



Faculty of Design

2015

## Emergence of a convergence: Systemic synergies between entrepreneurship and design processes

de Blois, Michel and Eaves, James

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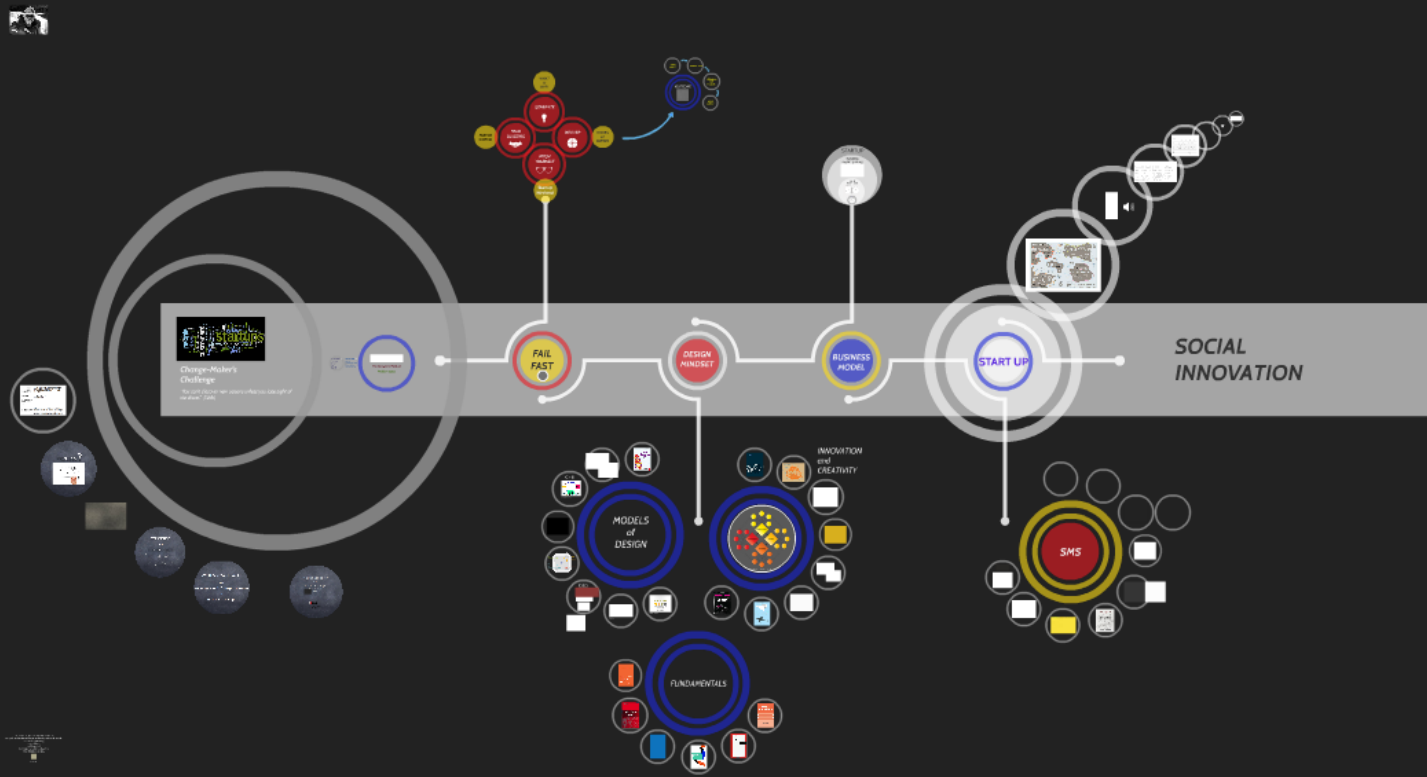
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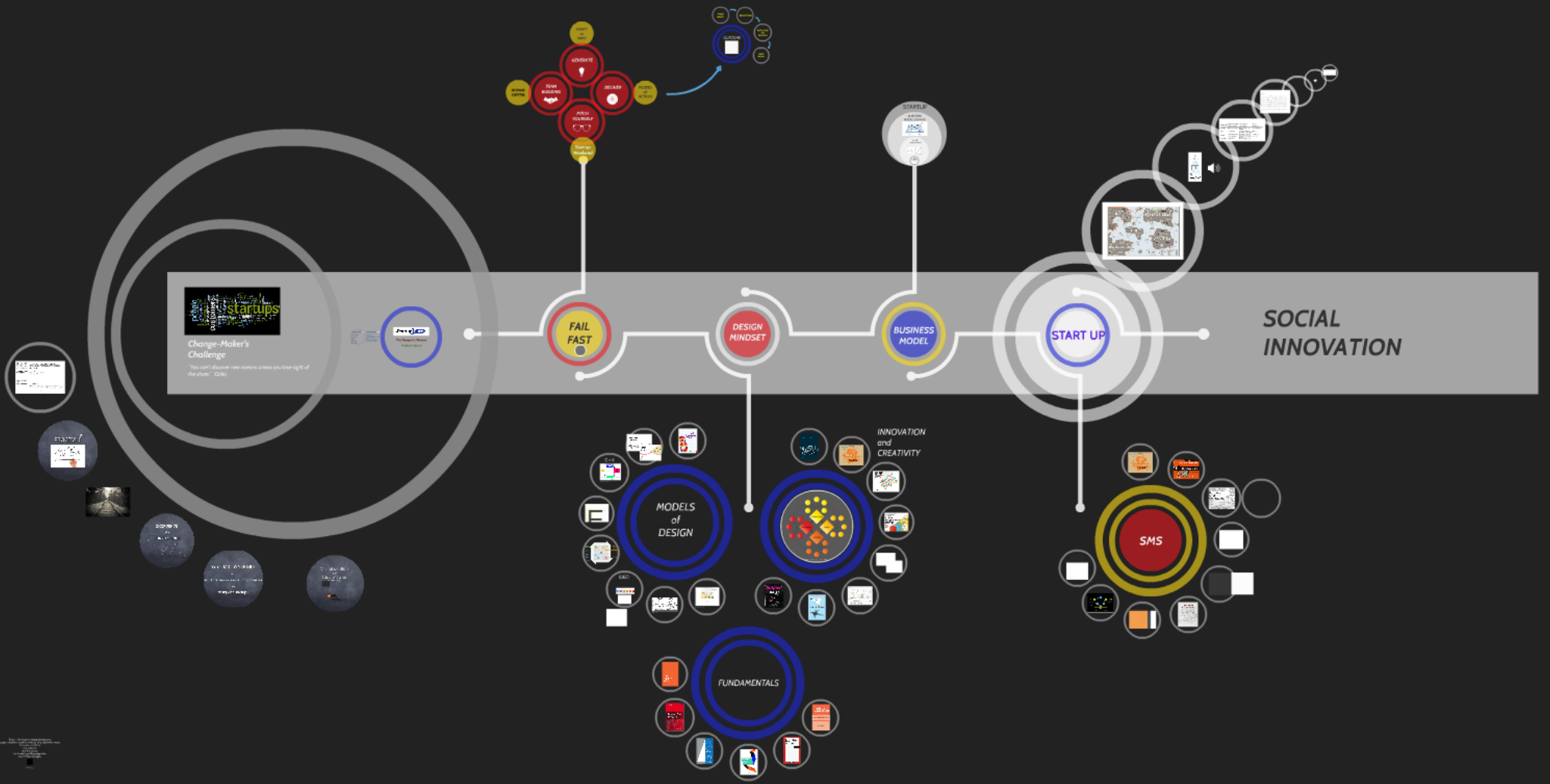
de Blois, Michel and Eaves, James (2015) Emergence of a convergence: Systemic synergies between entrepreneurship and design processes. In: Relating Systems Thinking and Design (RSD4) 2015 Symposium, 1-3 Sep 2015, Banff, Canada. Available at <http://openresearch.ocadu.ca/id/eprint/2052/>

