



Innovative Business Model

Design Thinking & Innovation
Process

Section: A15, Week 15



D'source Project



Open Design School



MoE's Innovation Cell



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: A15


Week 15



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



**“If you want to walk
fast, walk alone. But
if you want to walk
far, walk together.”**

Ratan Tata

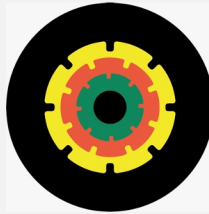
THINK!
DESIGN

DT&I Course – Week 15:



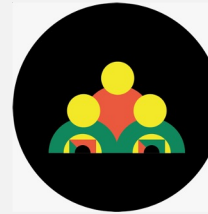
DT&I
Process
(20%)

- > Business Model
- > SWOT/SOAR analysis
- > Business Pitch



DT&I
Tools
(20%)

- > Business Model
- > SWOT/SOAR analysis



DT&I
Project
(50%)

- Apply:
- > Business Model
 - > SWOT/SOAR analysis



DT&I
Case Study
(10%)

- Expert Discourse:
- > Affordable Design Innovation



DT&I Process

A15 Innovative Business Model

Module A15:



Business Model:



Content

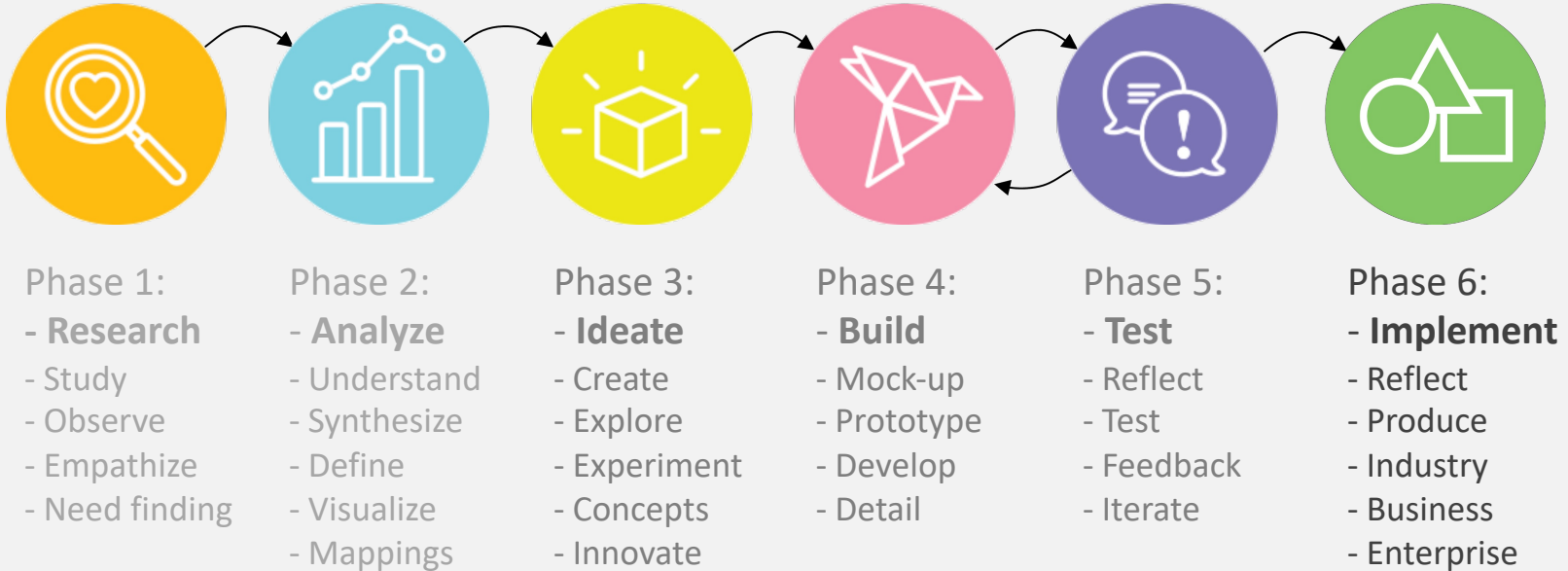
- A15.1: Innovative Business Model
- A15.2: SWOT/SOAR Analysis
- A15.3: Business Pitch Presentation

THINK!
DESIGN



DT&I Process - Implement:

