



# Final Design Submission

Design Thinking & Innovation  
Project

Section: P16, Week 16



D'source Project



Open Design School



MoE's Innovation Cell



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# **Design Thinking & Innovation (DT&I)**

Section: P16

Week 16



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# **Design Thinking & Innovation (DT&I)**

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# DT&I Project

## P16 Final Design Submission

Module P16:



# Project:

## Content

P15.1: Business Model Canvas

P15.2: SWOT Analysis and SOAR Analysis

P15.3: Pitch Presentation

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P15.1

# Business Model Canvas



# 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**

1. Provide answers for each of the factors as mentioned in the next three pages
2. After this, fill up the Lean Business Model Canvas Chart so that you have it all in one page.



# 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 . . .

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

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P15.2

# SWOT, SOAR Analysis

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# 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](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

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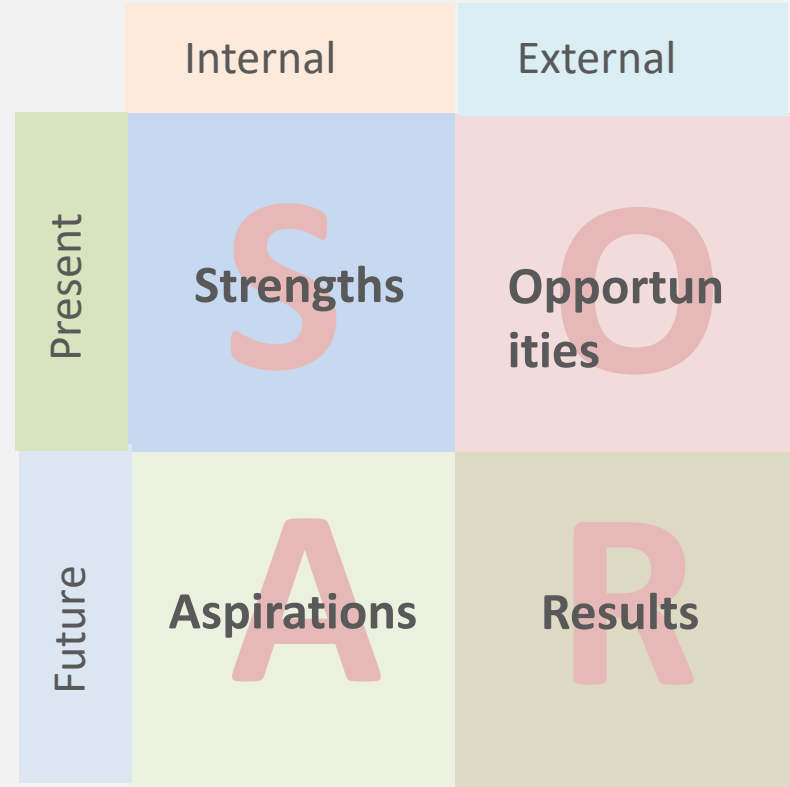


# SOAR Analysis

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

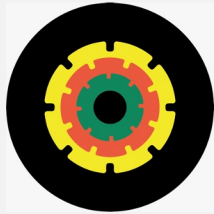
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# DT&I Course – Week 15:



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:



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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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## Credits:

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