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Design-led  
Startups





# Michel de Blois

Ph.D

## School of Design

Université Laval, Qc

Canada



UNIVERSITÉ  
LAVAL

Faculté d'aménagement,  
d'architecture, d'art et de design  
École de design



# SYSTEMIC SYNERGIES

between

entrepreneurship & design processes

within

design-led startups

**EMERGENCE**  
**of a**  
**CONVERGENCE**



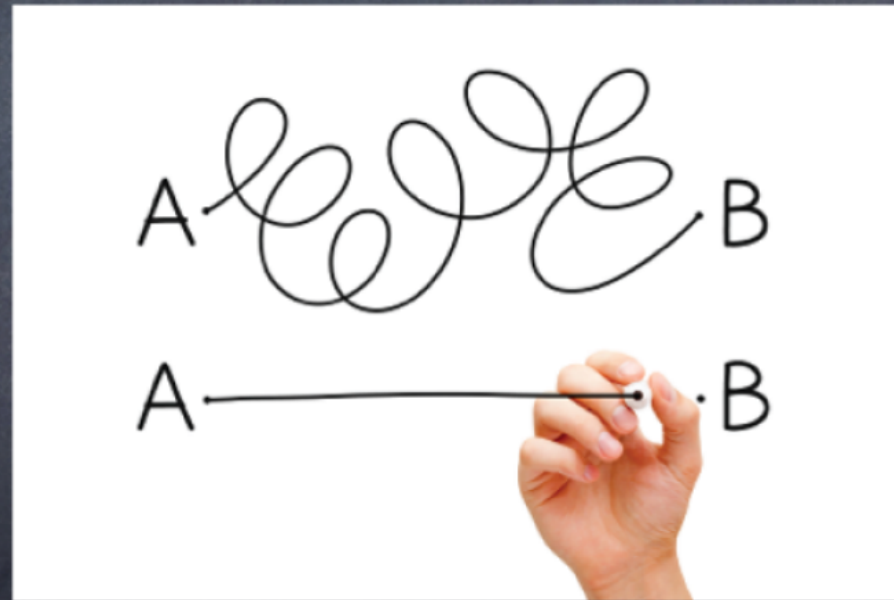


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# PROCESS ?



# THE VALUE OF DESIGN RESEARCH

11TH EUROPEAN ACADEMY OF  
DESIGN CONFERENCE

APRIL 22-24 2015

PARIS DESCARTES UNIVERSITY  
INSTITUTE OF PSYCHOLOGY

BOULOGNE BILLANCOURT  
FRANCE

CONFERENCE ORGANIZERS:

PARIS DESCARTES UNIVERSITY  
PARIS SORBONNE UNIVERSITY  
PARIS COLLEGE OF ART  
ISTEC PARIS

DESIGN - INNOVATION - ENTREPRENEURSHIP: THE  
IMPACT OF DESIGN ON PROJECT PROCESSES AND  
BUSINESS MODEL GENERATION WITHIN "STARTUP"  
INITIATIVES

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Adjunct Professor, School of Design  
Université Laval, Canada  
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## ABSTRACT

*The developed world is rapidly transitioning from an industrialized economy to one powered by startups. This trend, referred to as the "startup movement", harbors a sub-trend that's important to the field of design. Increasingly the strategy entrepreneurs use to manage their startups has embraced the process designers use to develop products and services. Since the convergence is happening naturally, the two processes should have synergies. The main objective of this research is to explore those synergies.*

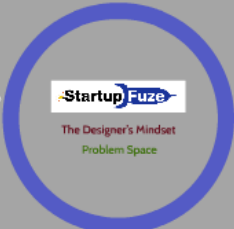




## Change-Maker's Challenge

"You can't discover new oceans unless you lose sight of the shore." (Gide)

CURRICULUM • OUR MISSION



THE VALUE OF DESIGN PROCESS



EMERGENCE of a CONVERGENCE



## Change-Maker's Challenge

*"You can't discover new oceans unless you lose sight of the shore." (Gide)*

### CURRICULUM

Theory Modules  
Workshops  
Seminars  
Visits  
Networking  
Debates

### OUR MISSION

Design and entrepreneurship education  
Enhance connections  
Academia and business



The Designer's Mindset  
Problem Space

## CURRICULUM

Theory Modules  
Workshops  
Speakers  
Visits  
Networking  
Deliverables

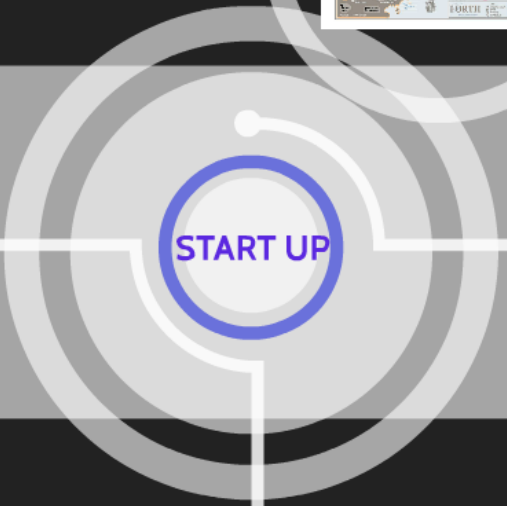
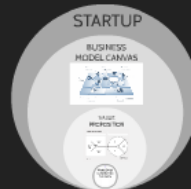
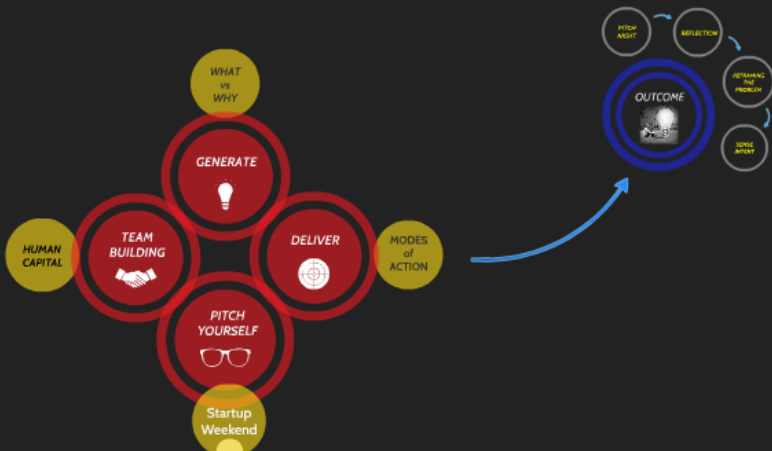
## OUR MISSION

Design and  
entrepreneurship mindset  
Enhance connections  
academia and business



