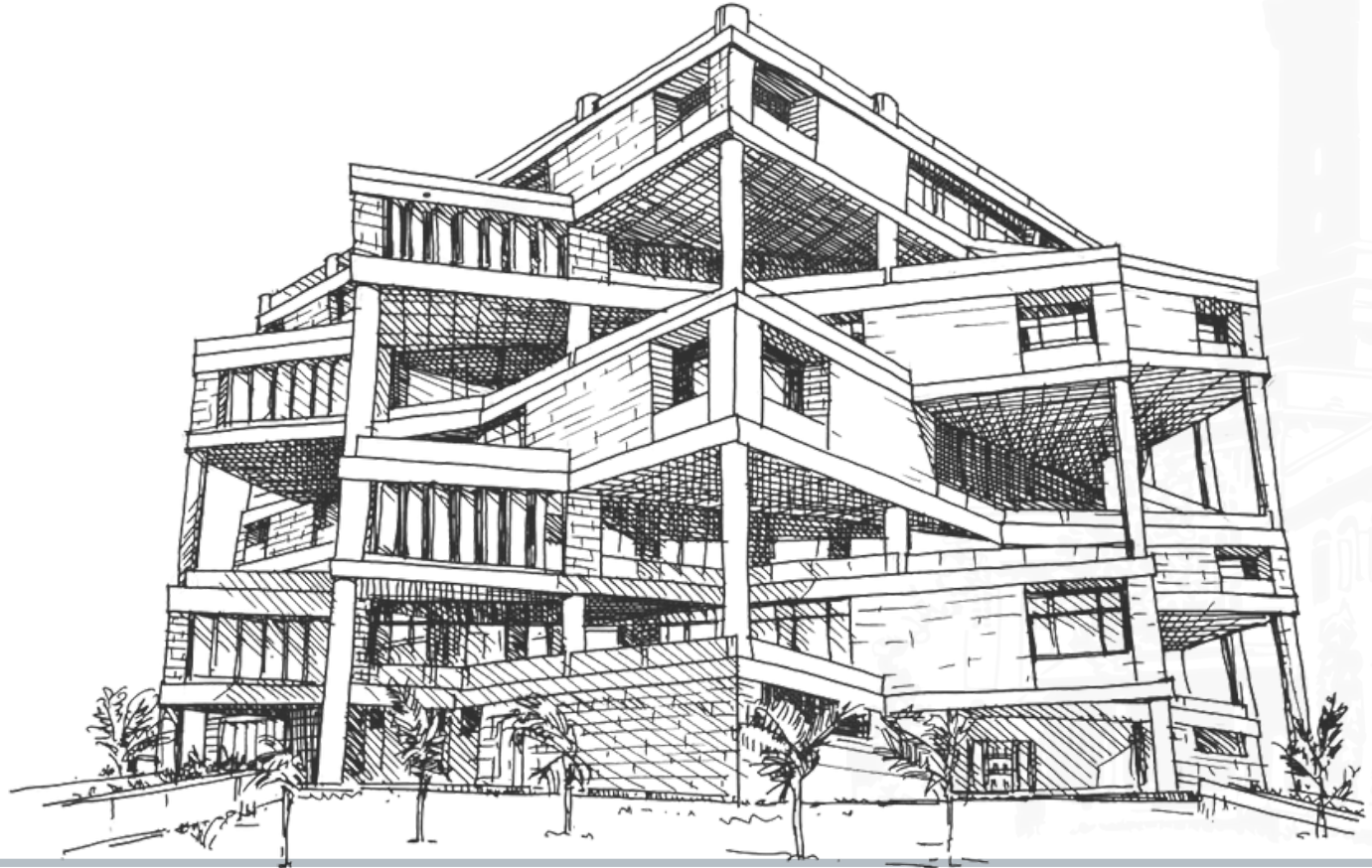
9 Steps of Start Up Creation for Children

