

benefits of design thinking

for startups
incubators &
accelerators



- > faster to market
- > reduce cost & risk
- > tangible outcomes
- > deep understanding of users
- > wide lens for innovation
- > products & services finalization
- > uncovering valuable insights
- > innovation opportunities identification
- > higher profits & shareholder value understanding
- > command brand loyalty
- > streamline business process

about mentor



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what is design thinking?

design thinking is a powerful process of problem-solving which allows teams to broaden their perspective by learning about their users' needs. team can then redefine problems from their users' point of view, generate fresh ideas, and test prototypes with people who will use final product or service. when approaches are applied to business, the success rate for innovation improves substantially.

friends

\$ 250/person

group of 2-5

mid company

\$ 220/person

group of 6-9 people

corporate

\$ 200/person

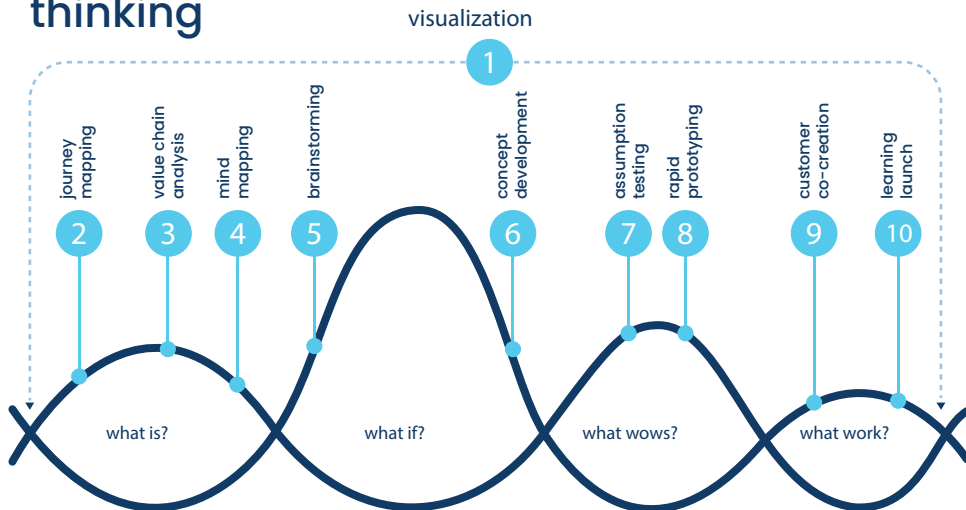
group of 10+ people

this is a **five days** full day real-time practices to learn the theory.

design thinking and the innovation funnel



divergent thinking



design brief	
project description	
intent/scope	
exploration questions	
target users	
research plan	
expected outcomes	
success metrics	
project planning	

design criteria	
design goal	
user perceptions	
physical attributes	
functional attributes	
constraints	

napkin pitch concept name	
need	need
need	need
need	need
need	need

learning guide													
strategic intent													
remaining key assumptions to be tested													
in-market test plan	<table border="1"> <thead> <tr> <th>untested assumptions</th> <th>success metrics</th> </tr> </thead> <tbody> <tr><td>1</td><td></td></tr> <tr><td>2</td><td></td></tr> <tr><td>3</td><td></td></tr> <tr><td>4</td><td></td></tr> <tr><td>5</td><td></td></tr> </tbody> </table>	untested assumptions	success metrics	1		2		3		4		5	
	untested assumptions	success metrics											
	1												
	2												
	3												
4													
5													
financial capital to be expended													

collaboration with team

gain competitive advantage by learning and experimenting, and leveraging design thinking, lean startup and agile

