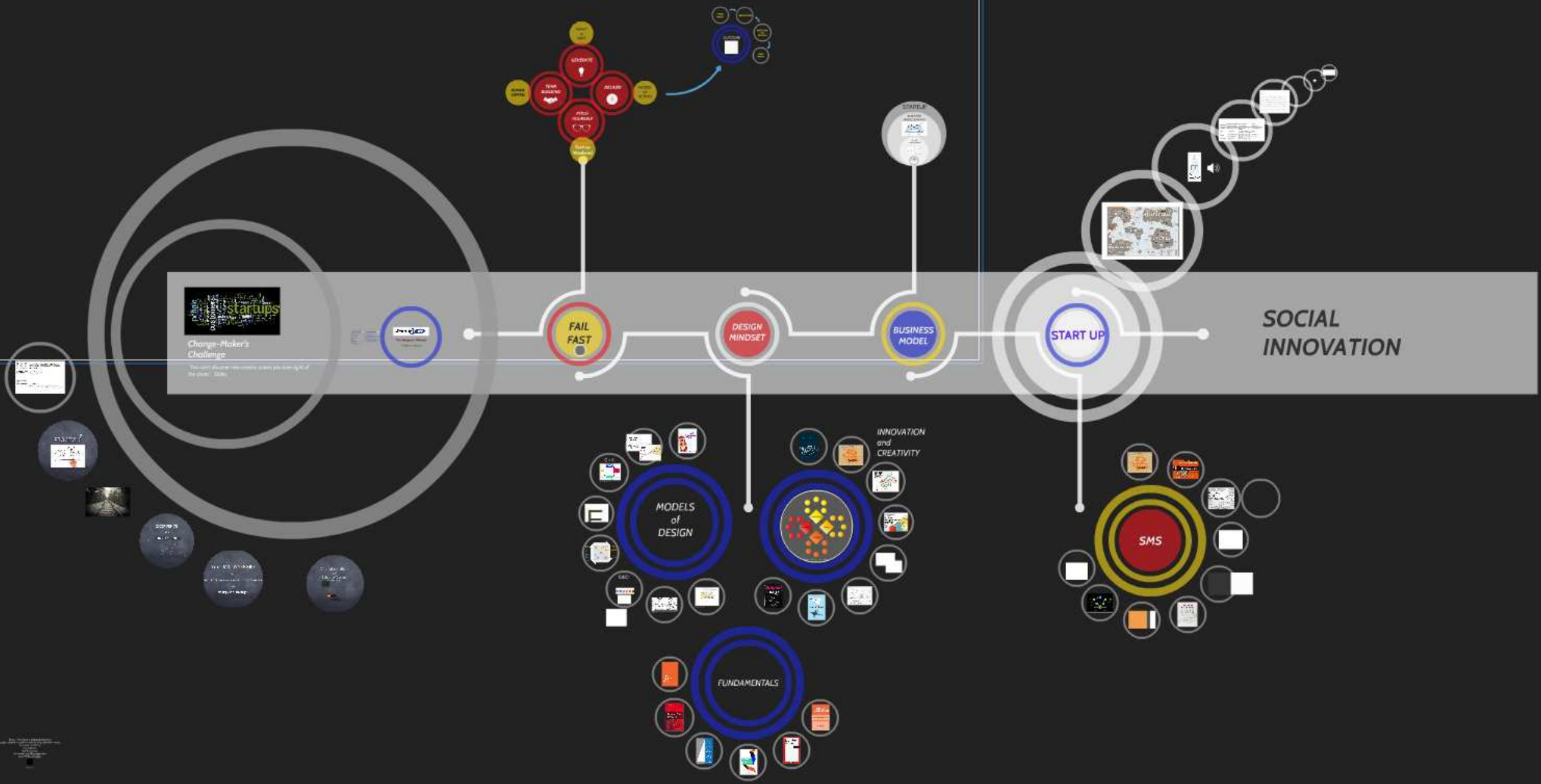


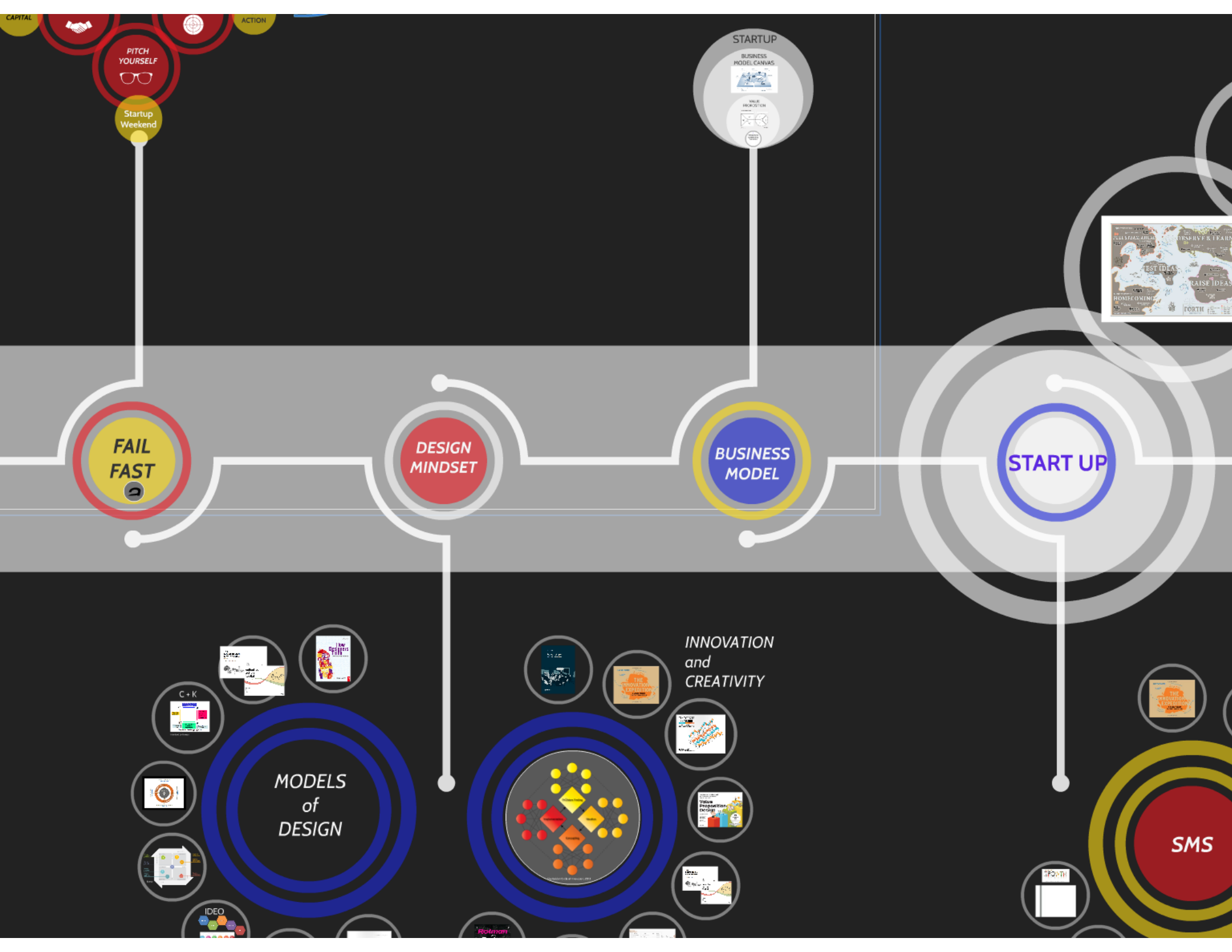
| Project Name | Lead | Status | Start Date | End Date |
|--------------|--------------|-------------|------------|------------|
| Project A | John Doe | Completed | 2010-01-01 | 2010-12-31 |
| Project B | Jane Smith | In Progress | 2011-01-01 | 2011-12-31 |
| Project C | Mike Johnson | On Hold | 2012-01-01 | 2012-12-31 |
| Project D | Sarah Brown | Planned | 2013-01-01 | 2013-12-31 |

| Project Name | Lead | Status | Start Date | End Date |
|--------------|-------------|-------------|------------|------------|
| Project E | David White | Completed | 2014-01-01 | 2014-12-31 |
| Project F | Emily Green | In Progress | 2015-01-01 | 2015-12-31 |
| Project G | Frank Black | On Hold | 2016-01-01 | 2016-12-31 |
| Project H | Grace Grey | Planned | 2017-01-01 | 2017-12-31 |