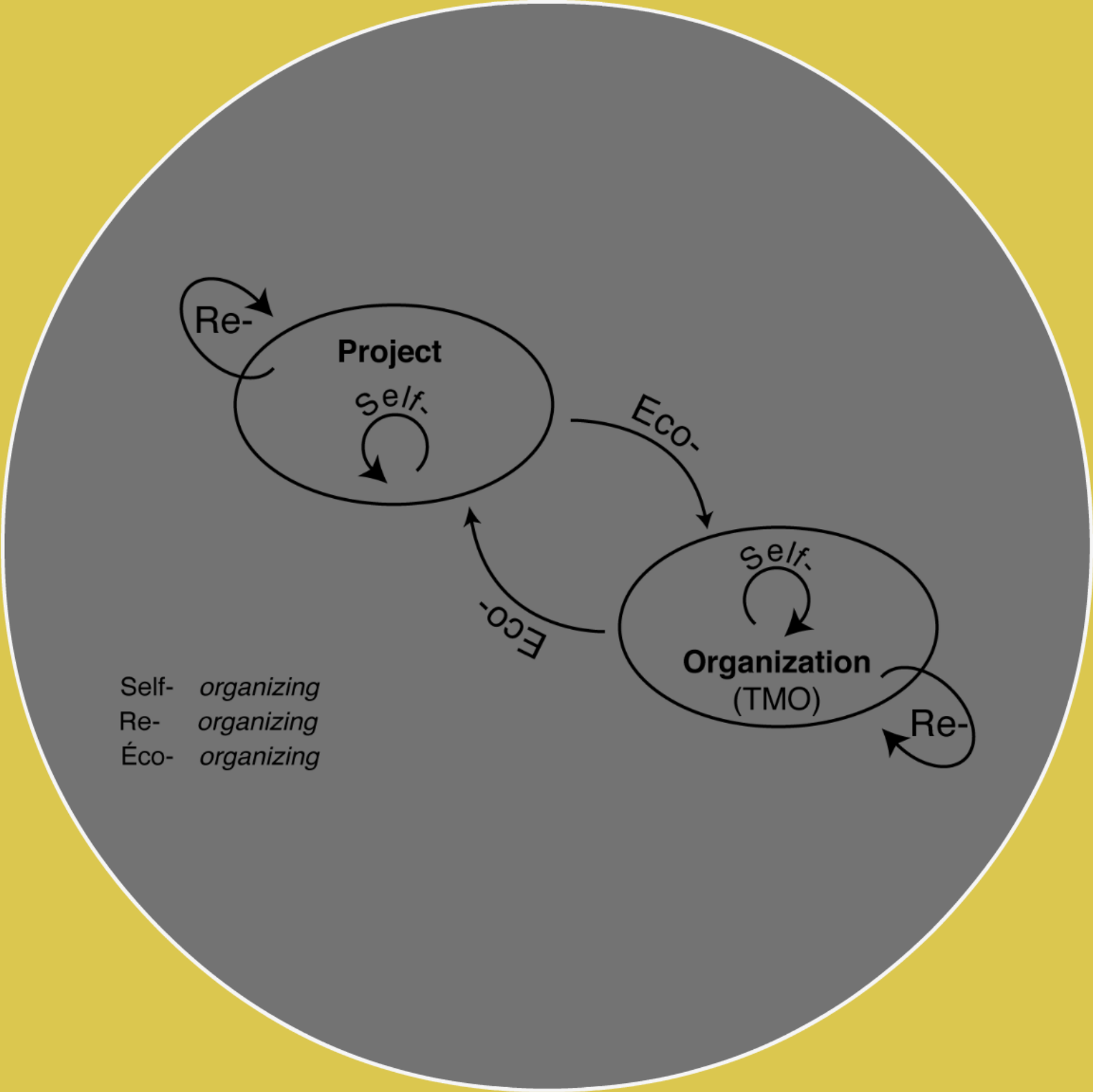
**The Designer's Mindset**

**Problem Space**



INNOVATION  
and  
CREATIVITY

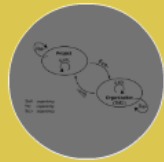


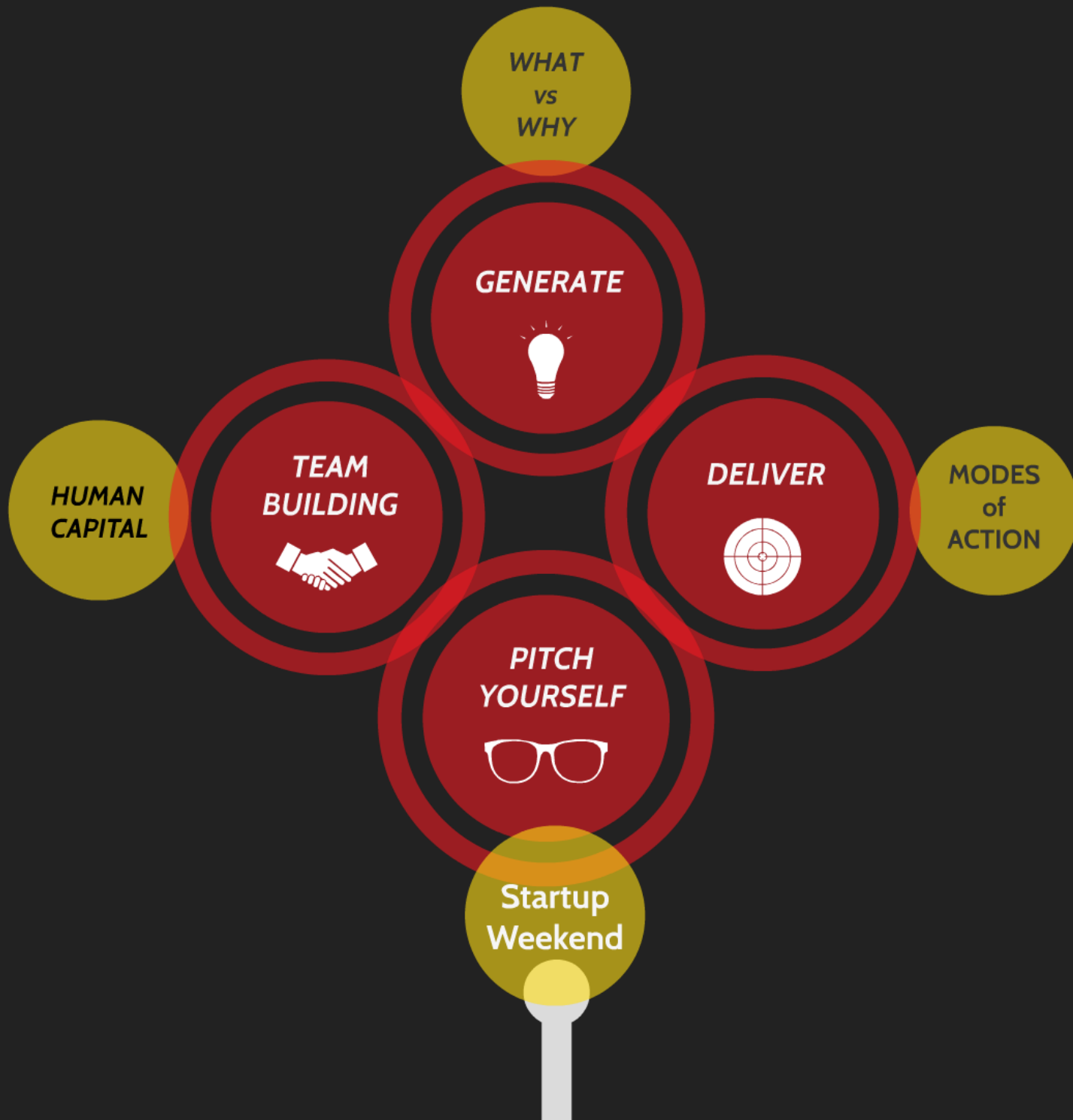


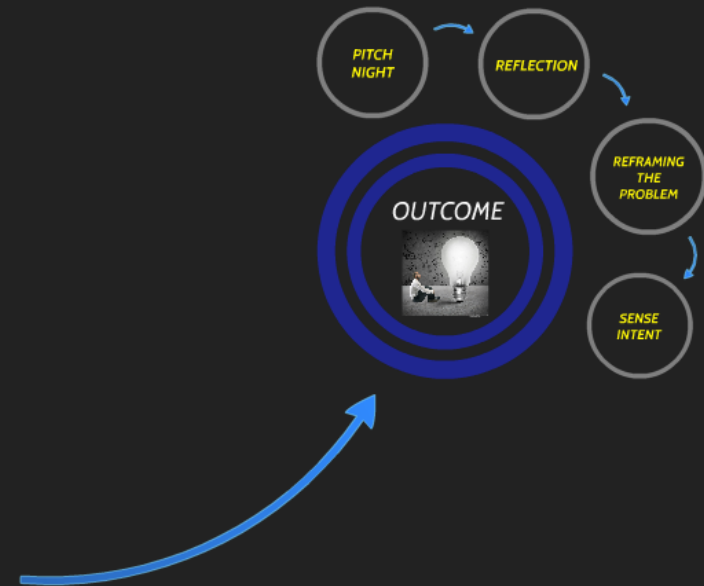
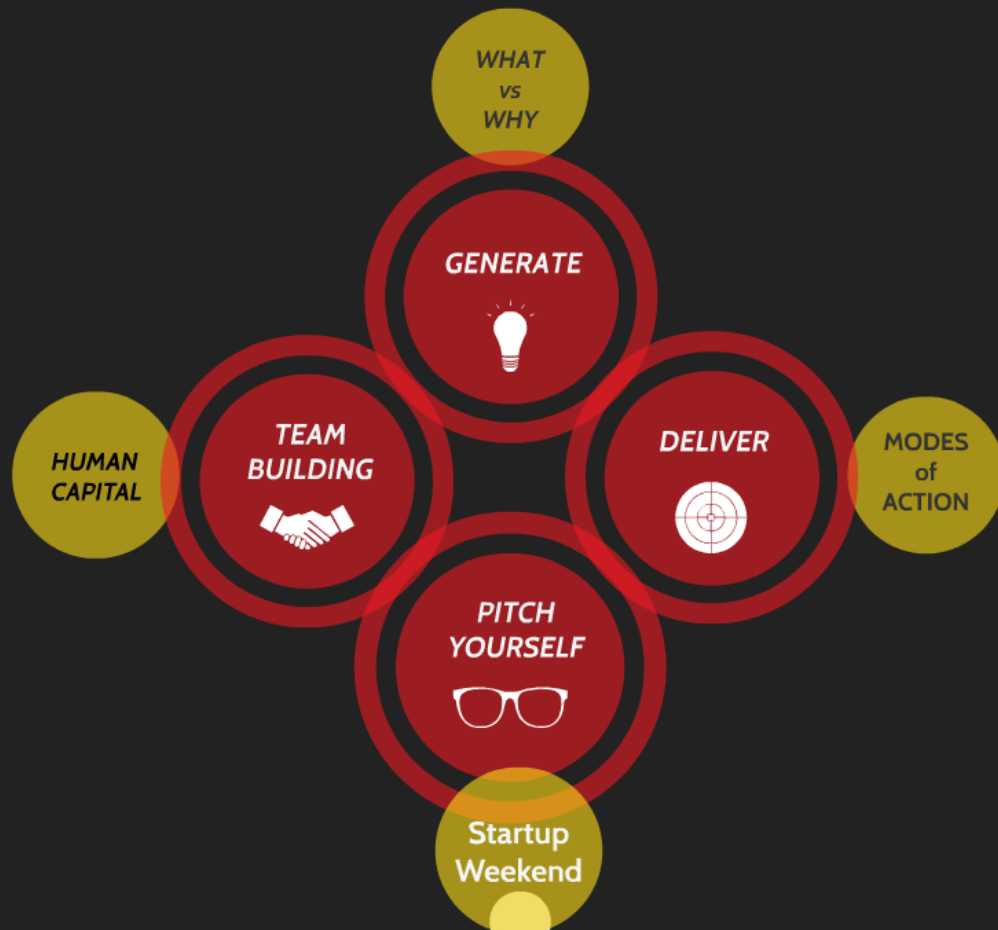
Self- *organizing*  
Re- *organizing*  
Éco- *organizing*



