

WIPO Women Innovators & Entrepreneurs Program

# Bringing your ideas to life

June 2022

# Hi, I'm Claire!

## DESIGN STRATEGIST & BUSINESS DESIGNER

- › Cross-disciplinary technology background in Product & Engineering (B2B & B2C), UX Design & Operations Mgmt.
- › Led the Google Design Sprint Master Academy, training 500+ design sprint masters around the globe.
- › Academic background in cross-cultural communication, decision making & social influence.



board of  
innovation



INVITAE



## Getting to know each other: What area/industry are you in?

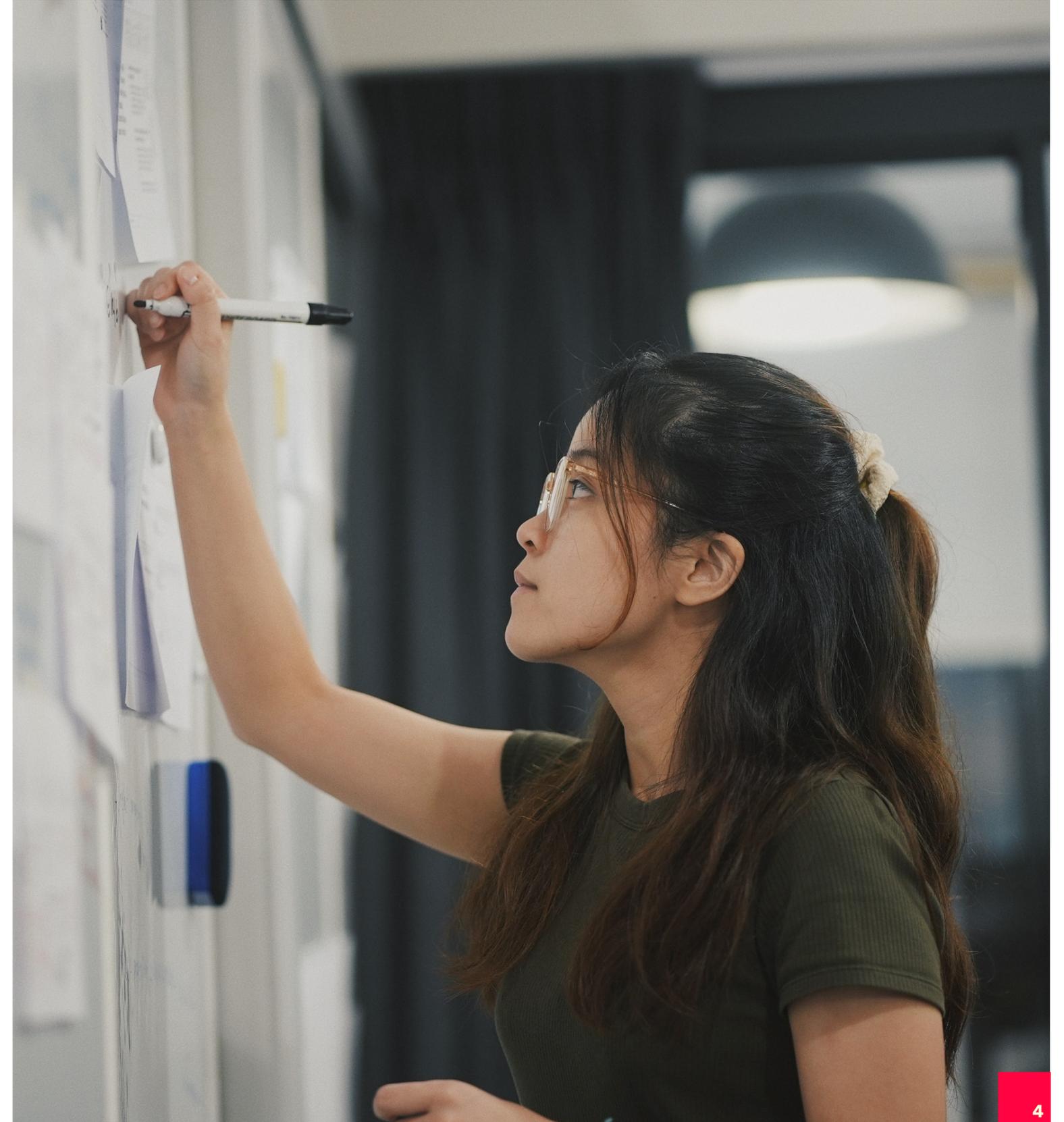


# Goals for today

- › Introduce you to the concepts of innovation, including problem framing, ideation & validation
- › Create a safe space to ask questions & connect
- › Empower you with tools and resources to kick-start your ideas & businesses

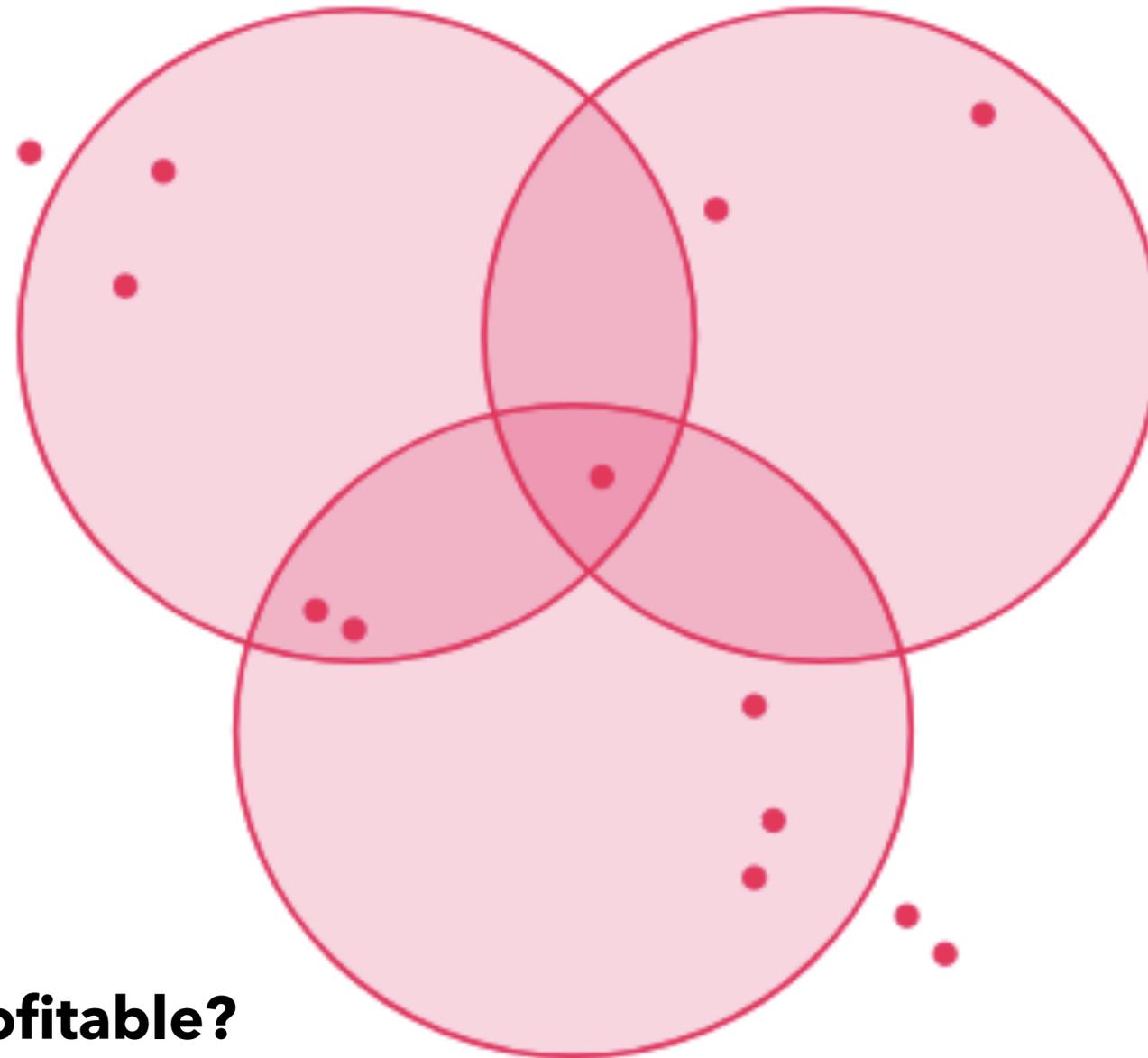
**What are you interested most to learn today about bringing ideas to life?**

Share in the chat!