SOCIAL INNOVATION







***DESIGN
MINDSET***

FAIL
FAST

DESIGN
MINDSET

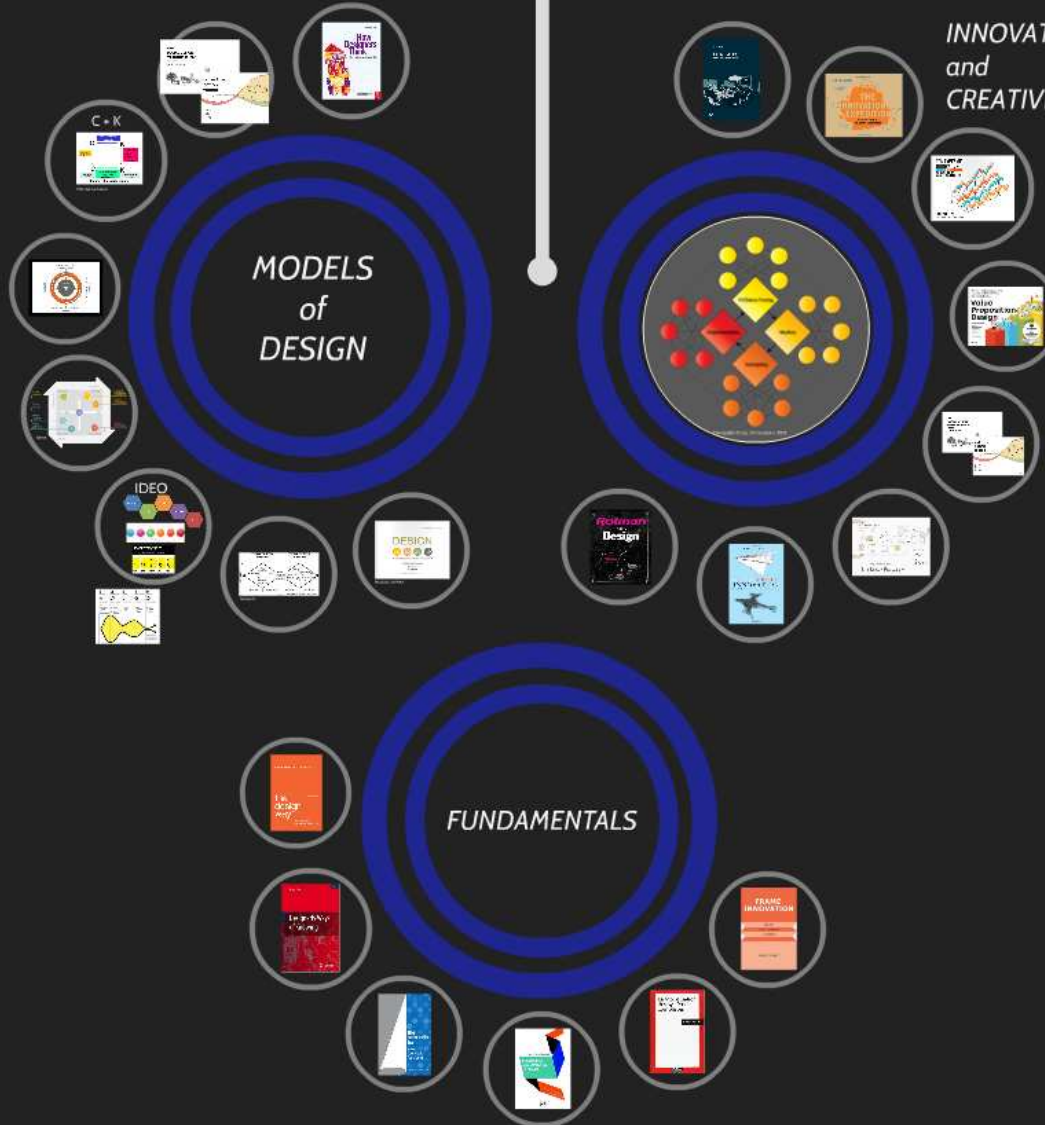
BUSINESS
MODEL

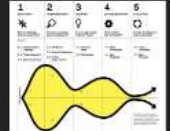
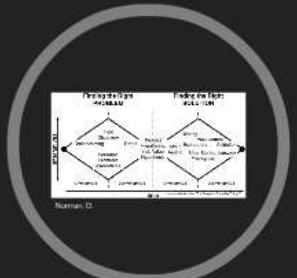
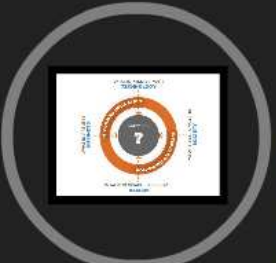
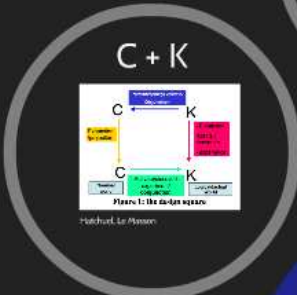
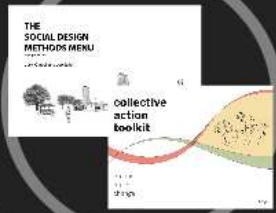
START