***FAIL  
FAST***







**PITCH  
NIGHT**

**REFLECTION**

**REFRAMING  
THE  
PROBLEM**

**SENSE  
INTENT**

**OUTCOME**



# OUTCOME







DESIGN  
MINDSET

BUSINESS  
MODEL

START UP



INNOVATION  
and  
CREATIVITY

MODELS  
of  
DESIGN

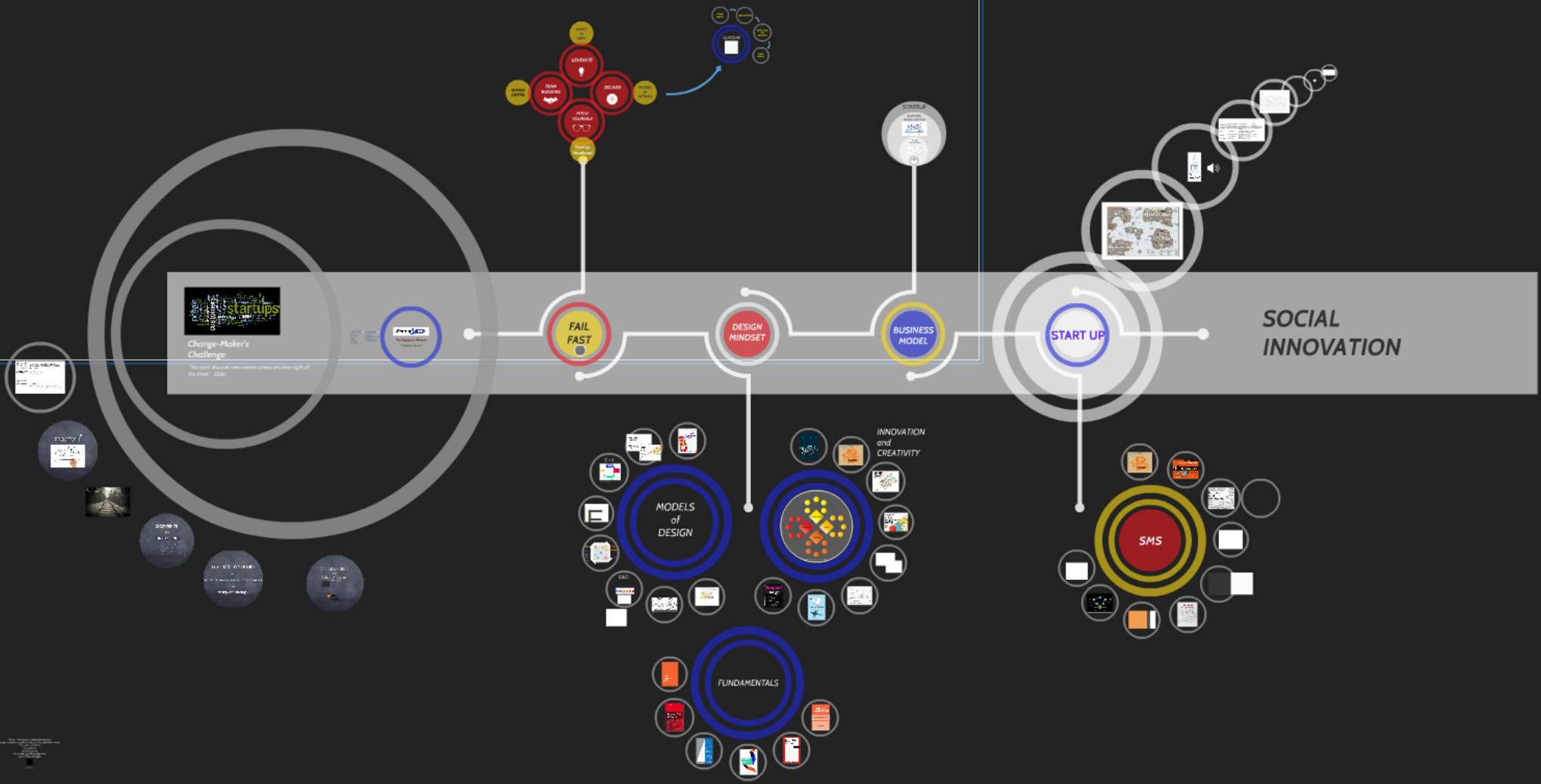
START UP



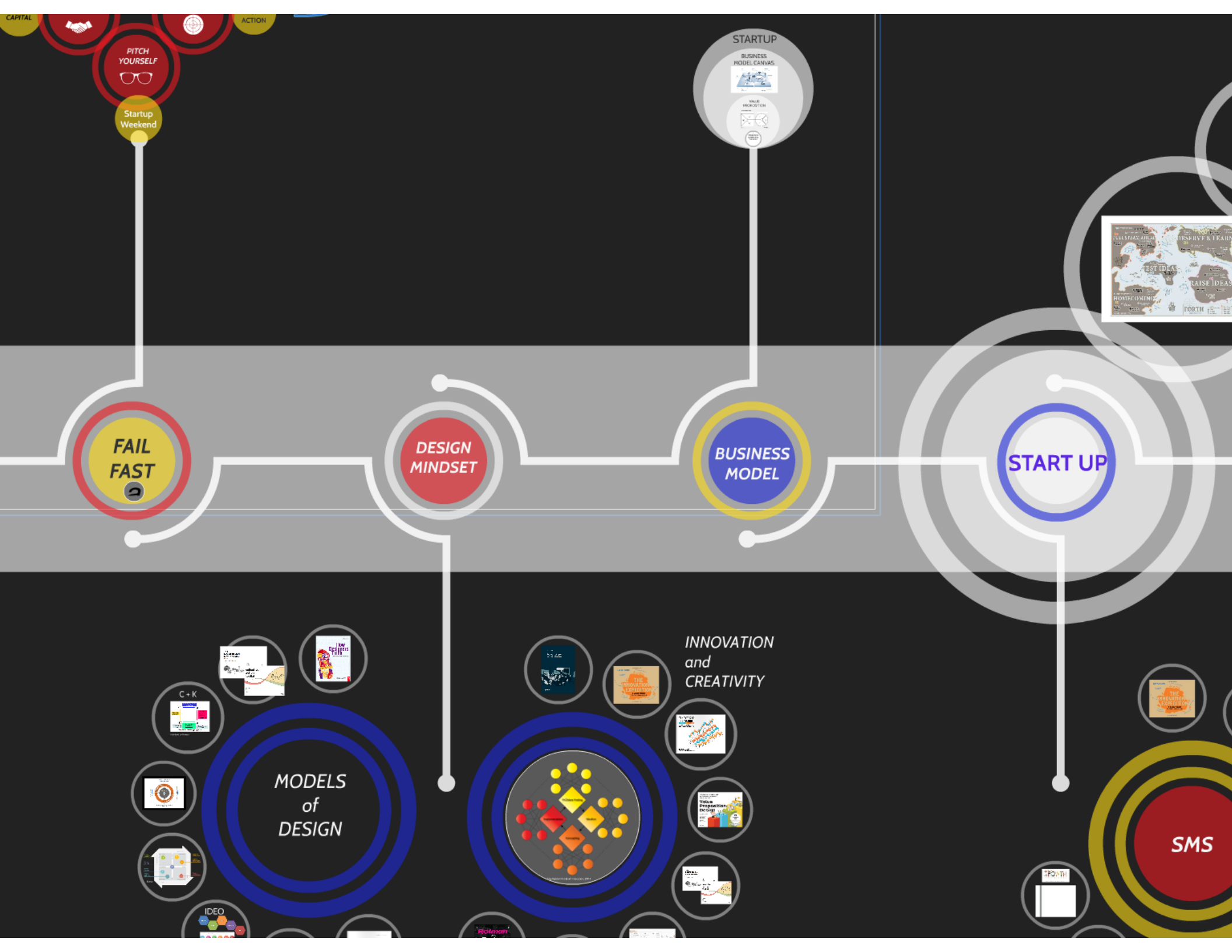
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Project A	John Doe	Completed	2010-01-01	2010-03-31
Project B	Jane Smith	In Progress	2010-04-01	2010-06-30
Project C	Mike Johnson	On Hold	2010-07-01	2010-09-30