# Finding the innovation sweet spot: where to start?

**What is feasible?**  
Engineering

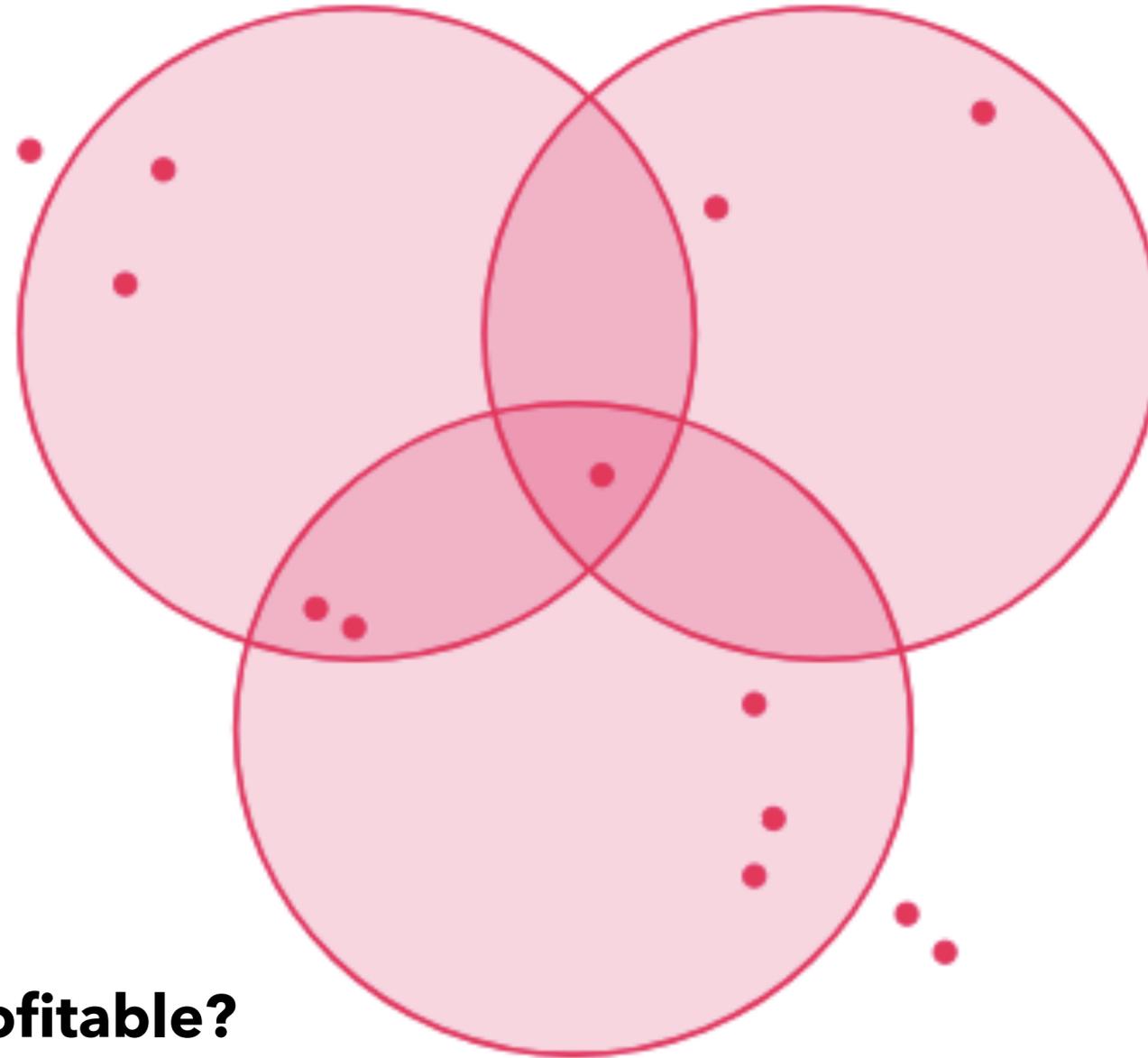


**What is desirable?**  
User experience  
Customer support

**What is profitable?**  
Business, Marketing  
Product management

# Finding the innovation sweet spot: where to start?

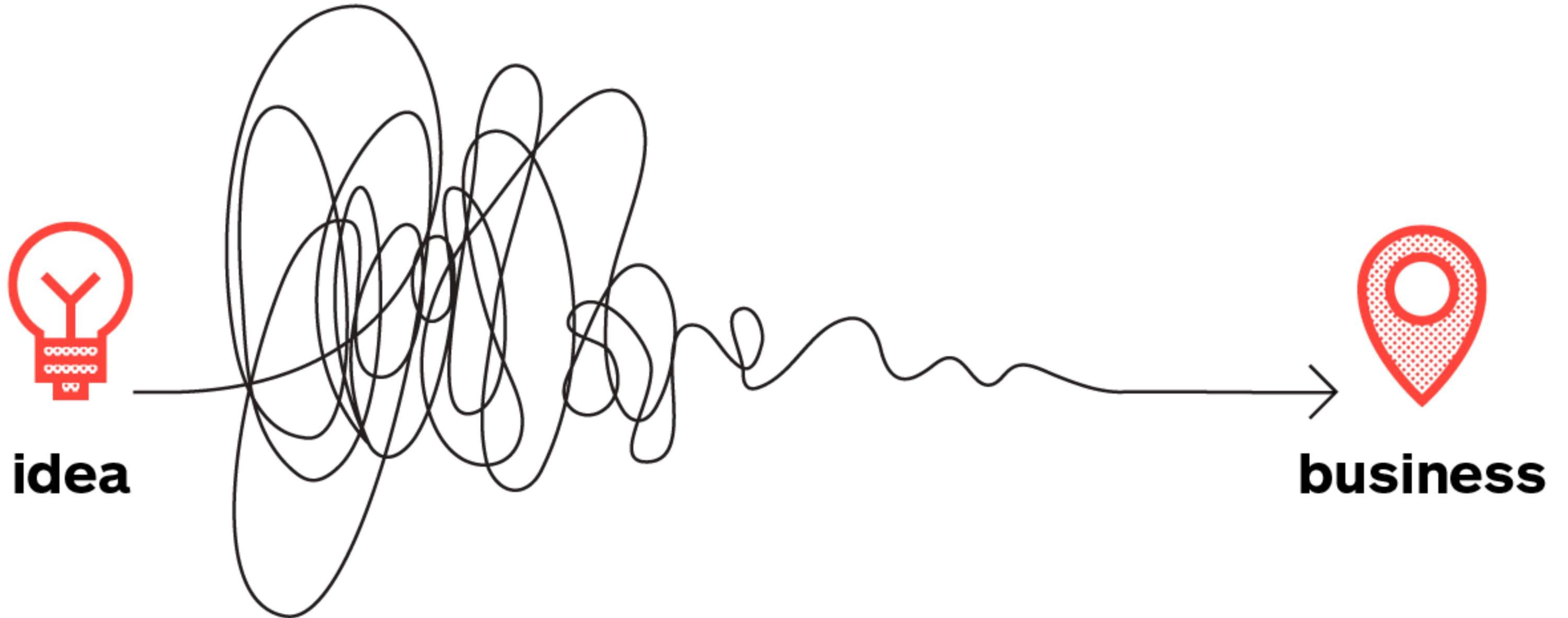
**What is feasible?**  
Engineering



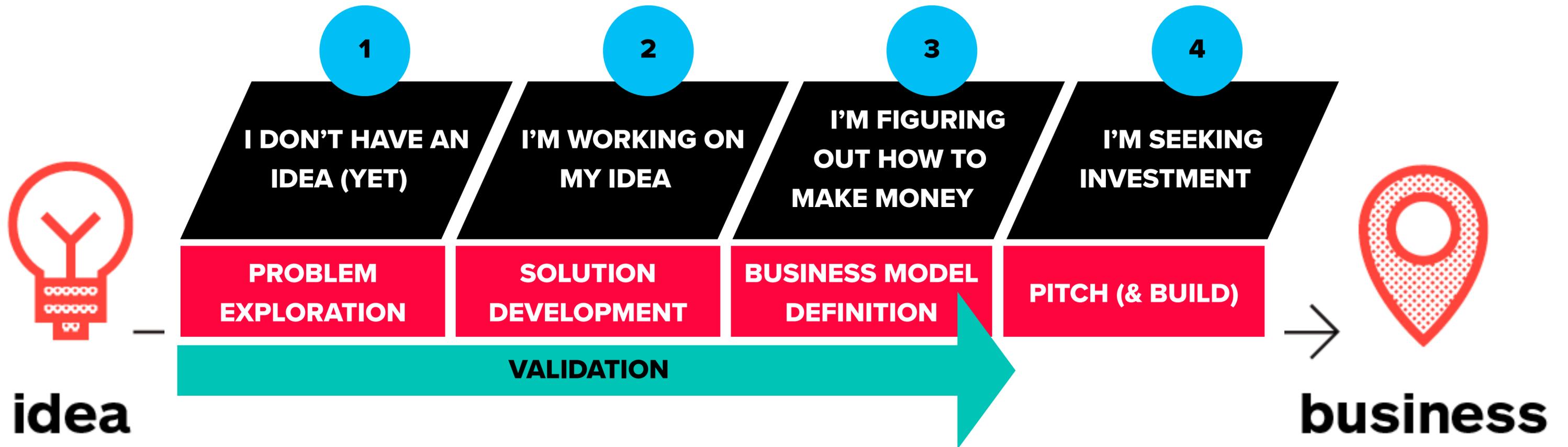
  
**What is desirable?**  
User experience  
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**What is profitable?**  
Business, Marketing  
Product management

# The innovation journey



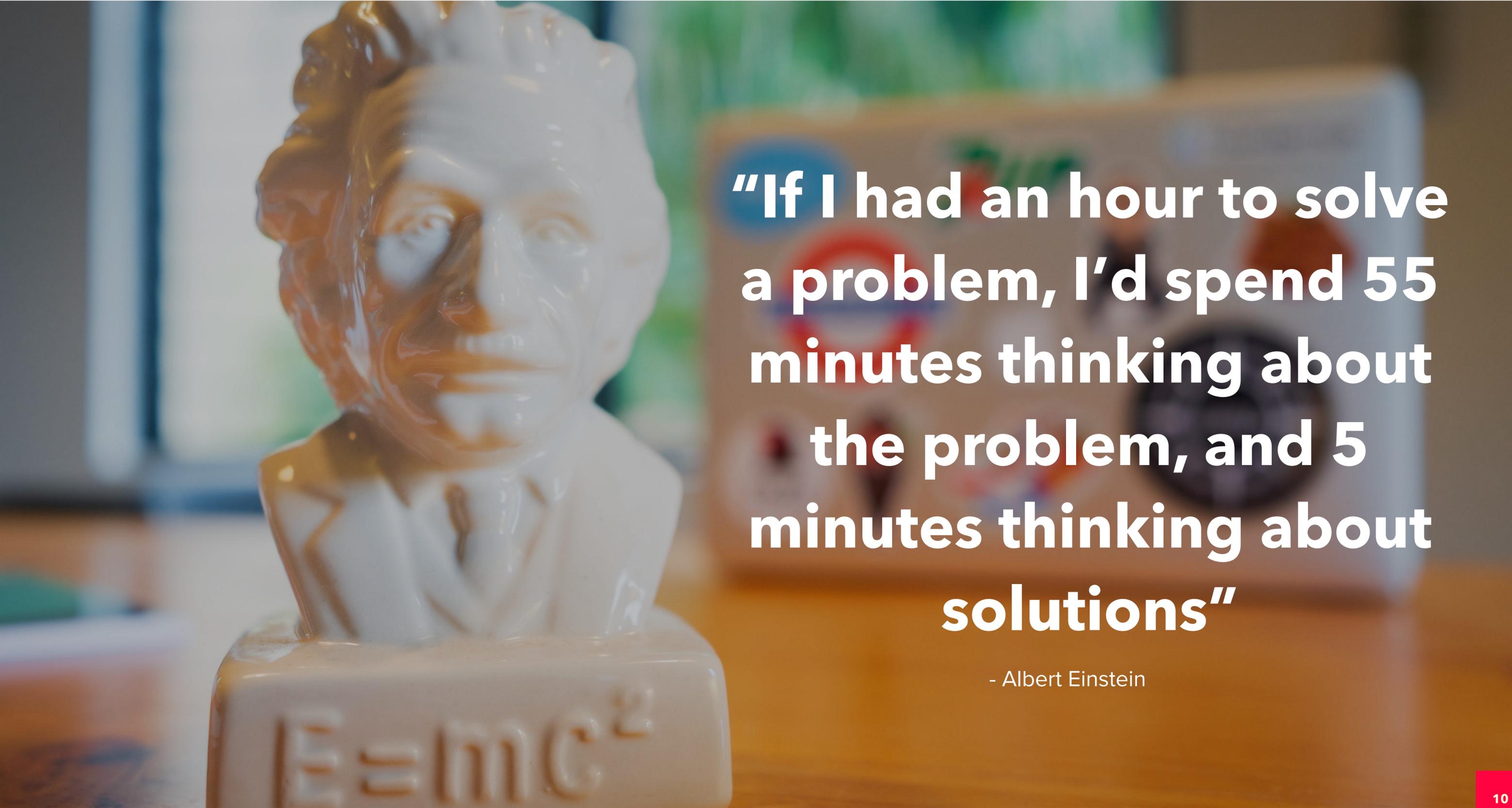
# The innovation journey



**PROBLEM  
EXPLORATION**

You don't have an idea (yet). What now?