MODELS
of
DESIGN

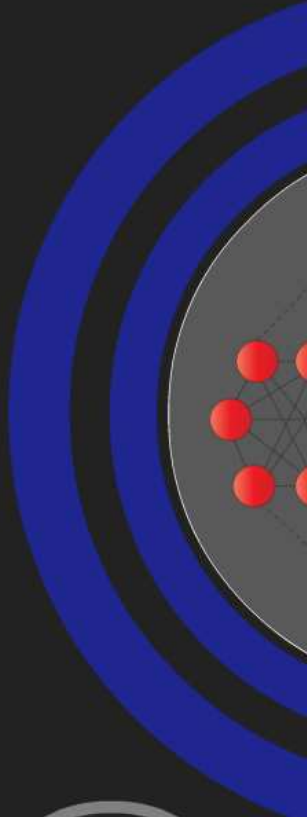
INNOVATION
and
CREATIVITY

FUNDAMENTALS



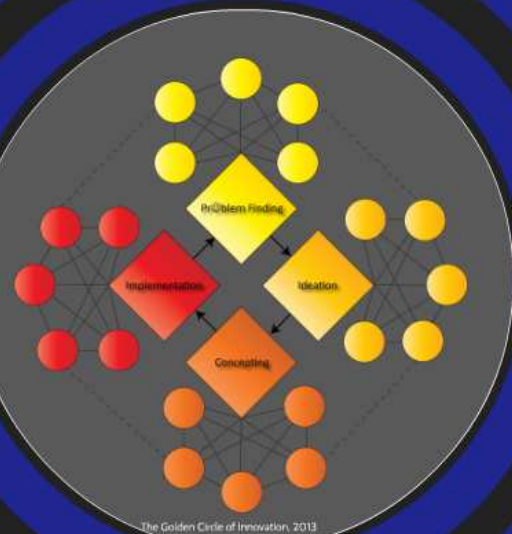


MODELS of DESIGN



INNOVATION and CREATIVITY

How
Designers
Think



S
N

FUNDAMENTALS



DESIGN
MINDSET

BUSINESS
MODEL

START UP



INNOVATION
and
CREATIVITY

MODELS
of
DESIGN



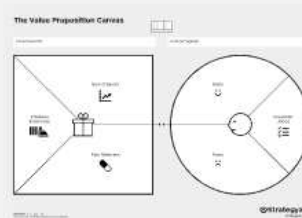
***BUSINESS
MODEL***

STARTUP

BUSINESS MODEL CANVAS



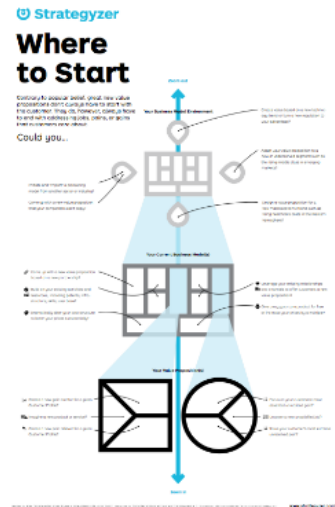
VALUE PROPOSITION



?
PROBLEM (S)
CONNECTING
THE DOTS

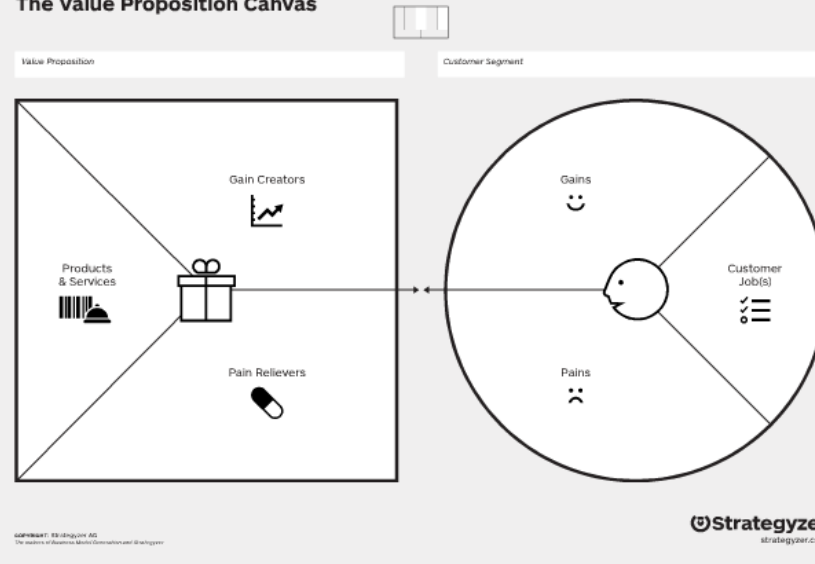
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PROBLEM (S) CONNECTING THE DOTS