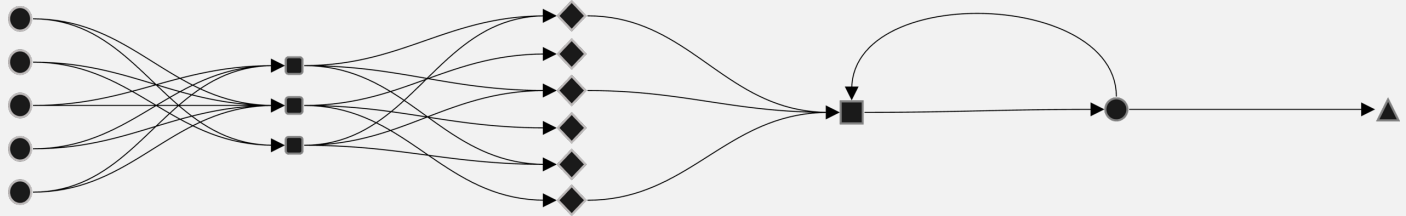
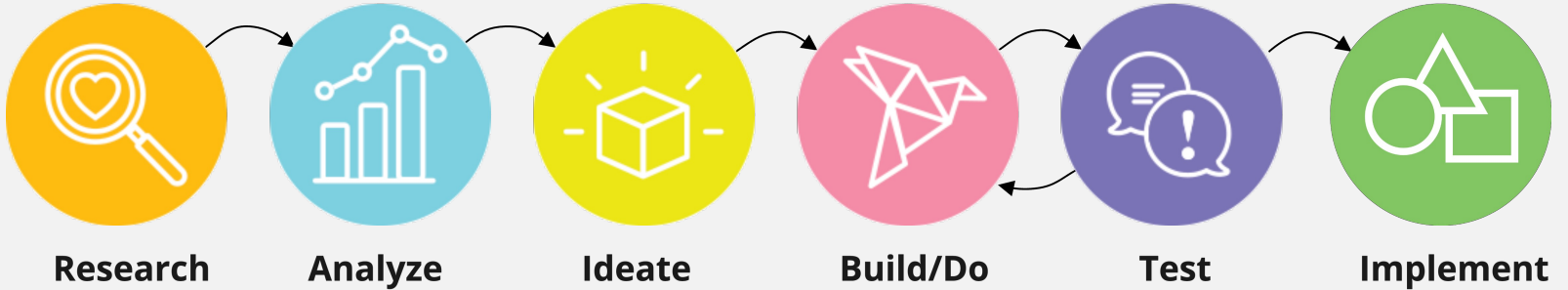
Implement is the final phase of the DT&I process.





DT&I Process - Implement:

Let's summarize:



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A15.1

Innovative Business Model



Innovative Business Model

An Innovative Business Model is a high-level strategic plan for creating and sustaining an innovative organisation.

The Model encapsulates **all the significant components of the organization** - from creating products or services to production to marketing and delivery.

The innovative Business Model has to look at **how value is created, delivered and sustained** – this could be in terms of its social, economic, cultural significance.



Innovative Business Model . . .



A Business Model for an organization to be innovative has to keep track of what works and what does not work and based on this feedback, iteratively redesign its solution.

The business organization for it to be innovative, needs to look at the future in terms of developments in technology, materials, media and be able to integrate these in its solutions.



Innovative Business Model . . .



These considerations are essential for an Innovative Business Model:

- 1. Vision and Mission** (What and How)
- 2. Problem Statement and Opportunities**
- 3. Solution and deliverables**
- 4. Differentiators and Positioning**
- 5. Future Plans**

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A15.2

SWOT, SOAR Analysis



SWOT Analysis

The **SWOT analysis** identifies at a strategic level the strengths, weaknesses, opportunities, and threats of a business organisation.