Project D	Sarah Lee	Planned	2010-10-01	2010-12-31

Project Name	Lead	Status	Start Date	End Date
Project E	David Brown	Completed	2011-01-01	2011-03-31
Project F	Emily White	In Progress	2011-04-01	2011-06-30
Project G	Frank Green	On Hold	2011-07-01	2011-09-30
Project H	Grace Black	Planned	2011-10-01	2011-12-31

# SOCIAL INNOVATION



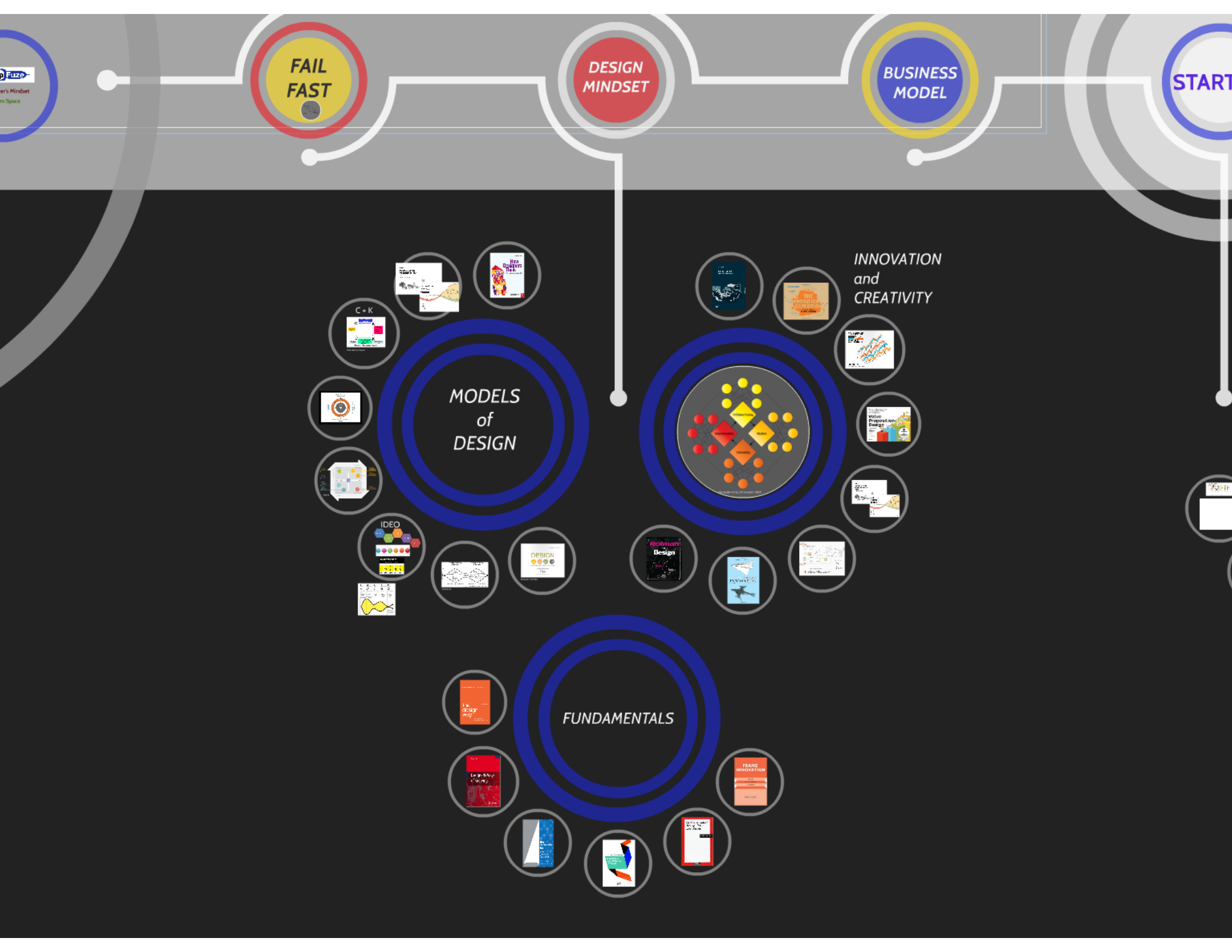
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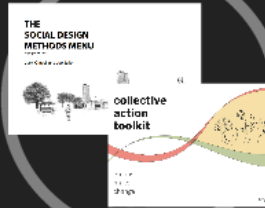
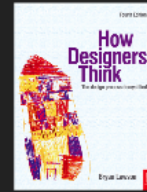