VALUE PROPOSITION

The Value Proposition Canvas

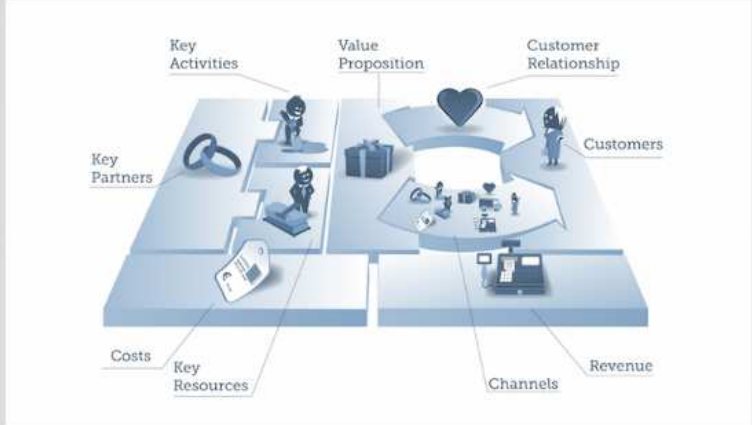


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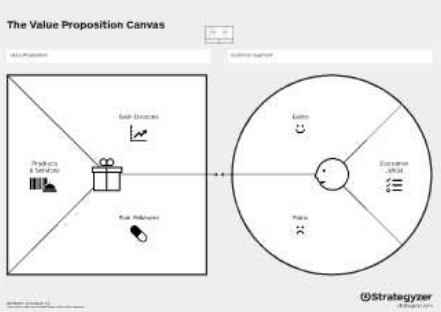
**PROBLEM (S)
CONNECTING
THE DOTS**



BUSINESS MODEL CANVAS



VALUE PROPOSITION



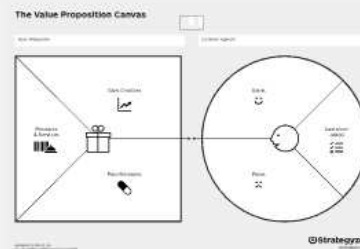
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PROBLEM(S)
CONNECTING
THE DOTS

STARTUP

BUSINESS MODEL CANVAS



VALUE PROPOSITION



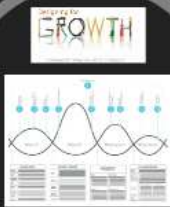
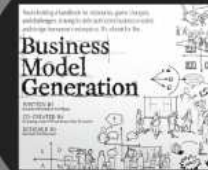
?
PROBLEM(S)
CONNECTING
THE DOTS