SWOT analysis helps in making decisions



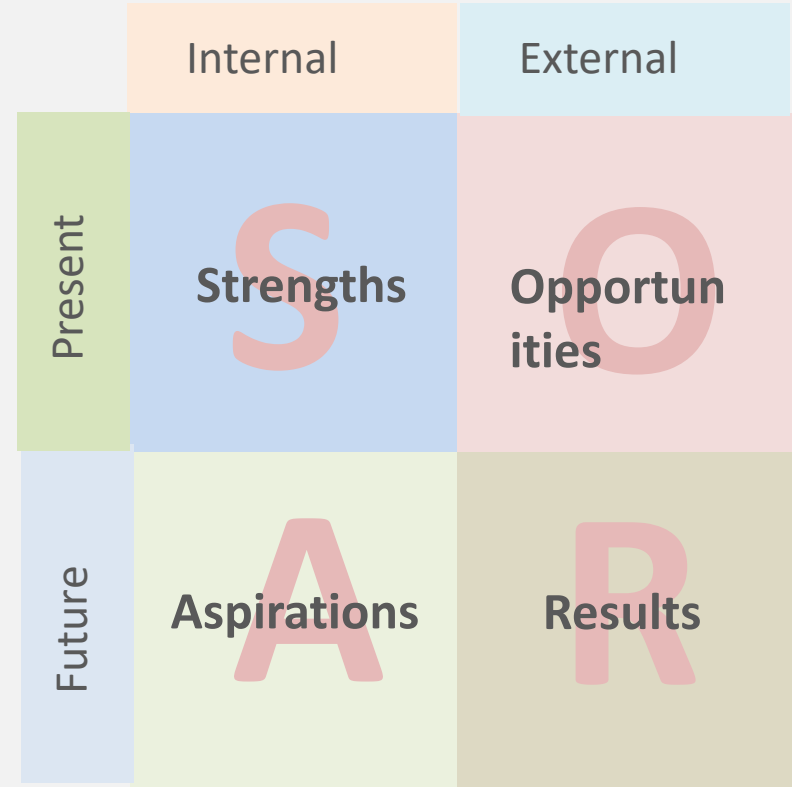
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DESIGN



SOAR Analysis

The **SOAR analysis** identifies at a strategic level the Strengths, Opportunities, Aspirations, and Results of a business organisation.

SOAR analysis helps in making decisions for the present as well as in the future.





Pitch Presentation

A high level presentation of your Innovative Business Model is called a Pitch Presentation.

The Innovative Business Model of your proposed Organisation/company is presented in brief so as to get an overall understanding of the outcomes and the value proposition.

A Pitch presentation is such that it takes only a few minutes to convince potential investors, partners, etc.

In these few minutes you describe what the company is, about existing opportunities, what its products/services are and its future plans.



Business Model Steps:

(Innovative Business Model> SWOT Analysis> SOAR Analysis > Pitch Presentation)



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A15.3

Why is a
Business Model
Important?



Why is 'Innovative Business Model' important?

- The Innovative Business Model encompasses **all the significant components of the organization** - from creating products or services to production to marketing and delivery.
- The Business Model is **useful for further development, getting funded and serves as a reference document/presentation** for starting an innovative business entrepreneurship.

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A15.4

Further Study and References



Further Study and References:

- www.dsource.in
DT&I, Case Studies, Courses, Tools, and Resources
<https://dsource.in/dti>
<https://dsource.in/case-study>
<https://dsource.in/course>
<https://dsource.in/tools>
<https://dsource.in/resource>
- Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation
by Tim Brown and Barry Kätz. , Harper Business, 2009
- Creative Strategy and the Business of Design
by Douglas David, Adams Media, 2024

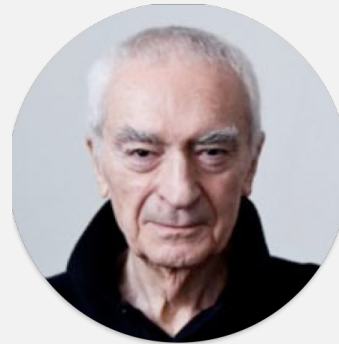
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Design Quote:

“If you do it right,
it will last forever”

Massimo Vignelli





**Thanks very
much for
Listening**

DT&I Process
Section: A15
Week 15

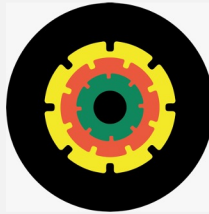
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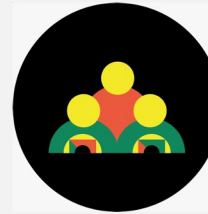
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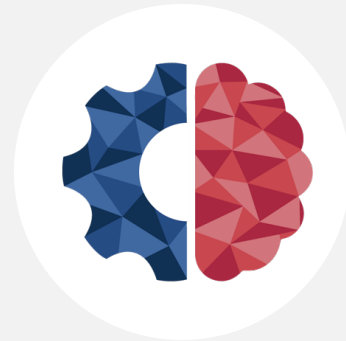
Supporting Organizations:



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Credits:

Presented by:
Prof. Ravi Poovaiah



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Credits:

Camera & Editing:
Santosh Sonawane



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Credits:

Think Design Animation:
Rajiv Sarkar



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Credits:

Graphic Icons:
Shweta Pathare



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Credits:

End Title Music:
C P Narayan



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