

Innovative Business Model

Design Thinking & Innovation
Tools



D'source Project



Open Design School



MoE's Innovation Cell

Section: T15, Week 15



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

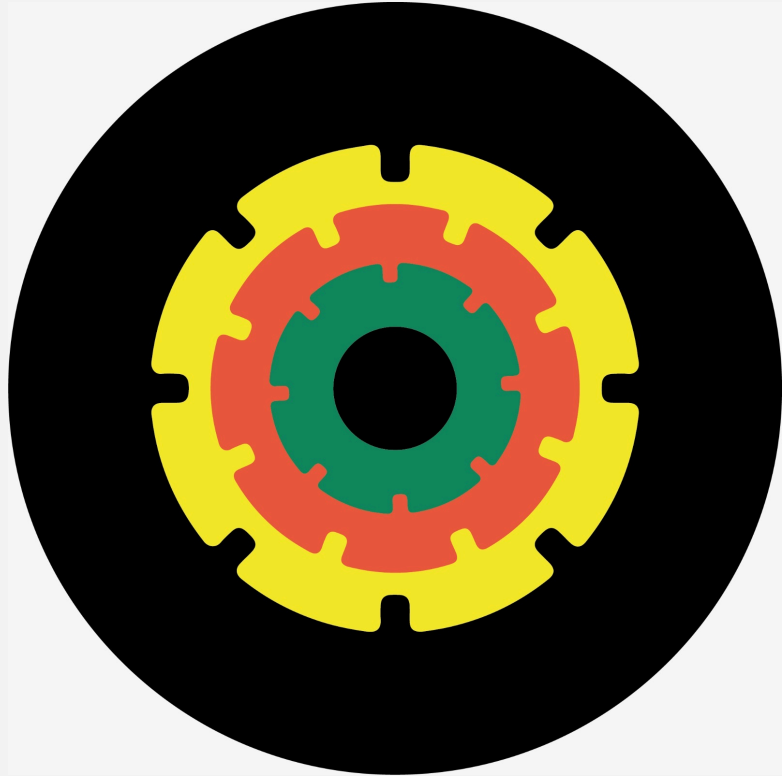
Section: T15
Week 15



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



DT&I Tools

T15 **Innovative
Business Model**
Module T15:

THINK!
DESIGN



T15.1

Innovative Business Model



Innovative Business Model



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

Shown here is how to build a Canvas to **look at all the significant components of the organization** - from creating products or services to production to marketing and delivery and to look at **how value is created and sustained** – could be in terms of its social, economic, cultural significance.



Innovative Business Model Canvas

Name

Name of the proposed company

Key Activities

Key activities of the company –
Product/Services/Process

Vision and Mission

Vision: what would the company do?
Mission: How will the company do it?

Team Members

Names and their expertise

Mentors/Expert Advisors

Names and their expertise

Key Partners

Describe how key partners will support



Innovative Business Model Canvas . . .

Problem Statement

List top problems are being solved

Opportunities

List key opportunities for the business

Solution

List top features of your solution

Deliverables

List major deliverables to the customer

Differentiators

List Unique features of your solution

Positioning

Describe how the solution is positioned in the market



Innovative Business Model Canvas . . .

Key Resources

Physical
Financial
Property
Intellectual
Human

Customer Segment

Primary Customers,
Secondary Customers

Revenue Streams

Sales,
Subscription based,
Honorarium,
Consultancy Fees,
Renting,
Licensing, etc.

Channels

List Medias through
which you can reach
your Customers

Cost Structure

Fixed Costs
Variable Costs

IPR

IP, Open Source,
Creative Commons, etc.

Future Plans

Development
in terms of
technology,
Materials and media

Lean Business Model Canvas . . .