START UP

SMS



| DATE | REVENUE | EXPENSES | PROFIT |
|------------|---------|----------|--------|
| 2014-01-01 | 1000 | 500 | 500 |
| 2014-01-15 | 1200 | 600 | 600 |
| 2014-02-01 | 1500 | 750 | 750 |
| 2014-02-15 | 1800 | 900 | 900 |
| 2014-03-01 | 2000 | 1000 | 1000 |
| 2014-03-15 | 2200 | 1100 | 1100 |
| 2014-04-01 | 2500 | 1250 | 1250 |
| 2014-04-15 | 2800 | 1400 | 1400 |
| 2014-05-01 | 3000 | 1500 | 1500 |
| 2014-05-15 | 3200 | 1600 | 1600 |
| 2014-06-01 | 3500 | 1750 | 1750 |
| 2014-06-15 | 3800 | 1900 | 1900 |
| 2014-07-01 | 4000 | 2000 | 2000 |
| 2014-07-15 | 4200 | 2100 | 2100 |
| 2014-08-01 | 4500 | 2250 | 2250 |
| 2014-08-15 | 4800 | 2400 | 2400 |
| 2014-09-01 | 5000 | 2500 | 2500 |
| 2014-09-15 | 5200 | 2600 | 2600 |
| 2014-10-01 | 5500 | 2750 | 2750 |
| 2014-10-15 | 5800 | 2900 | 2900 |
| 2014-11-01 | 6000 | 3000 | 3000 |
| 2014-11-15 | 6200 | 3100 | 3100 |
| 2014-12-01 | 6500 | 3250 | 3250 |
| 2014-12-15 | 6800 | 3400 | 3400 |
| 2015-01-01 | 7000 | 3500 | 3500 |



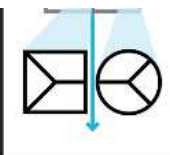
START UP



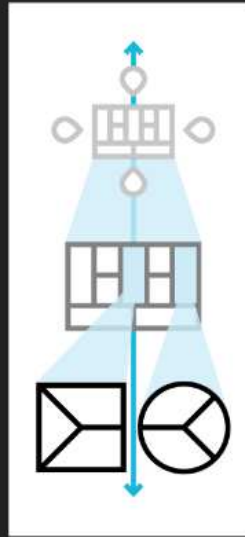
| Project Name | Project Description | Project Status |
|--------------|-----------------------|------------------|
| Project A | Project Description A | Project Status A |
| Project B | Project Description B | Project Status B |
| Project C | Project Description C | Project Status C |
| Project D | Project Description D | Project Status D |
| Project E | Project Description E | Project Status E |

| Project Name | Project Description | Project Status |
|--------------|-----------------------|------------------|
| Project A | Project Description A | Project Status A |
| Project B | Project Description B | Project Status B |
| Project C | Project Description C | Project Status C |
| Project D | Project Description D | Project Status D |
| Project E | Project Description E | Project Status E |

**SOCIAL
INNOVATION**



| | | | |
|-------------------------|------------------------------|--|------|
| Entrepreneurship | Disciplined Entrepreneurship | Step by step approach | Aul |
| | Startup Owner's Manual | Step by step approach | Blar |
| Organisation | Business Model Generation | Business Model Canvas, Value Proposition | Ost |
| Design | 101 design method | Sense Intent, Design Driven Innovation Process, Design Thinkin | Kun |
| Innovation | The Innovation Expedition | Innovation FORTH Visual Toolkit | Van |
| | 10 Types of Innovation | Building Blocks of Breakthrough Innovations | Ke |
| Design Thinking | Design for Growth | Integrated design management | |