**What problem are you solving?**



**“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem, and 5 minutes thinking about solutions”**

- Albert Einstein

# Problem Exploration

You will be answering questions such as:

- > **Who** is the customer?
- > What are their problems?
- > How are they currently solving those problems?
- > Is the problem we identified worth solving?

One of the main reasons start-ups fail is because there is **no market need**. This is why a thorough understanding of your problem space is the most critical aspect in the startup journey.





# How?

- > User interviews
- > Consult with experts
- > Journey mapping
- > Problem sizing
- > Opportunity mapping

# Example:

I interviewed Whitney, a mother trying to transition her teenage children to take control of their own healthcare.

When she looked for help, she didn't get any, and was frustrated: "I was told: when your child is ready, they'll ask questions" but she didn't want her children to have an emergency, and be unprepared.

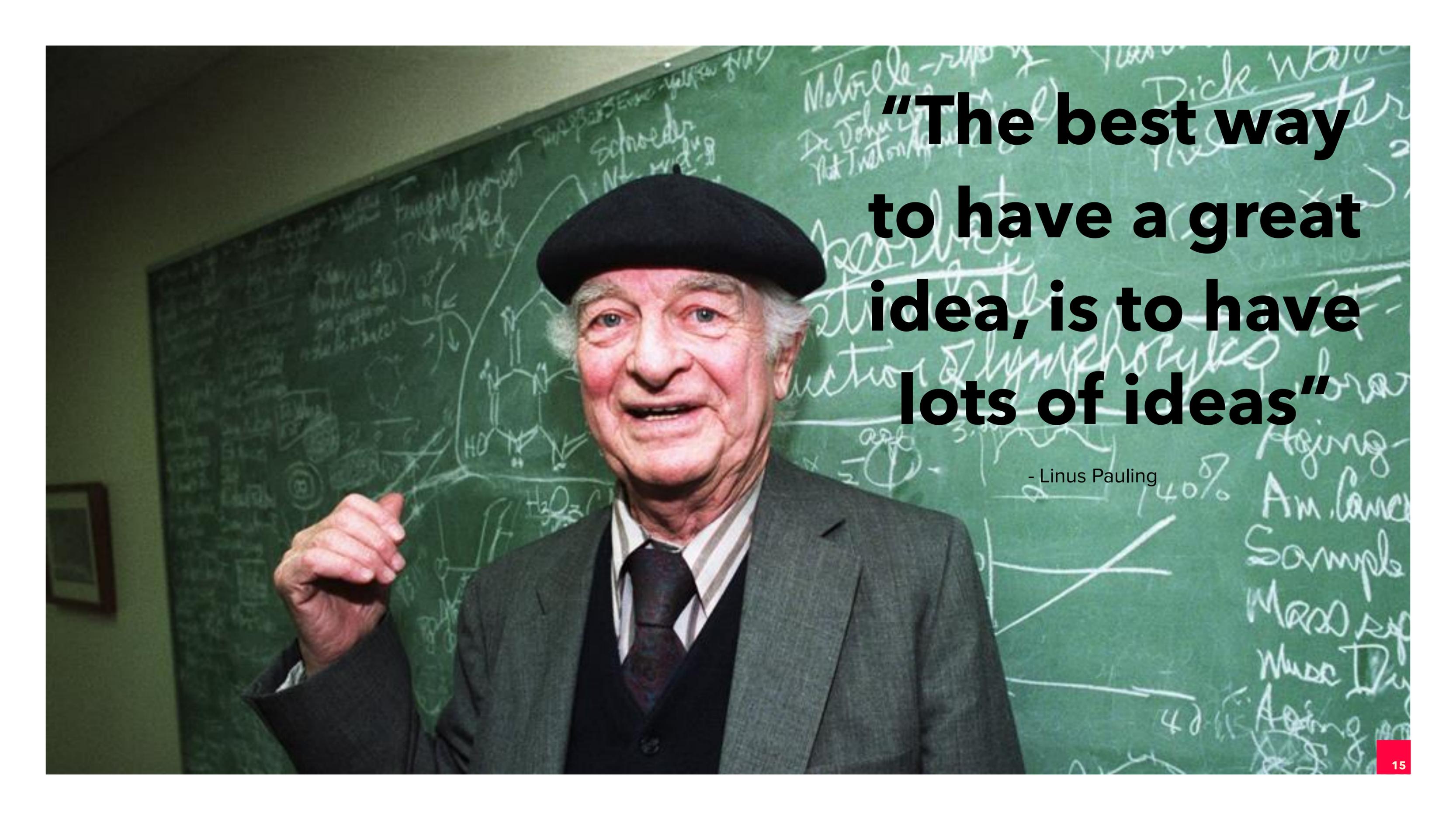
**Problem:** Whitney and other moms like her feel unsupported and alone because of the lack of healthcare guidance for her children when she isn't able to be there.



**PROBLEM  
EXPLORATION**

You have identified a problem. What now?

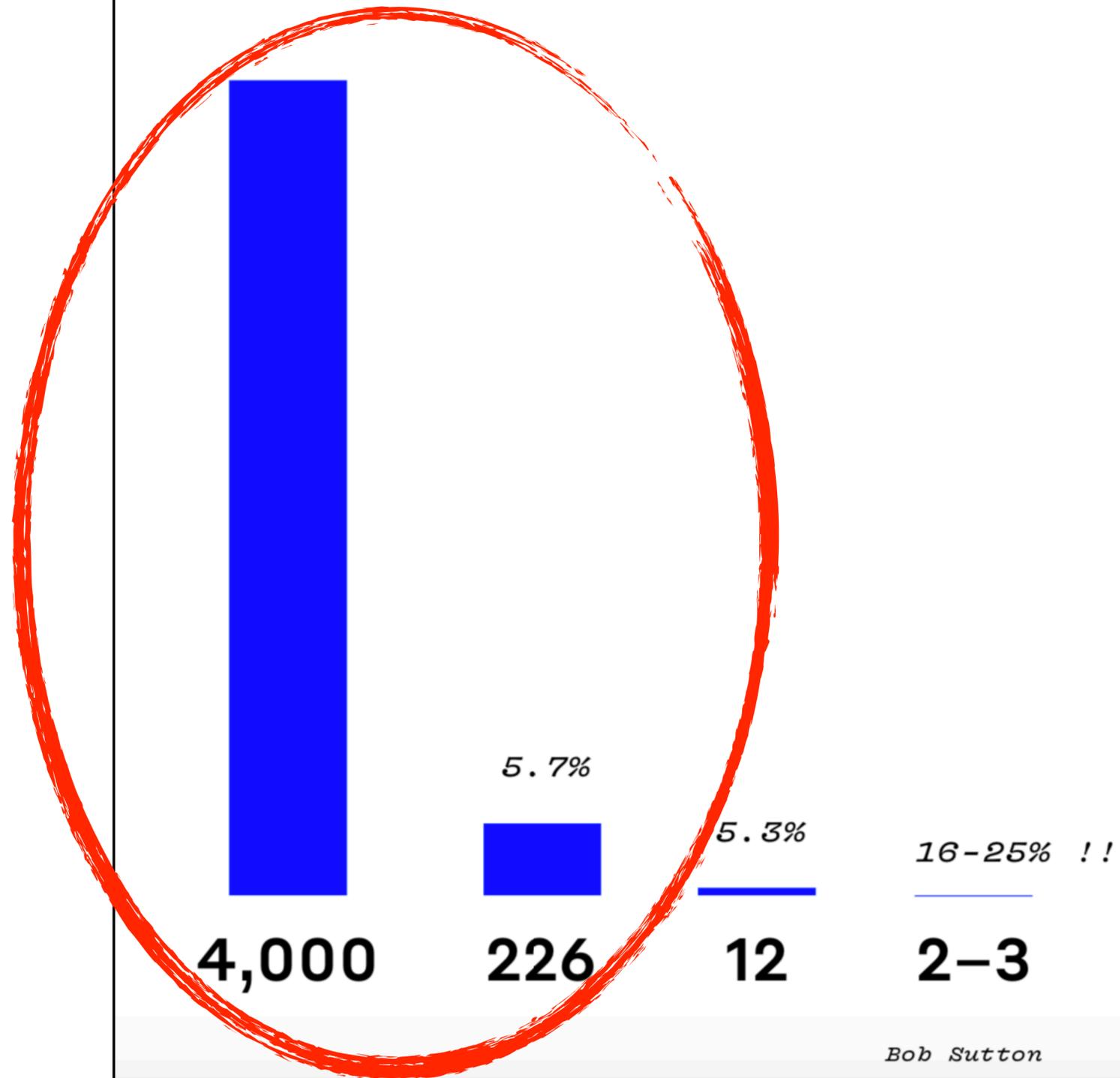
**What ideas might solve the problem?**

A photograph of Linus Pauling, an elderly man with white hair, wearing a dark beret, a grey suit jacket, a dark vest, a white shirt, and a dark tie. He is smiling and pointing his right hand towards the left. Behind him is a large green chalkboard filled with handwritten notes and diagrams in white chalk. The notes include names like 'Melville', 'Dick Warr', 'Schroeder', 'Dr. John', 'Dick Warr', 'Aging', 'Am. lance', 'Sample', 'Mass', 'Musc', 'Aging', and '40'. There are also chemical structures and diagrams drawn on the board.