**THINK!
DESIGN**



Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear and compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target Customers and Users
Existing Alternatives List how these problems are solved today.	Key Metrics Key activities you measure	High-Level Concept List your X for Y analogy (e.g. YouTube = Flickr for videos)	Channels Path to customers	Early Adopters List the characteristics of your ideal customers.
Cost Structure List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.			Revenue Structure List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin	
			Ref: https://neoschronos.com/download/lean-canvas/docx/	

THINK!
DESIGN



T15.2

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 and improve performance

Representing in a 2x 2 grid helps in comparison and analysis



Ref:

https://en.wikipedia.org/wiki/SWOT_analysis



SWOT Analysis details



Strengths

- Uniqueness
- Advantages
- What works well

Weakness

- What to improve
- Gaps in skills and expertise
- Limitations

Opportunities

- Market Gaps
- Customer Needs
- Value proposition

Threats

- Competition
- New materials, technology
- Changing Markets

THINK!
DESIGN

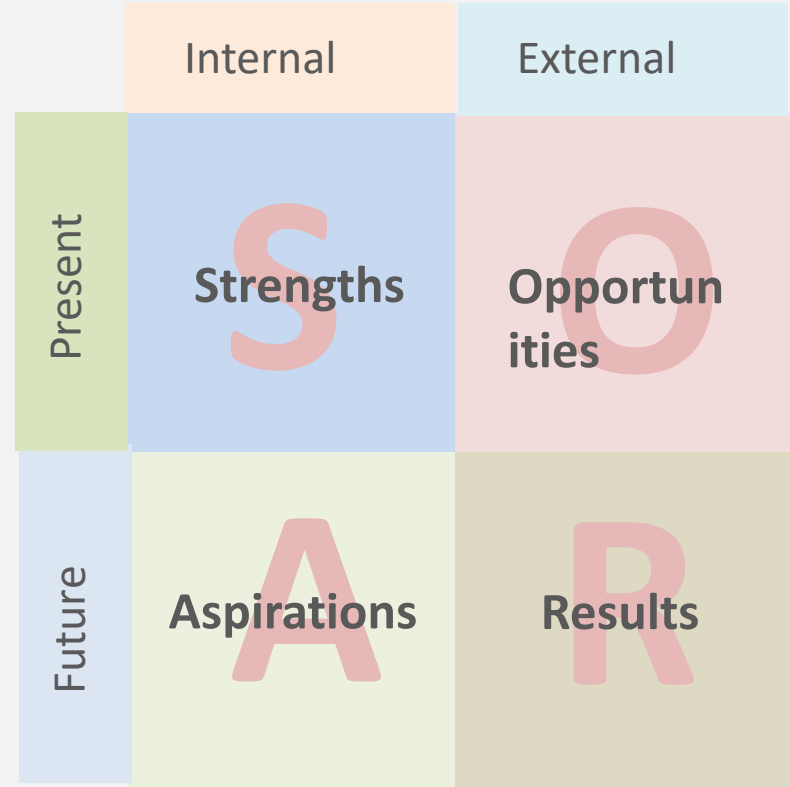


SOAR Analysis

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.

Representing in a 2x 2 grid helps in comparison and analysis





SOAR Analysis details



Strengths

- Uniqueness
- Advantages
- What works well

Opportunities

- Market Gaps
- Customer Needs
- Value proposition

Aspirations

- Future Plans
- Vision and Mission
- Making a difference
- Inspirations

Results

- Achievements
- Setting Goals
- Track Progress
- Improve performance



Pitch Presentation

Make a high level presentation of your Innovative Business Model.

Describe the Innovative Business Model of your proposed Organisation/company 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)





**Thanks very
much for
Listening**

DT&I Tools
Section: T15
Week 15

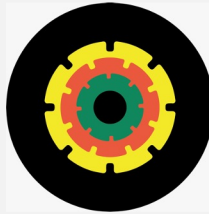
THINK!
DESIGN

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



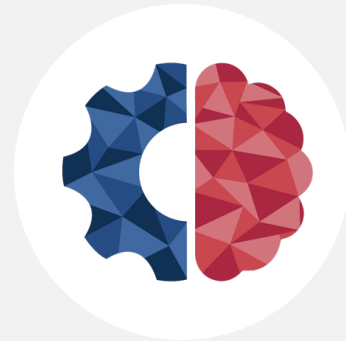
Supporting Organizations:



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Presented by:
Prof. Ravi Poovaiah



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Camera & Editing:
Santosh Sonawane



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Think Design Animation:
Rajiv Sarkar



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Graphic Icons:
Shweta Pathare



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

End Title Music:
C P Narayan



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Produced by:

IDC School of Design
IIT Bombay



D'source Project



Open Design School



MoE's Innovation Cell