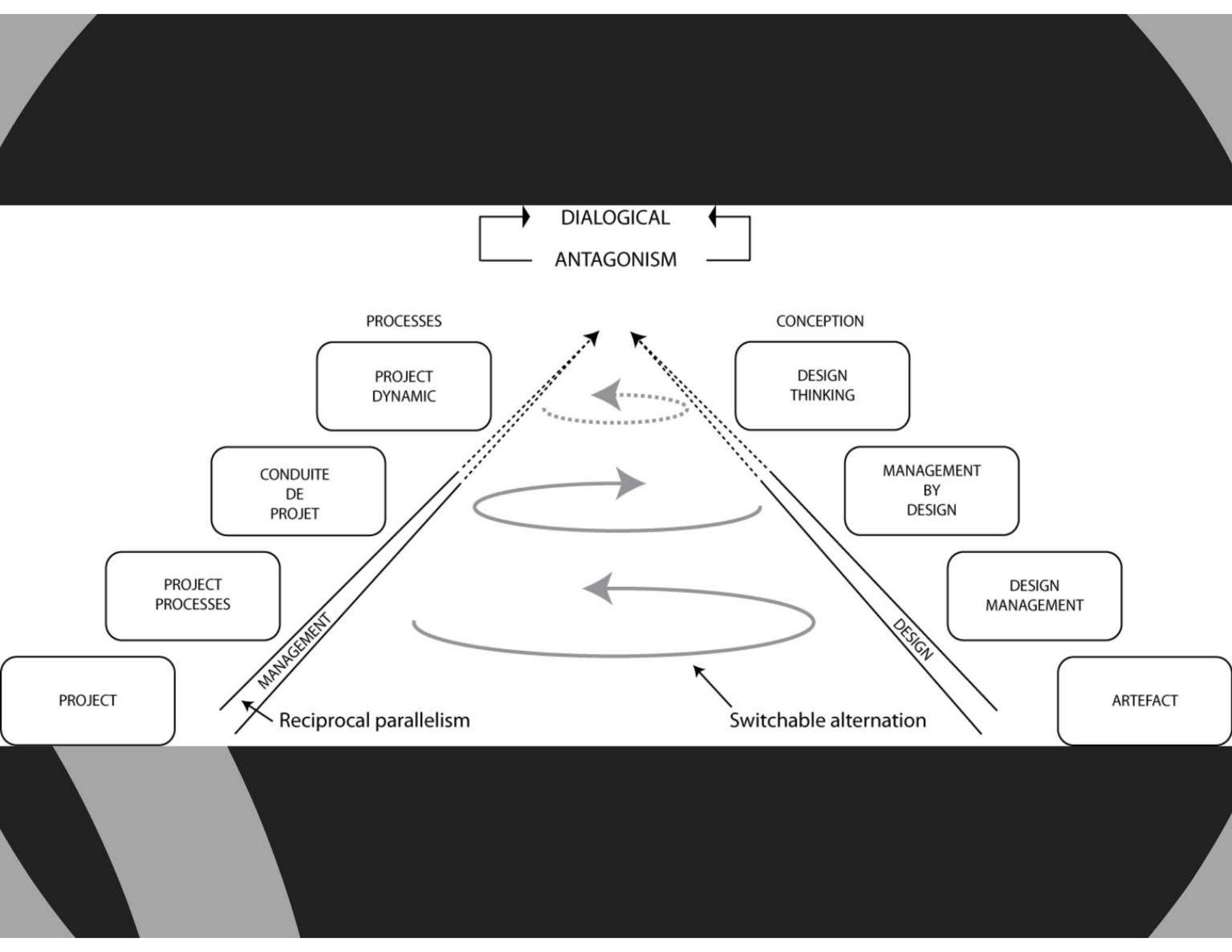


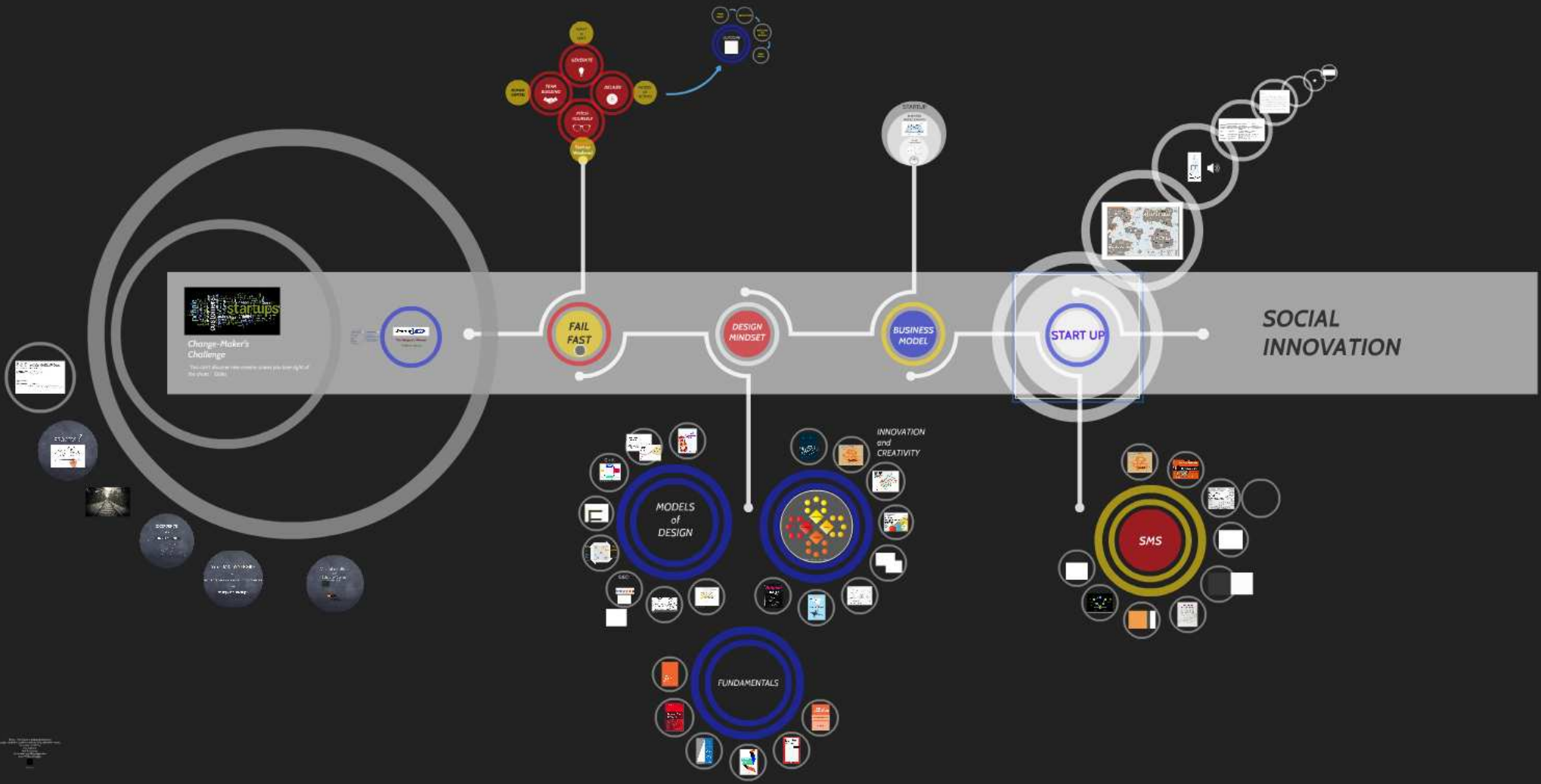
| | | | | |
|------------------------------|---|---|---|-------|
| Innovation Expedition | FORTH: Full steam ahead, Observe and learn, Raise ideas, Test Ideas, Homecoming, Envisioning | Discovery, Testing | Checklist and Open Innovation Culture" | Obser |
| Project process | Deductive, systematic, positivist, linear. Planning | Given Problem | Planning, Control, Risk Management, WBS | Holl |
| Business Model Generation | 9 Basic Building Blocks | Value Proposition | Business Model Canvas | Mob |
| Disciplined entrepreneurship | 6 Themes of the "24 steps to success" | Systematic Framework, step-by-step approach | Integrated Toolbox | Syst |
| Pitch & Presentation | | Identify and validate a large opportunity | Pecha Kucha - Video-Practice | |

| | | | |
|-------------------------|------------------------------|--|---------------------------|
| Entrepreneurship | Disciplined Entrepreneurship | Step by step approach | Aulet, 2013 |
| | Startup Owner's Manual | Step by step approach | Blank & Dorf, 2012 |
| Organisation | Business Model Generation | Business Model Canvas, Value Proposition | Osterwald & Pigneur, 2011 |
| Design | 101 design method | Sense Intent, Design Driven Innovation Process, Design Thinkin | Kumar, 2012 |