***DESIGN  
MINDSET***



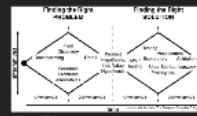
# MODELS of DESIGN



Hatchard, Le Masson



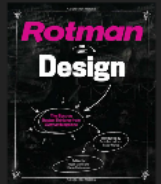
## IDEO



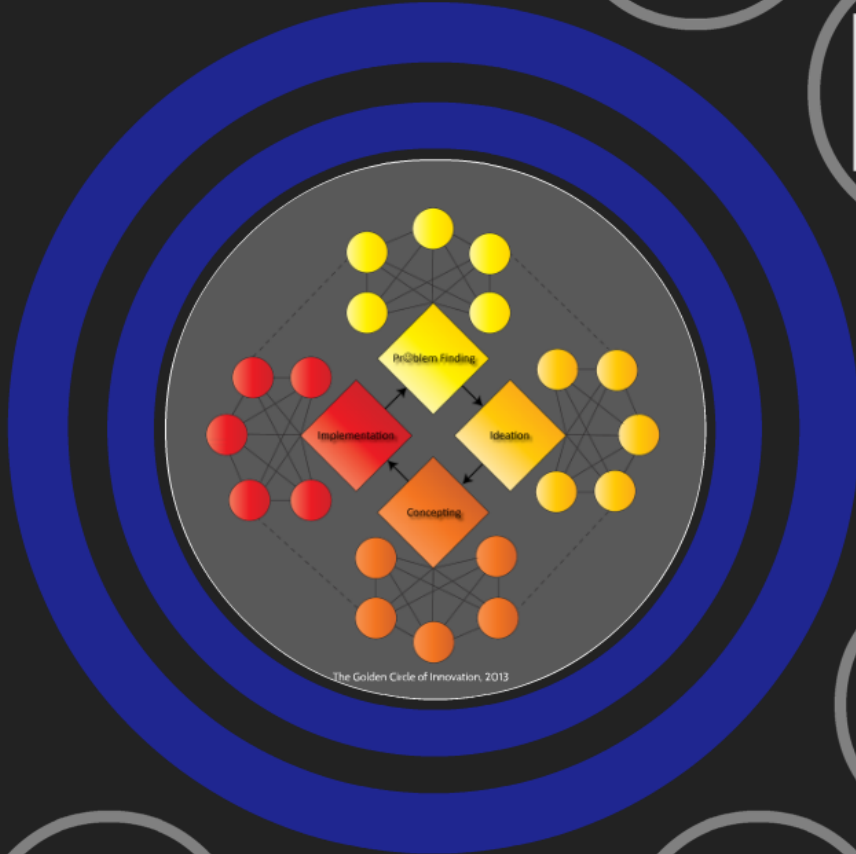
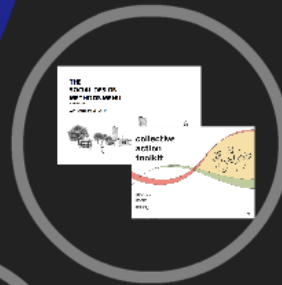
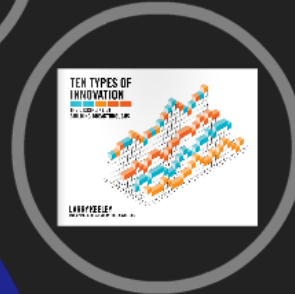
Norman D



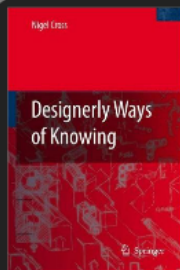
Rotman, Van Putten



# INNOVATION and CREATIVITY



# FUNDAMENTALS





DESIGN  
MINDSET

BUSINESS  
MODEL

START UP



INNOVATION  
and  
CREATIVITY

MODELS  
of  
DESIGN



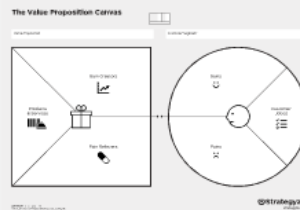
***BUSINESS  
MODEL***

# STARTUP

## BUSINESS MODEL CANVAS



## VALUE PROPOSITION

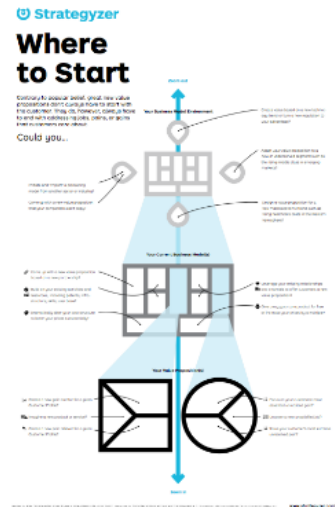


?  
PROBLEM (S)  
CONNECTING  
THE DOTS



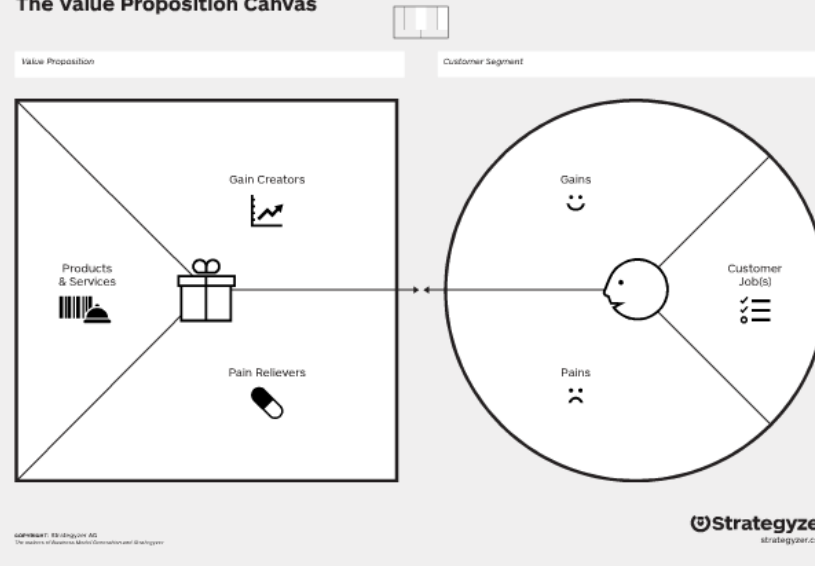
?