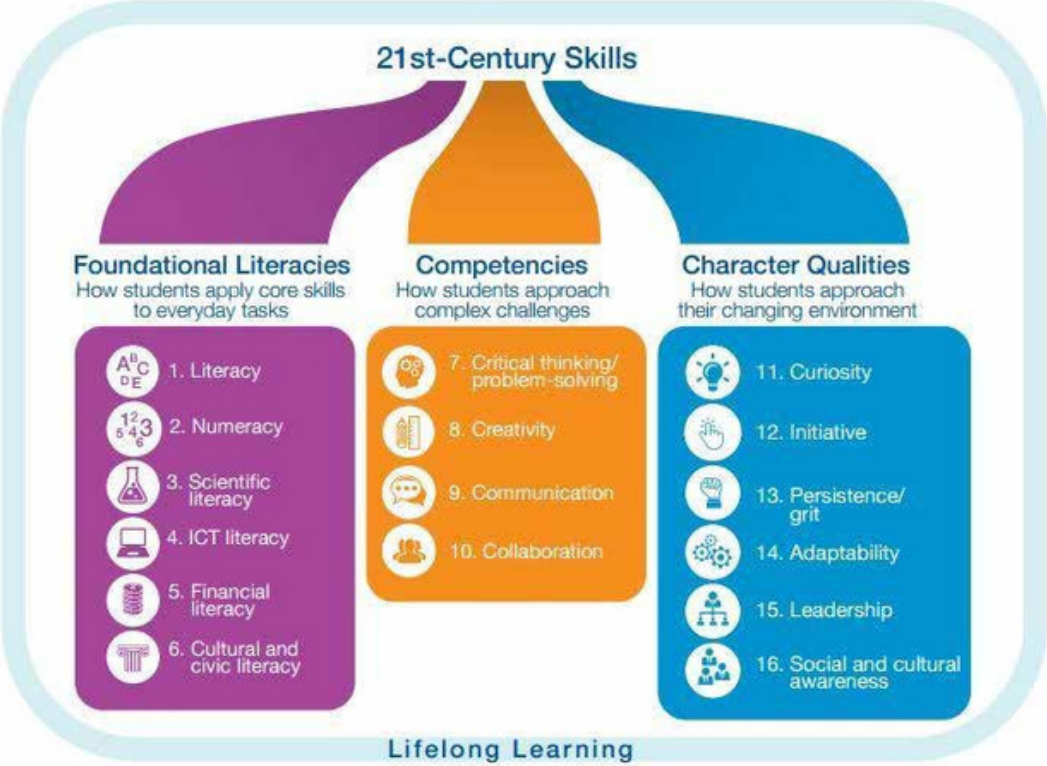


The 9 steps of Start Up Creation is a special program created for children, keeping it age appropriate and contextual to their aspirations to express themselves through unique solutions.

The program takes them through a creative process of identifying needs, finding new solutions, incorporating technology and then expressing their solutions through unique business ideas.

It also encourages children to focus on innovation, creativity, problem solving, collaboration & communication using design methodology. Users are at the heart of design thinking approach. It's a powerful tool for change, as it allows them to connect existing technology with innovative experience.

The program also focuses upon the broad areas of skill, thinking and attitude needed for start up creation at that age.



Skills needed to be a Successful Entrepreneur : World Economic Forum proposes the following skills for one to succeed in the 21st Century,

FOLLOW YOUR DREAMS

BUT also follow a process for Innovative Start Up Creation

Introduction to Design Thinking
A Structured Approach to Start Up Creation

Design thinking is all about actions, it makes on 'Do' more than 'Talk'

Design thinking teaches us how to find hidden human needs – so that our solution can be more meaningful

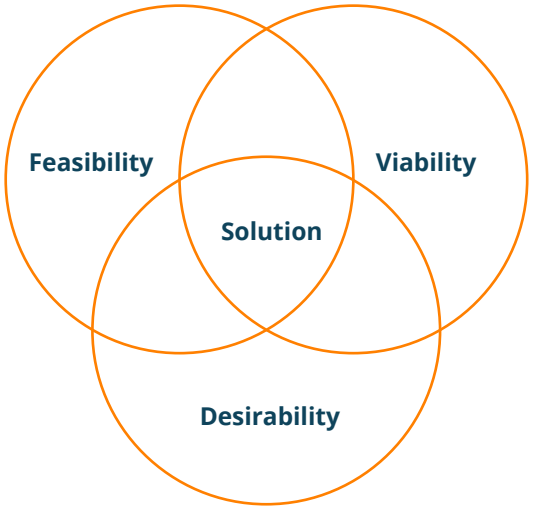
Design thinking is tailored to dealing with uncertainty; the current world scenario of fast paced technological advancements, information and media explosion, increasing speed of business – thus design provides the right solution

Design helps us use both creative thinking and critical thinking (logical thinking), thus the resulting solutions are more apt.

Design understands that products and services are bought by human beings , not target markets segmented into demographic categories.

A start-up is a company or project undertaken by an entrepreneur to seek, develop, and validate a scalable economic model.

A look at the growing number of young web dynamos such as the founders of Vimeo, Soundcloud, Kiip, InDinero, Dropbox, and Foodspotting in the U.S. and Europe.



i. Visual Definition

Feasibility is about how you make everything happen behind the scenes. This includes the right technology, hiring the right people, using the right tools, working with the right partners, and focusing on the right set of core activities. We need to run in a way that's constantly feasible, or else we'll implode.

Viability is about the dollars: How many we earn and how many we spend. No matter your legal structure, you'll need a surplus to survive – meaning there's money left over at the end of the day. We need to be financially viable, or else we'll go bankrupt.

Desirability is about understanding your customer, what motivates them, how they engage with you and what makes or breaks a purchase decision. We need to be desirable to our customer, or else we'll have no sales.

ii. Stages of Design Thinking through a Video Case

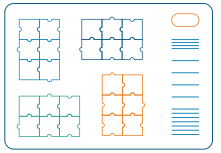
1. Observe

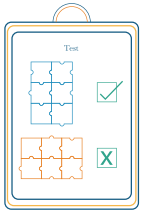
2. Empathize

3. Define

4. Many Ideas

5. Solution-Techology





6. Business-Model, Establishing

BEING SHERLOCK HOLMES

Your ideas are based on problems / possibilities that you have found. In order to find out meaningful problems/possibilities, one has to do keen observations. And moreover, if these have to be really insightful then one will have to dig into hidden insights. In order to find these hidden insights let's wear cap of Sherlock Holmes.