**“The best way  
to have a great  
idea, is to have  
lots of ideas”**

- Linus Pauling

# Exploration Funnel

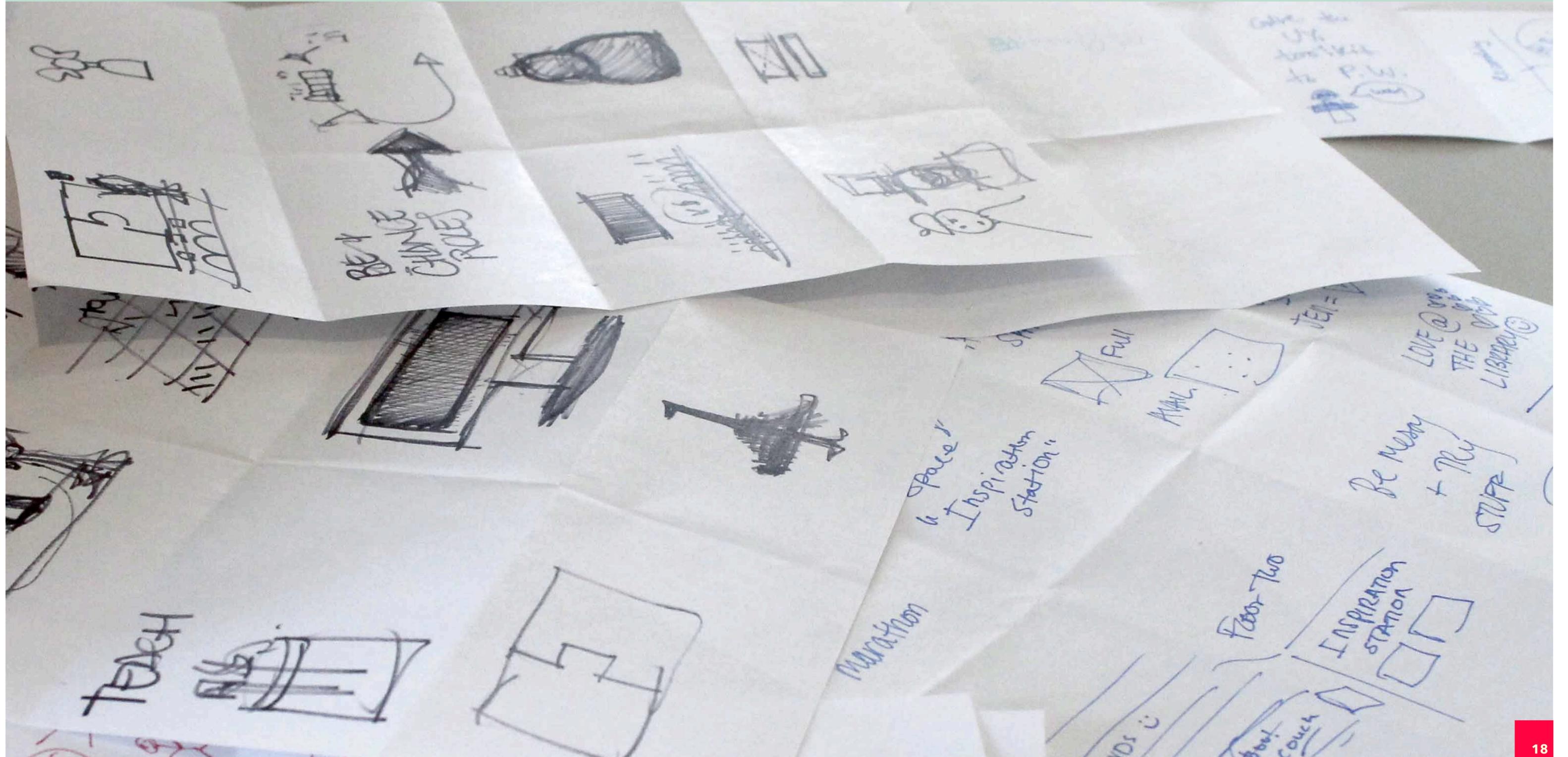


# Ideation Do's

- › Be open minded
- › "Yes, and" mentality
- › First individually, then together
- › Put yourself in a creative environment
- › Collaborate with others
- › The crazier the better - think big!
- › Start with a warmup
- › Drawing is better than writing



# Technique 1: Crazy 8s & Brainwriting



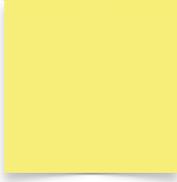
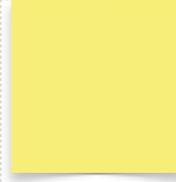
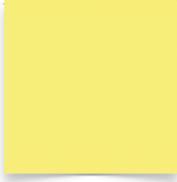
# Individually Brainstorm

How might we:

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		Idea	Idea
	Idea	Idea	Idea
Idea	Idea	Idea	Idea
Idea	Idea	Idea	Idea
Idea	Idea	Idea	Idea
Idea	Idea	Idea	Idea

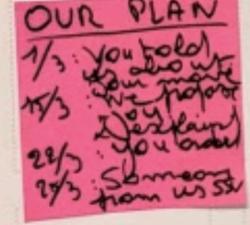
# Share Aloud



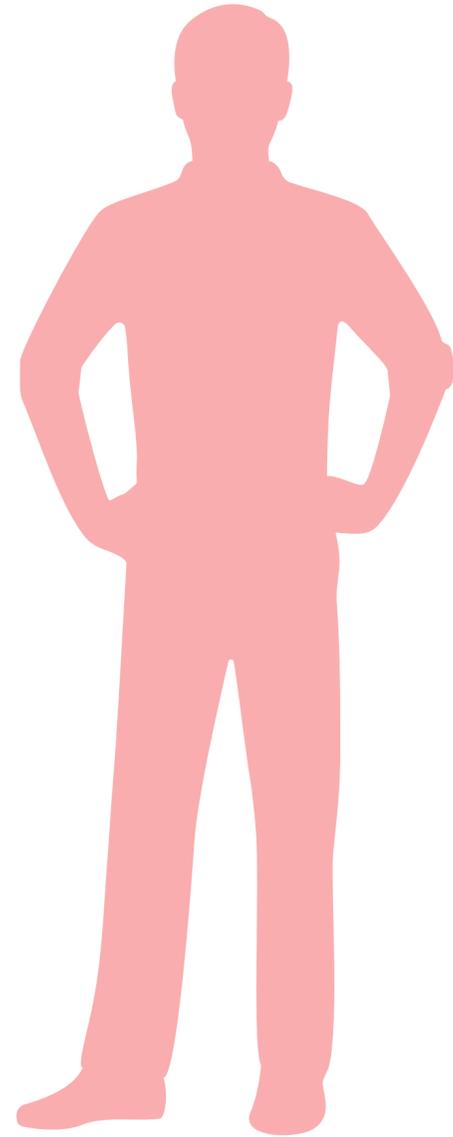
# Stand & add-on together

How might we:

Show / Explain Step - by - Step Communi

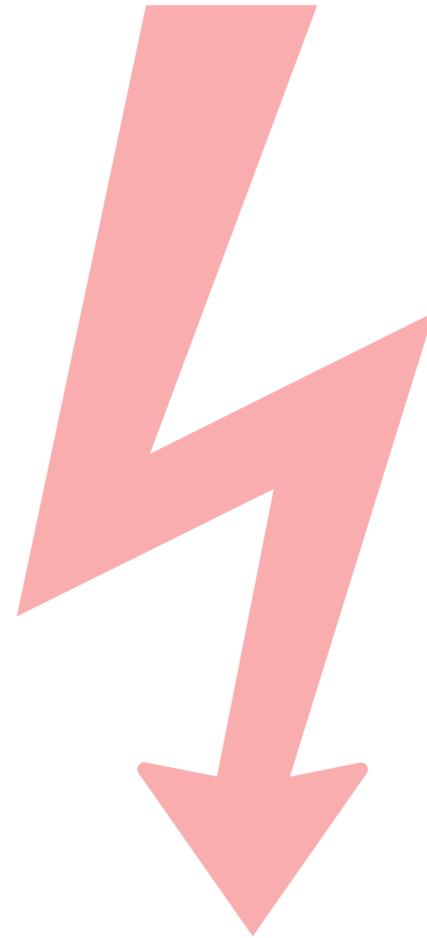
	Idea		
	Idea		
	Idea	Idea	Idea
Idea	Idea	Idea	Idea
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# Recipe for great ideas