# PROBLEM (S) CONNECTING THE DOTS



# VALUE PROPOSITION

## The Value Proposition Canvas



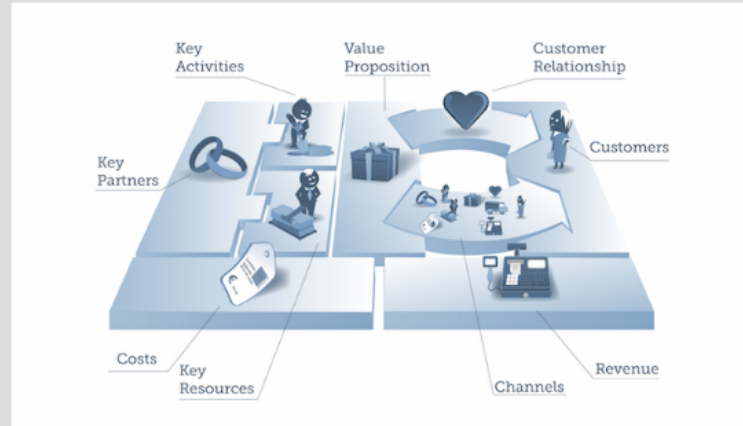
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**PROBLEM (S)  
CONNECTING  
THE DOTS**

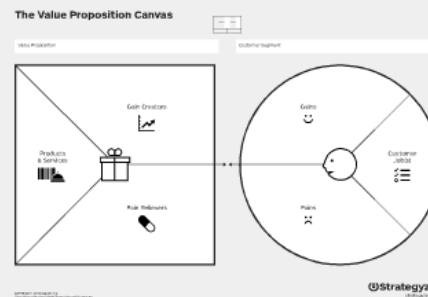




# BUSINESS MODEL CANVAS



## VALUE PROPOSITION

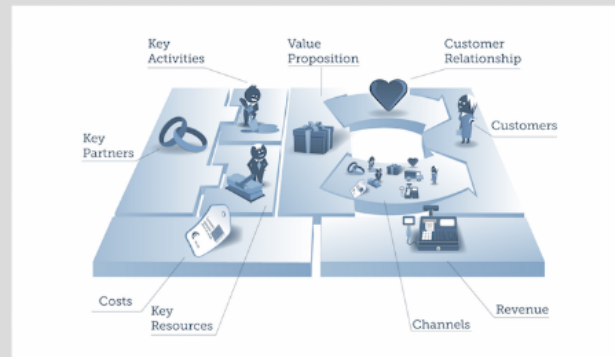


?  
PROBLEM(S)  
CONNECTING  
THE DOTS

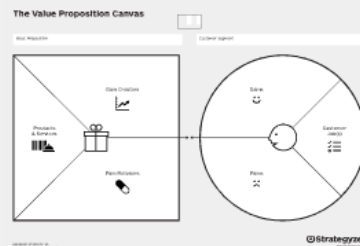


# STARTUP

## BUSINESS MODEL CANVAS



## VALUE PROPOSITION



?  
PROBLEM (S)  
CONNECTING  
THE DOTS



# START UP



HOMECOMING

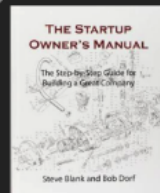
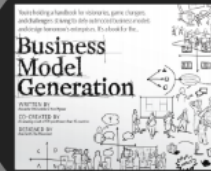
2019-2020  
2020-2021  
2021-2022



FORTH  
PROGRESS THROUGH SERVICE

2019	2020	2021
100%	100%	100%
100%	100%	100%
100%	100%	100%
100%	100%	100%
100%	100%	100%

# SMS



**START UP**

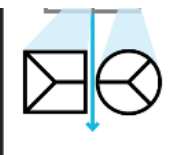


Project Name	Project Description	Project Status
Project A	Project A Description	Project A Status
Project B	Project B Description	Project B Status
Project C	Project C Description	Project C Status
Project D	Project D Description	Project D Status
Project E	Project E Description	Project E Status

Project Name	Project Description	Project Status
Project F	Project F Description	Project F Status
Project G	Project G Description	Project G Status
Project H	Project H Description	Project H Status
Project I	Project I Description	Project I Status
Project J	Project J Description	Project J Status

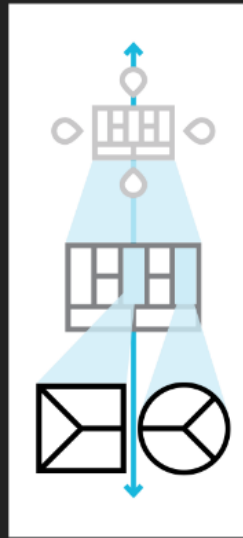


# **SOCIAL INNOVATION**





<b>Entrepreneurship</b>	Disciplined Entrepreneurship	Step by step approach	Aul
	Startup Owner's Manual	Step by step approach	Blar
<b>Organisation</b>	Business Model Generation	Business Model Canvas, Value Proposition	Ost
<b>Design</b>	101 design method	Sense Intent, Design Driven Innovation Process, Design Thinkin	Kun
<b>Innovation</b>	The Innovation Expedition	Innovation FORTH Visual Toolkit	Van
	10 Types of Innovation	Building Blocks of Breakthrough Innovations	Ke
Design Thinking	Design for Growth	Integrated design management	