| Innovation | The Innovation Expedition | Innovation FORTH Visual Toolkit | Van Wulfen, 2013 |
| | 10 Types of Innovation | Building Blocks of Breakthrough Innovations | Keeley, 2013 |
| Design Thinking | Design for Growth | Integrated design management | |

DESIGN MINDSET

| | Core principles and approach | Main focus | Methods and Tools | Processes |
|------------------------------|---|---|---|---|
| Design process | Abductive, systemic, constructivist, iterative, empathy | Problem Framing, Sense Intent, Sense Making | Mind Mapping, 101 Design Methods | Diverge + Converge |
| Innovation Expedition | FORTH: Full steam ahead, Observe and learn, Raise ideas, Test Ideas, Homecoming. Envisioning | Discovery, Testing | Checklist and Open Innovation Culture" | Observe and learn, raise ideas, test ideas |
| Project process | Deductive, systematic, positivist, linear. Planning | Given Problem | Planning, Control, Risk Management, WBS | Holistic & Fragmented |
| Business Model Generation | 9 Basic Building Blocks | Value Proposition | Business Model Canvas | Mobilize, Understand, Design, Implement, Manage |
| Disciplined entrepreneurship | 6 Themes of the " 24 steps to success " | Systematic Framework, step-by-step approach | Integrated Toolbox | Systematic Iterations |
| Pitch & Presentation | | identify and validate a large opportunity | Pecha Kucha - Video - Practice | |





SOCIAL

INNOVATION