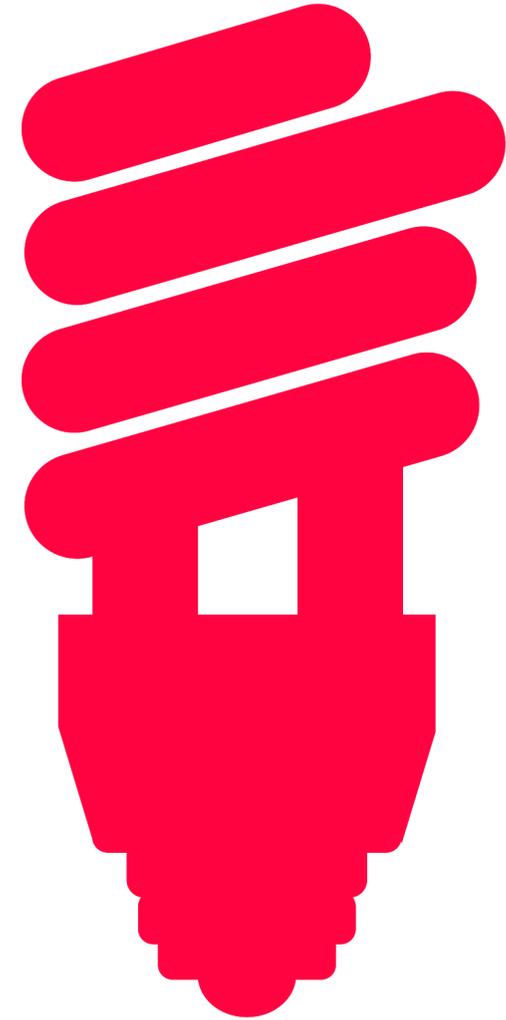
Problem or  
User Need

+



Trigger

=



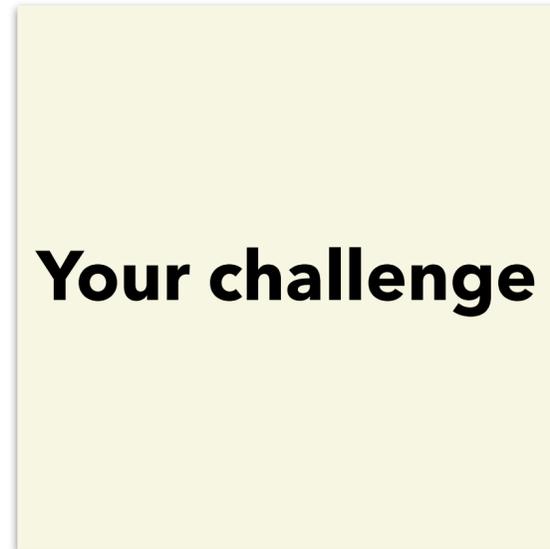
Idea

# Technique 2: Brainstorm cards to trigger ideas

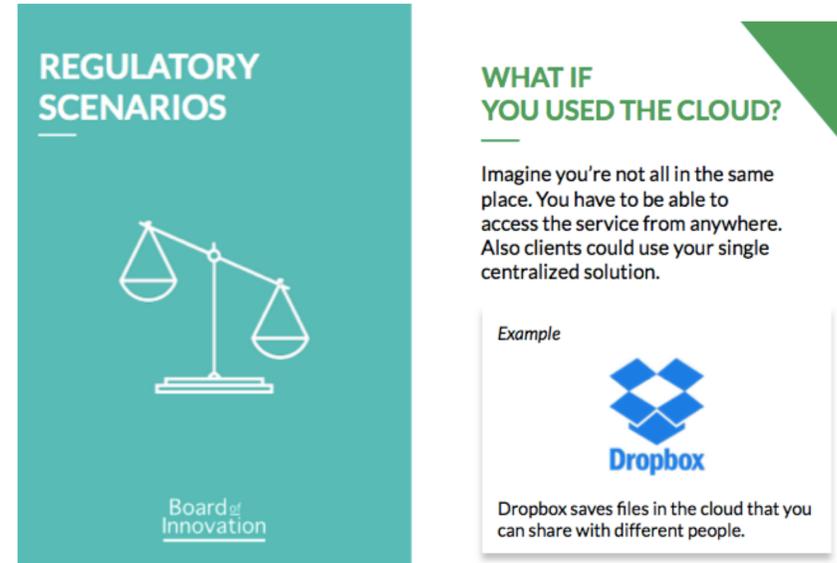
TECHNOLOGICAL TRENDS	CUSTOMER TRENDS	REGULATORY SCENARIOS	OUTSIDER PERSPECTIVE
<p><b>WHAT IF your client is not able to read?</b></p> <p>Imagine an offering that could work for kids without need to explain it</p>  <p><i>Ipads are that user friendly that kids from 2 year old can use it. The intuitive interface design allows users to learn by doing.</i></p>	<p><b>WHAT IF you only had clients of 90 years old?</b></p> <p>Imagine an offering that is dummy proof, has no need to be explained and does not require clients to visit a physical place.</p>  <p><i>Lift Hero has created a peer-to-peer lift service that uses trained or studying medical professionals to drive the elderly safely to their destination.</i></p>	<p><b>WHAT IF the product was also an experience?</b></p> <p>Imagine if just buying or opening the product was an experience, like an add-on to the product.</p>  <p><i>Nespresso turns buying coffee pads into an experience for their customers.</i></p>	

# Brainstorm Cards

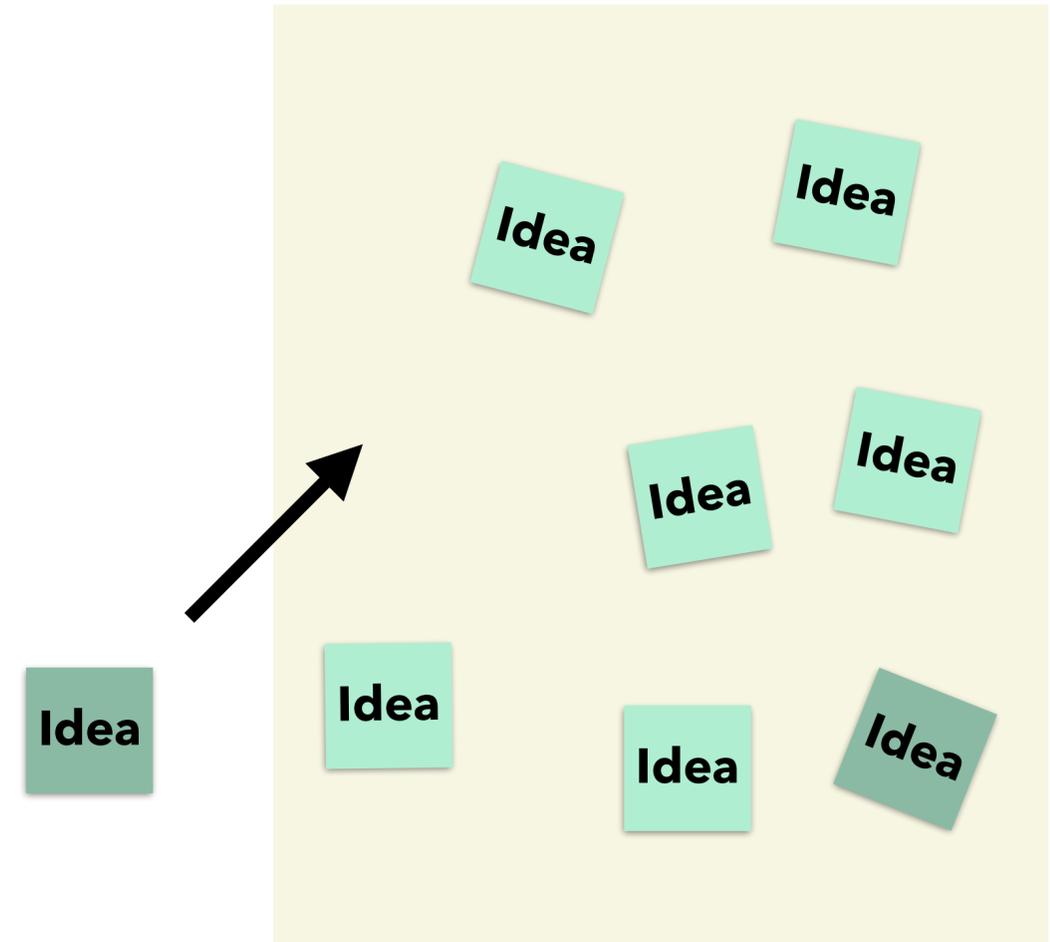
## 1. How might we...



## 2. By Using



## 3. Create amazing ideas



...and build on them

## Technique 3: Analogy Thinking

**80%**

**of ideas come from analogy thinking**

# Cyclonic separator



# Dyson



# Kingfisher



# Shinkansen



## Darkling Beetle



## Dew Bank Bottle



# Analogy thinking

	<b>1 Case</b> Write down the name of the company		

# Analogy Thinking

## Step 1.

Pick a case or example

## Step 2.

Define which insights you like about this specific case

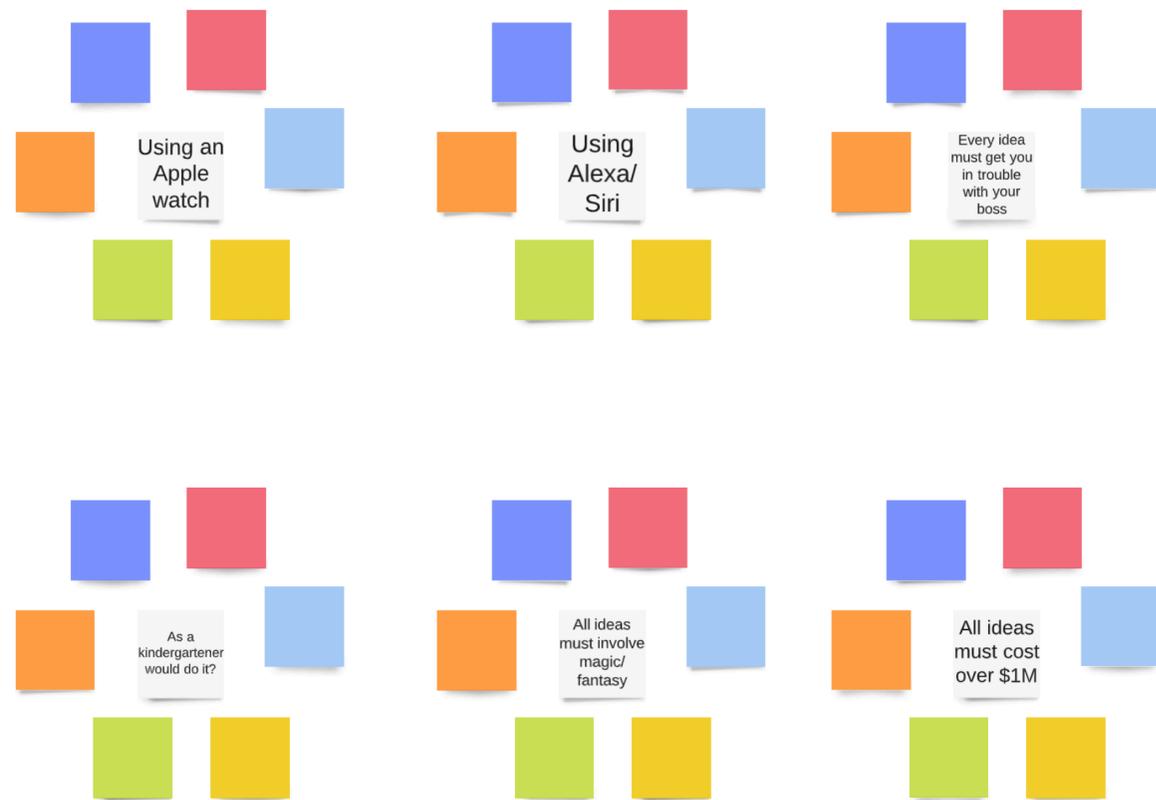
## Step 3.