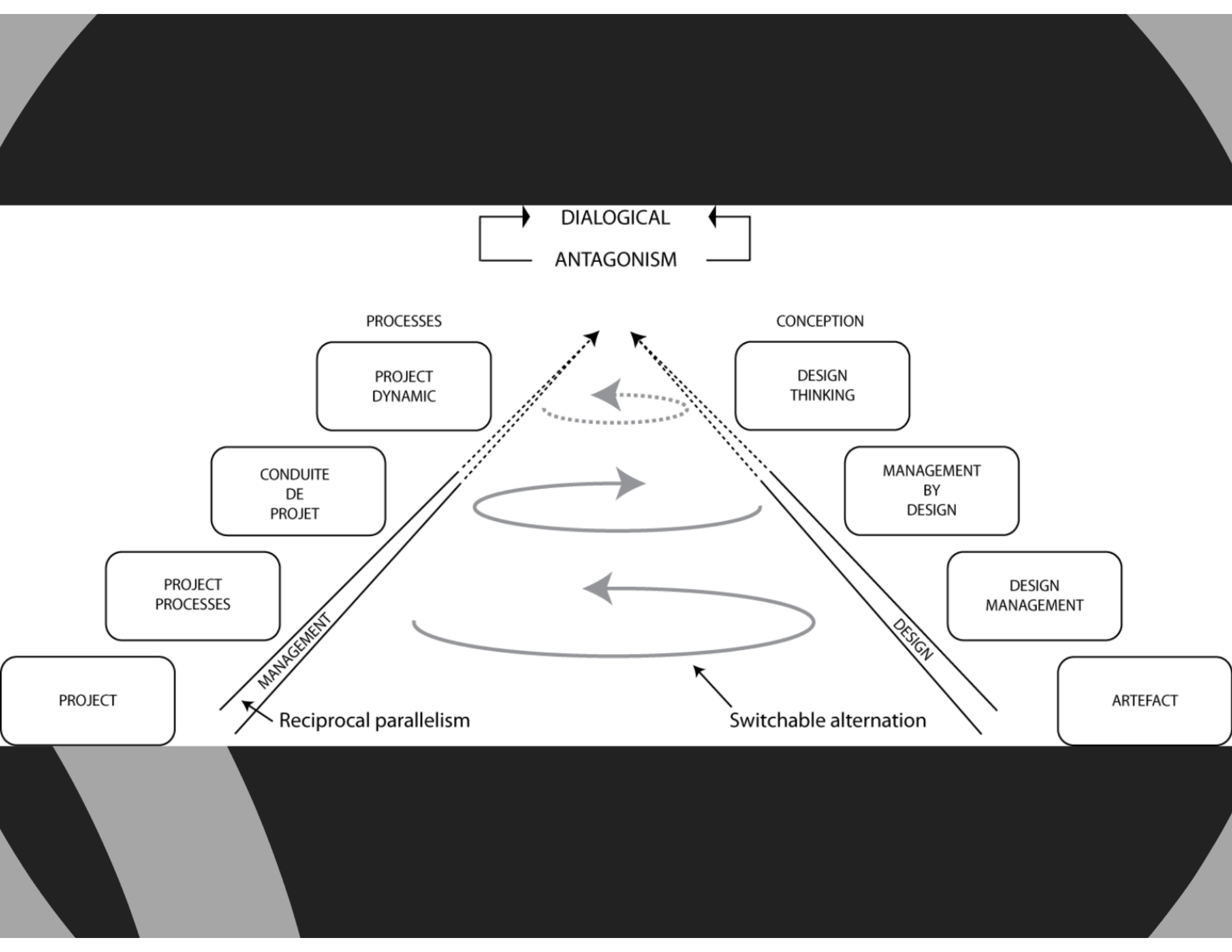


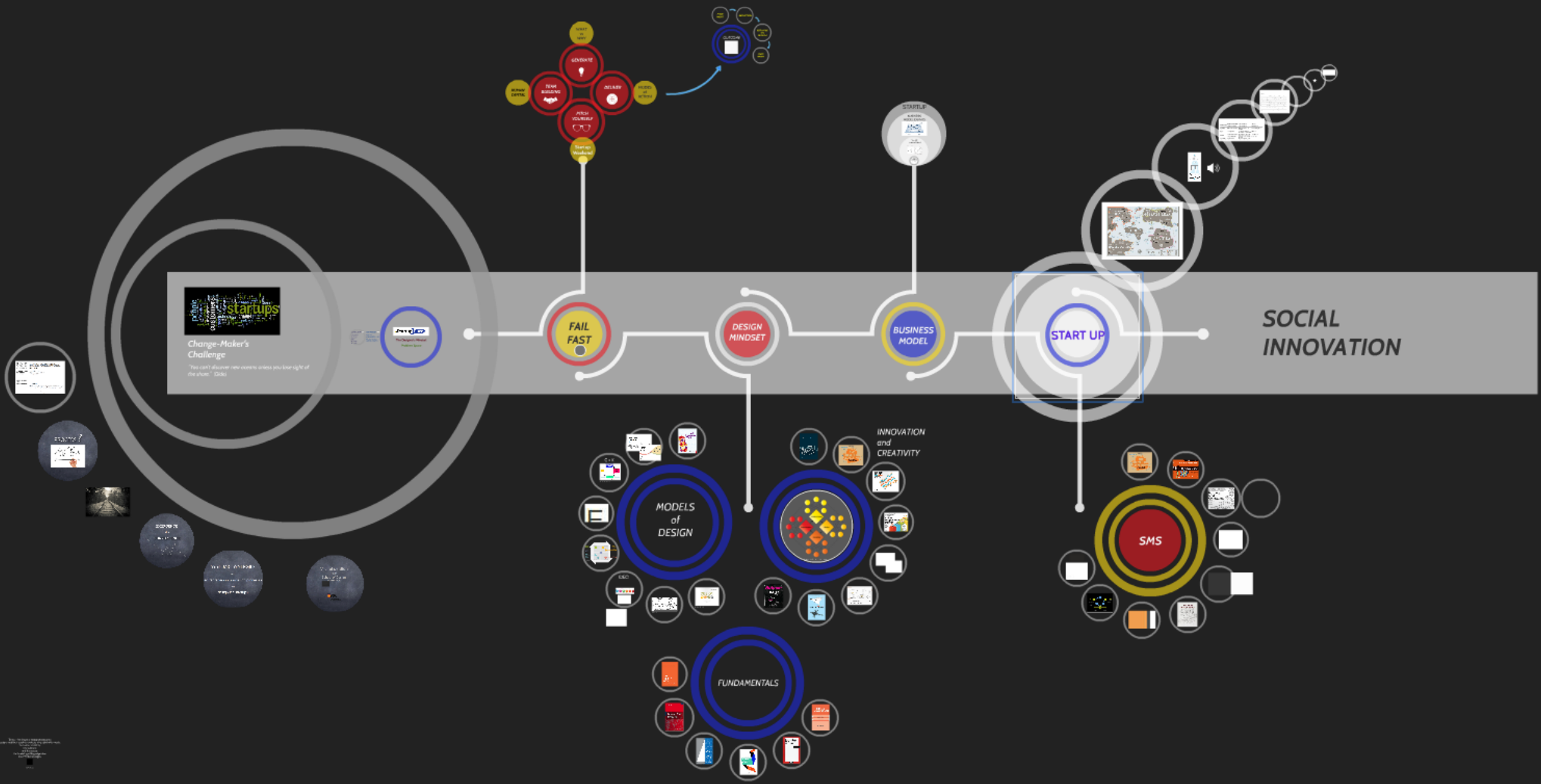
Innovation Expedition	FORTH: Full steam ahead, Observe and learn, Raise ideas, Test Ideas, Homecoming, <b>Envisioning</b>	Discovery, Testing	Checklist and Open Innovation Culture"	Obser id
Project process	Deductive, systematic, positivist, linear. <b>Planning</b>	Given Problem	Planning, Control, Risk Management, WBS	Holl
Business Model Generation	9 Basic <b>Building Blocks</b>	Value Proposition	Business Model Canvas	Mob De
Disciplined entrepreneurship	6 Themes of the "24 steps to success"	Systematic Framework, step-by-step approach	Integrated Toolbox	Syst
Pitch & Presentation		Identify and validate a large opportunity	Pecha Kucha - Video-Practice	

<b>Entrepreneurship</b>	Disciplined Entrepreneurship	Step by step approach	Aulet, 2013
	Startup Owner's Manual	Step by step approach	Blank & Dorf, 2012
<b>Organisation</b>	Business Model Generation	Business Model Canvas, Value Proposition	Osterwald & Pigneur, 2011
<b>Design</b>	101 design method	Sense Intent, Design Driven Innovation Process, Design Thinkin	Kumar, 2012
<b>Innovation</b>	The Innovation Expedition	Innovation FORTH Visual Toolkit	Van Wulfen, 2013
	10 Types of Innovation	Building Blocks of Breakthrough Innovations	Keeley, 2013
Design Thinking	Design for Growth	Integrated design management	

## DESIGN MINDSET

	Core principles and approach	Main focus	Methods and Tools	Processes
Design process	Abductive, systemic, constructivist, iterative, <b>empathy</b>	Problem Framing, Sense Intent, Sense Making	Mind Mapping, 101 Design Methods	Diverge + Converge
Innovation Expedition	FORTH: Full steam ahead, Observe and learn, Raise ideas, Test Ideas, Homecoming. <b>Envisioning</b>	Discovery, Testing	Checklist and Open Innovation Culture"	Observe and learn, raise ideas, test ideas
Project process	Deductive, systematic, positivist, linear. <b>Planning</b>	Given Problem	Planning, Control, Risk Management, WBS	Holistic & Fragmented
Business Model Generation	9 Basic <b>Building Blocks</b>	Value Proposition	Business Model Canvas	Mobilize, Understand, Design, Implement, Manage
Disciplined entrepreneurship	6 Themes of the " <b>24 steps to success</b> "	Systematic Framework, step-by-step approach	Integrated Toolbox	Systematic Iterations
Pitch & Presentation		identify and validate a large opportunity	Pecha Kucha - Video - Practice	





***SOCIAL***

***INNOVATION***