Come up with ideas about how these insight could be applied to your problem

# Example:

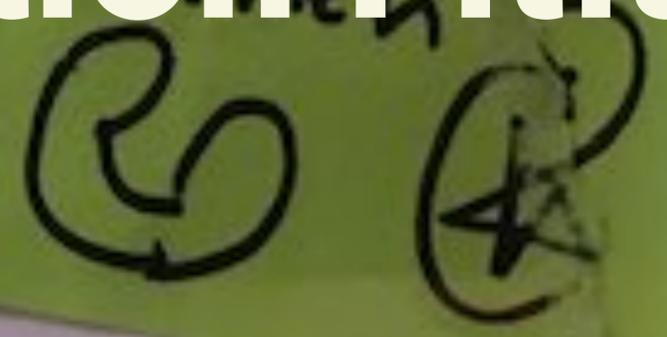
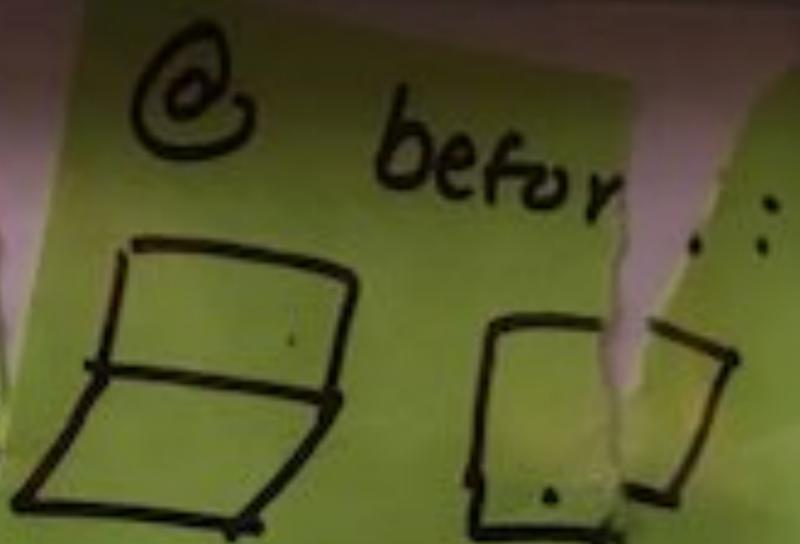
The team and I brainstormed LOTS of ideas to help Whitney and her teenagers.

Then, we voted to pick our favorite: **an SMS text service.**



# Common Ideation Pitfalls

FACILITATE  
TOP 3 QUESTIONS



# Pitfalls of Ideation

**“I LOVE MY IDEA, AND  
DON'T WANT TO  
KILL IT”**

**FORCE YOURSELF  
TO KILL IT - AT  
LEAST FOR NOW...**

**YOUR FIRST IDEA IS  
USUALLY NOT  
YOUR BEST IDEA**

# Pitfalls of Ideation

**“MY IDEA IS PERFECT  
AS-IS”**

**IDEAS CAN  
ALWAYS BE  
IMPROVED -  
ESPECIALLY  
FOR DIFFERENT  
USER GROUPS**

# Pitfalls of Ideation

**“I DON'T WANT TO INVOLVE OTHER PEOPLE”**

**INVOLVING OTHERS WILL STRENGTHEN YOUR IDEA!**

# Pitfalls of Ideation

**“MY IDEA ISN'T  
ORIGINAL ENOUGH”**

**YOUR IDEA CAN BE  
UNIQUE IN MANY  
WAYS - NOT ONLY IN  
THE PRODUCT...**

You have a great idea. What now?  
**Is your concept clear?**



# Example:

We created **Ask Reeni**, an **SMS texting hotline for healthcare questions** for moms like **Whitney** feeling unsupported with the health guidance for her teenagers.

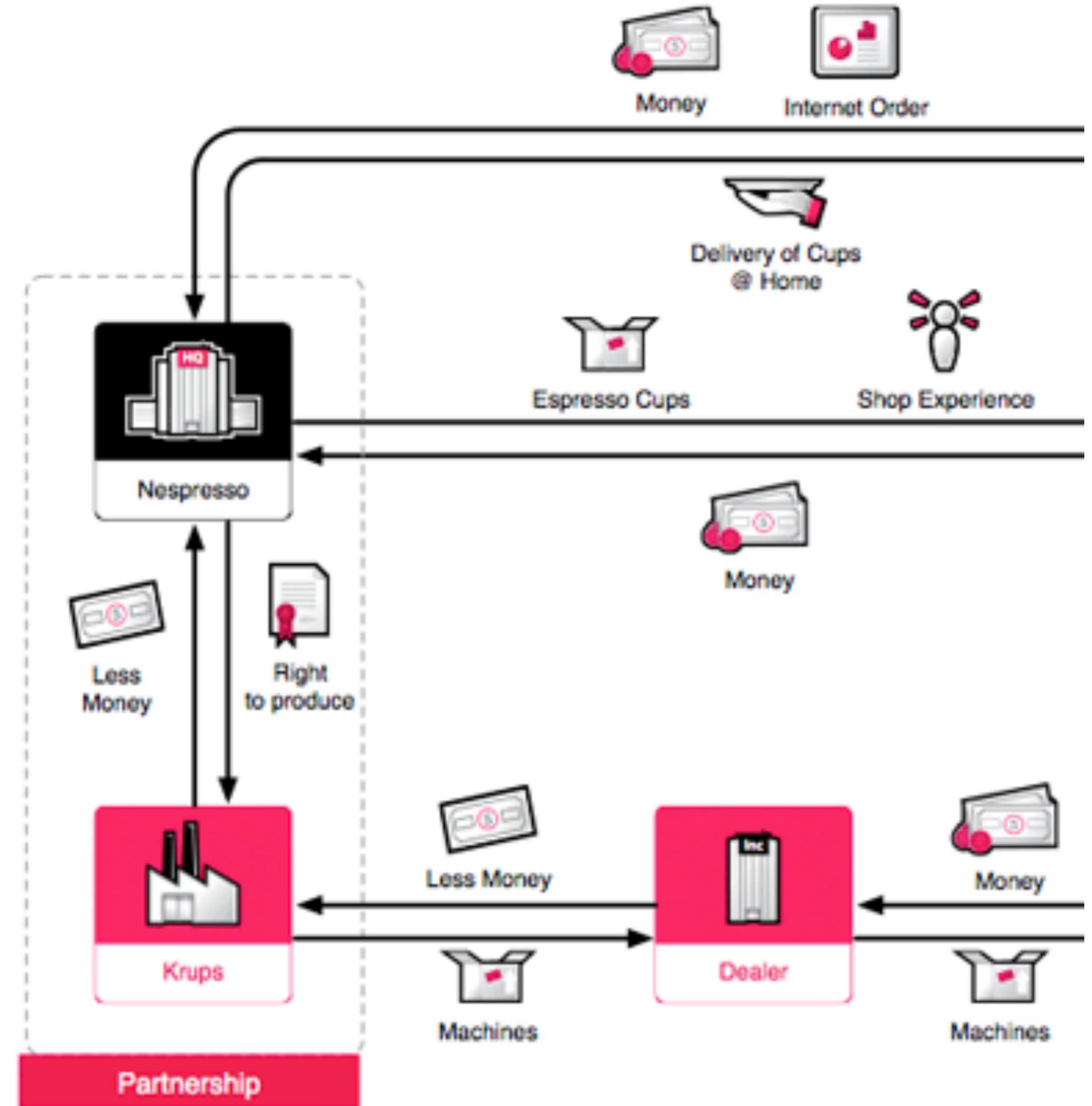
Ask Reeni provides **private on demand answers about healthcare for her teenagers**. Unlike current solutions, our solution will be **quick, simple and accessible**, and will give her **peace of mind** that her children are on track to navigate their health journeys with the right tools and resources.



# Business Model Design

You will be answering questions such as:

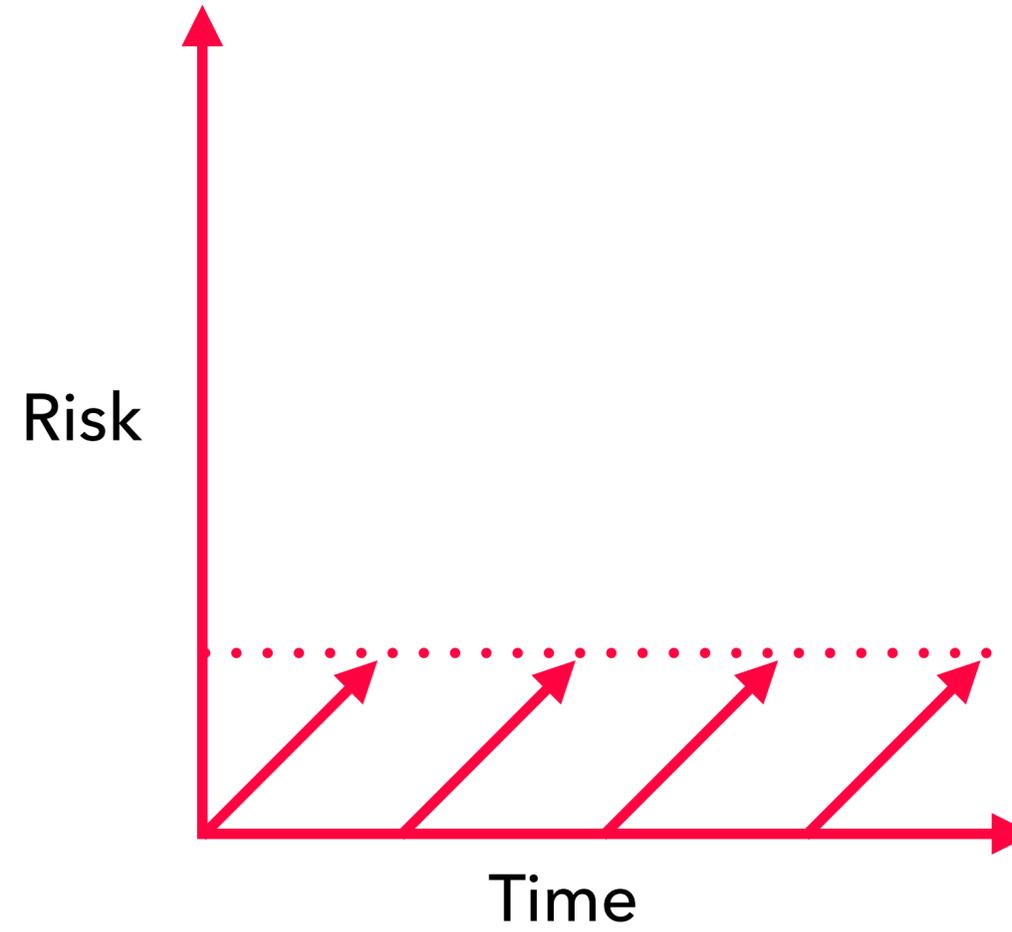
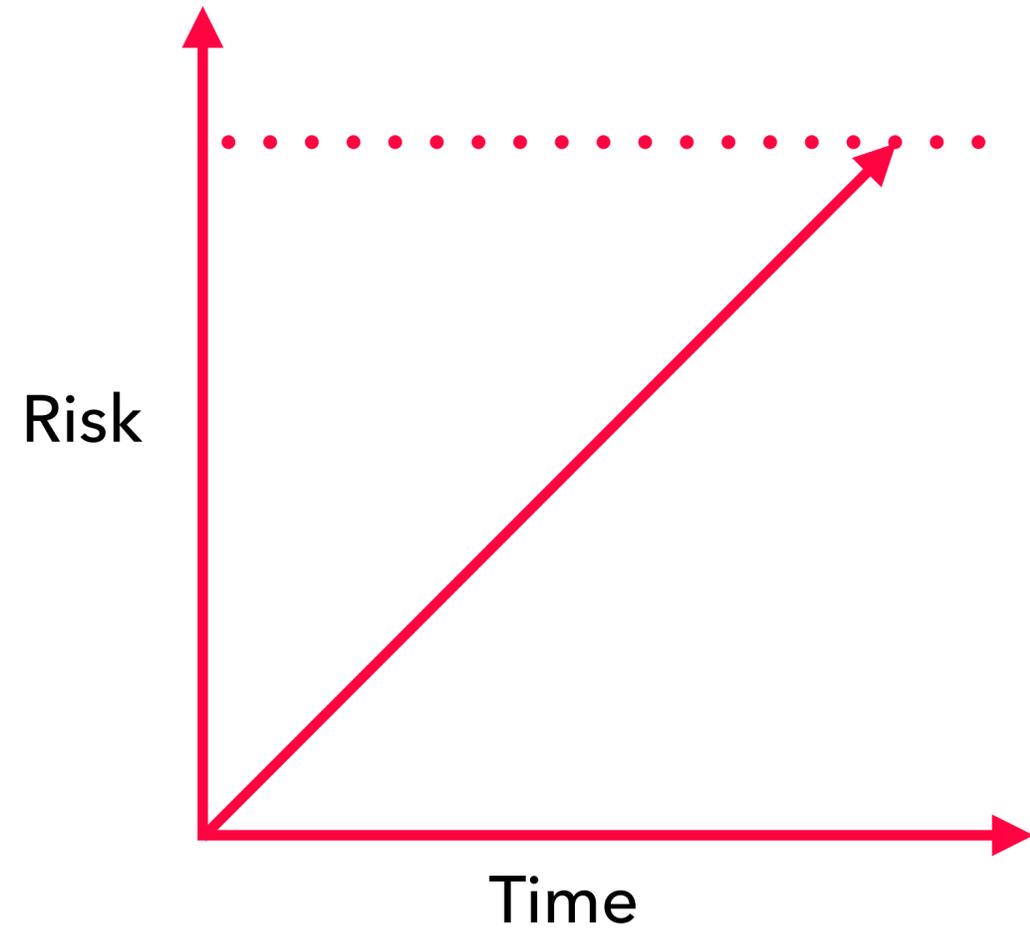
- > How can we create value?
- > Who will pay? How much?
- > What is the willingness to pay?
- > What additional revenue streams can we utilize?



Your concept is very clearly defined. What now?

**Have you tested with real people?**

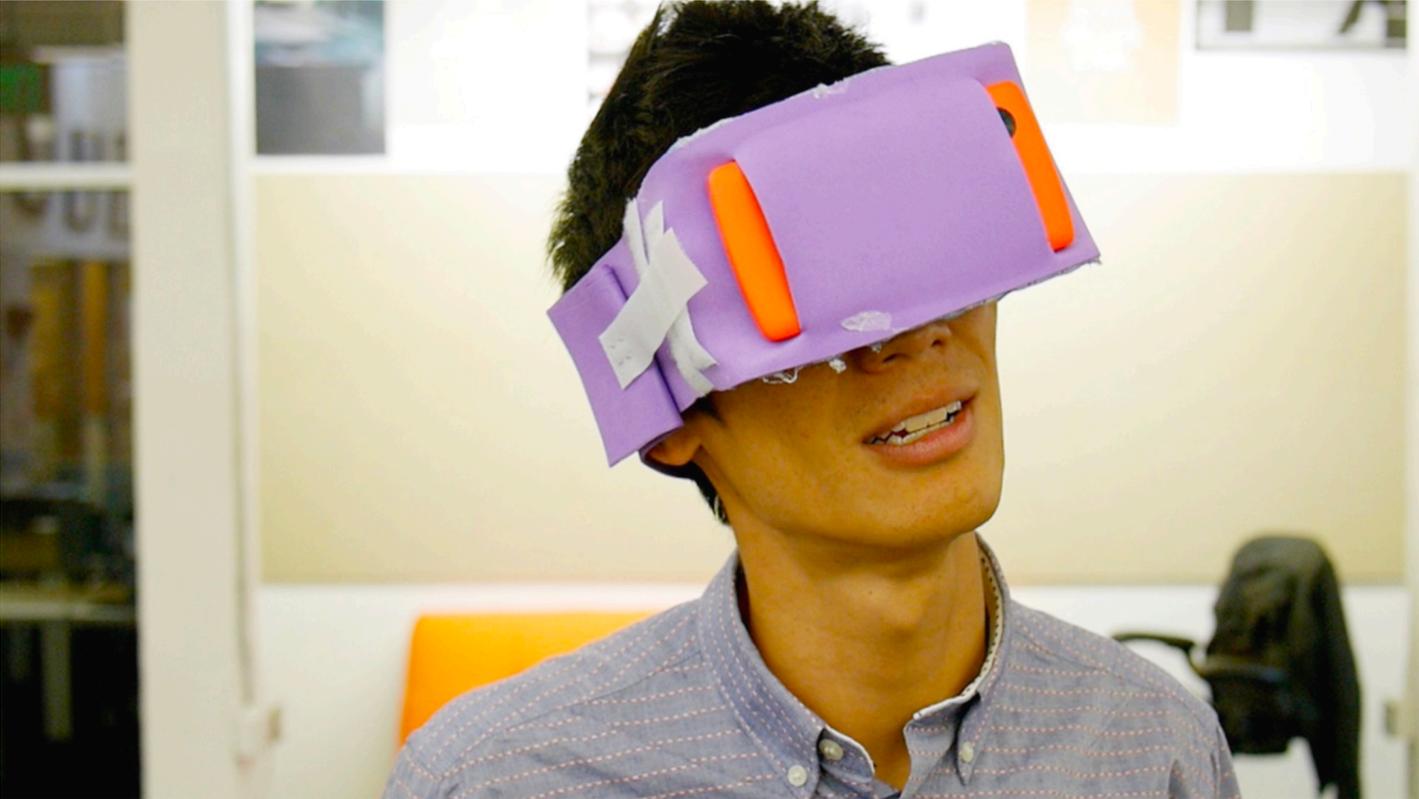
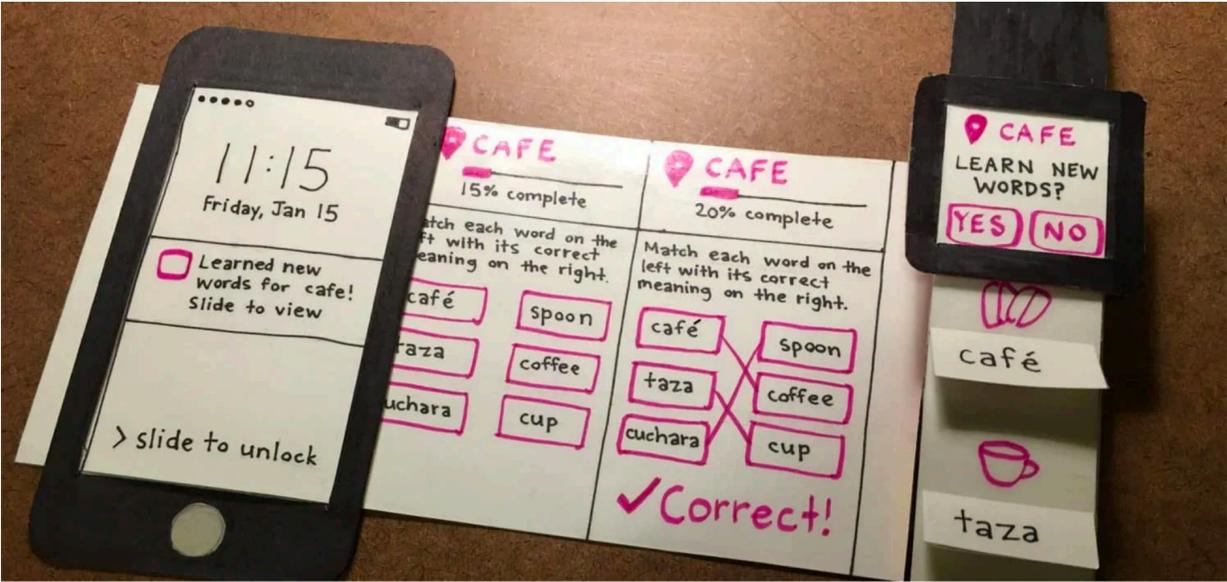
# Testing before launching to market



# Prototyping



# A prototype is just real enough to learn



# Storyboarding



# Validation Interviews

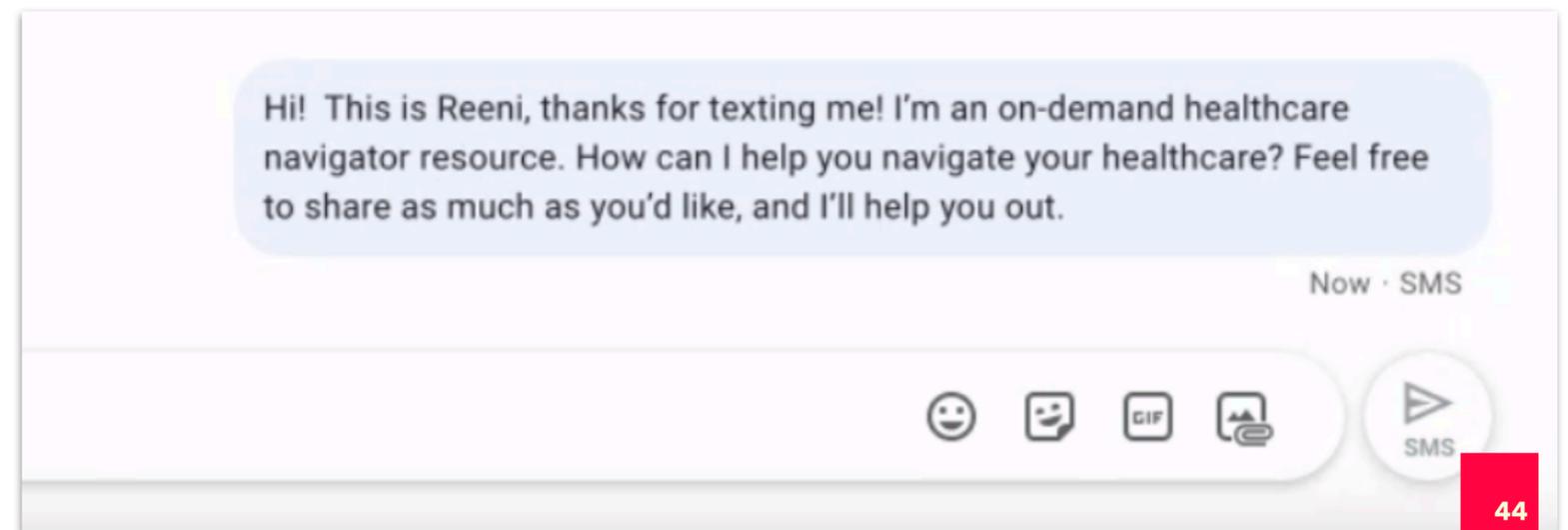
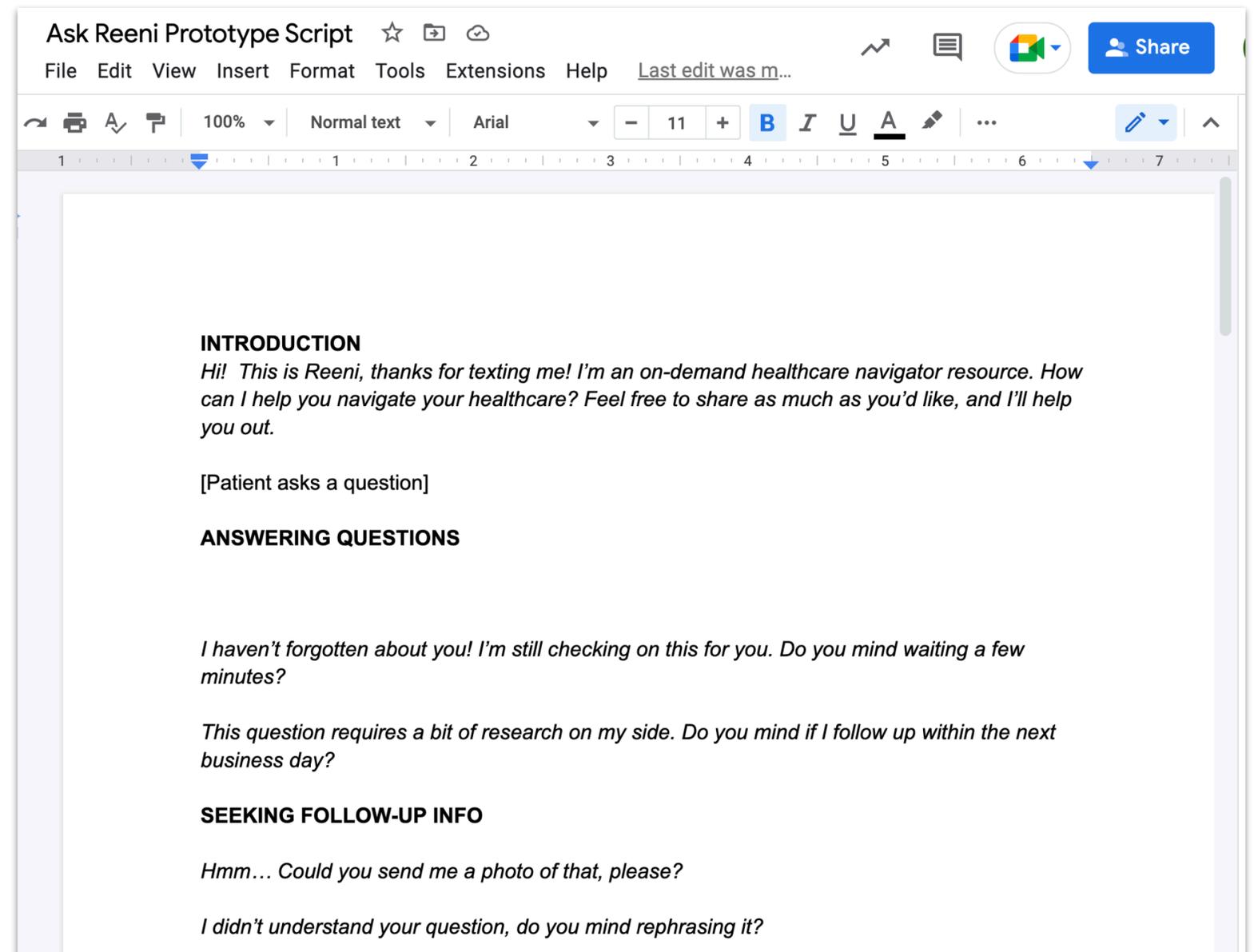


# Example:

We created an interactive prototype for Ask Reeni where we created a **fake text service using our personal phone numbers.**

We asked for feedback, and what the interviewees liked and needed from a service like this.

We learned that everyone was hoping to ask specific health questions ("My child has had a fever for 2 days, should I take them to the doctor?") instead of insurance or administrative questions.



A man with glasses, wearing a dark suit jacket over a blue button-down shirt, is speaking on a stage. He is holding a small black device in his right hand and gesturing with his left hand. The background is a dark blue wall with horizontal light streaks.

**“The only way  
to  
win is to learn  
faster than  
anyone else.”**

- Eric Ries, Author of the Lean Startup

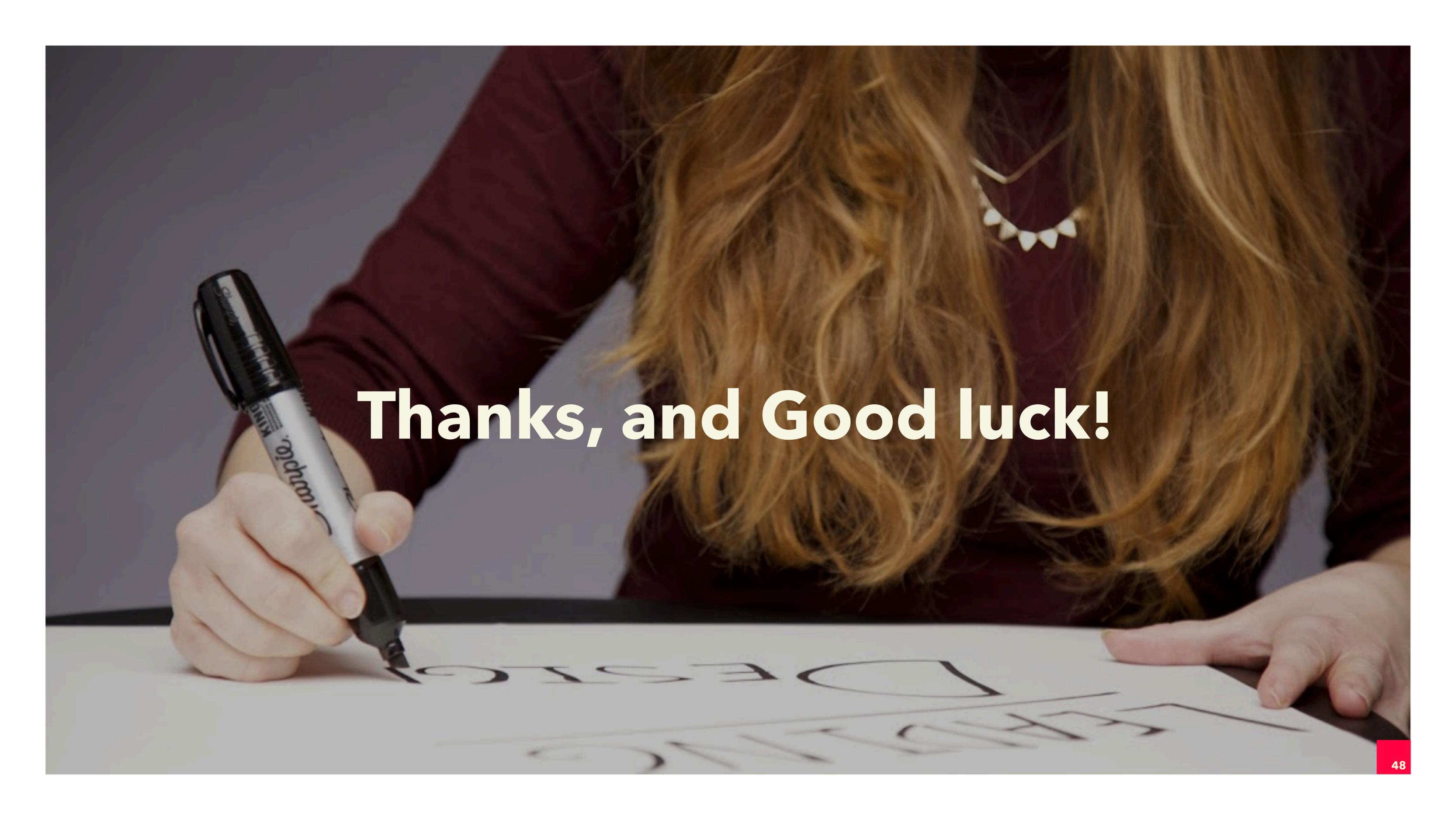
# Bonus: What makes a great pitch?

- › Problem
- › Solution
- › Credibility
- › Business Model
- › The ask: Kill, Persevere, Pivot

*Document along the way so that you can make a great investment pitch!*

# Free Board of Innovation Tools & Templates





**Thanks, and Good luck!**