1. Keen Eye for Observation : Framework SPA
HOW TO OBSERVE – how to search for customer/user/target

i. Focus on potential customer/user

ii.Take a real target

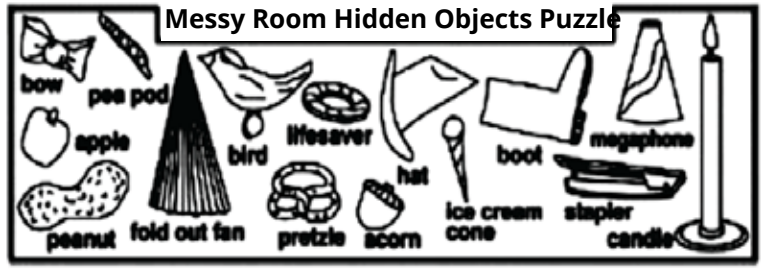
iii. Concentrate on customers who have similar needs/problems and are looking for appropriate solutions.

iv. If the solution to the problem is based on a radical innovation than do not concentrate on average customer but first look for progressive customers, the so called innovators and early adopters.

v. Search for extreme users who use product in very specific situations.

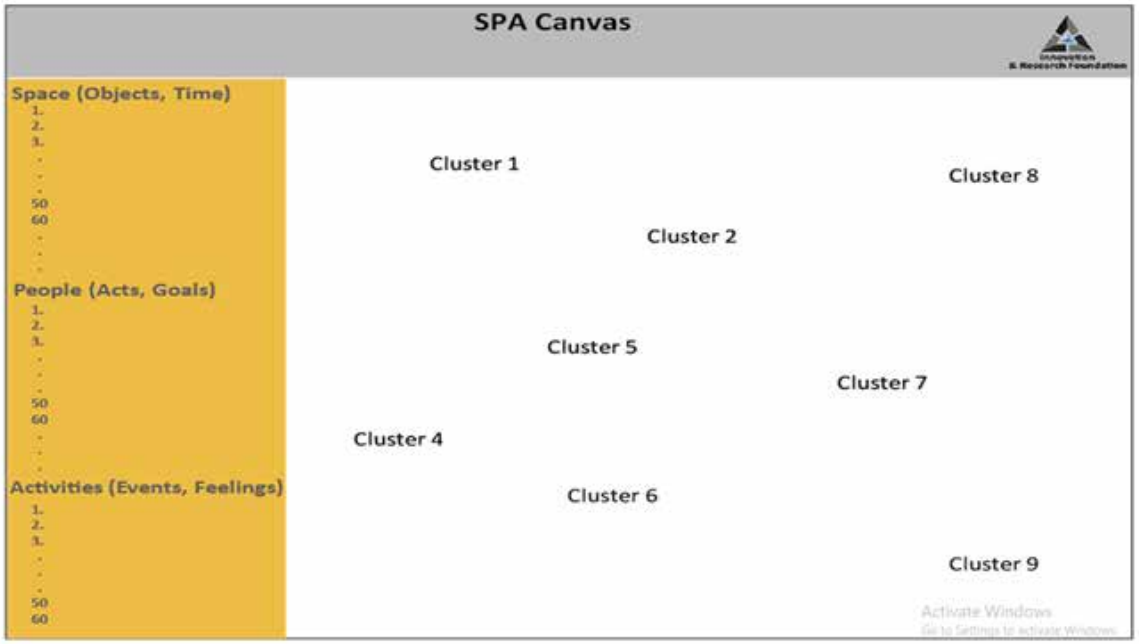
vi. Search for so called lead users who have already developed their own solutions to the problem.

"If only we knew where to look, it would be easy to find the hidden 'insights'."



Space	People (actors)	Activities
Objects	Acts	Events
Time	Goals	Feelings

"Fly on a wall" : We send the salesperson to paint a store to practice the technique. We'll insuct them to engage with anyone and only observe the environment around them. They look for how people enter the store, how they exit, and hat seems meaningful to them while there and what doesn't. From this observatin, they can begin sales discovery process to derive what customers care about.



Document whatever you have observed into an observation chart

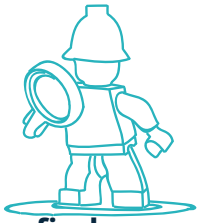
2. Tools & Techniques : Macro-Micro (Power of 10 Film by Charles Eames)

3. Share top 5 Insight

Insights are the problems/possibilities of the stakeholders.

To the Field to find Problems & Possibilities

KEEP IN MIND:



- Where to look for,
- What to look for
- How to look for it &
- How to interpret what you find.
- Listen carefully to undertand different viewpoints.

a. EMPATHY

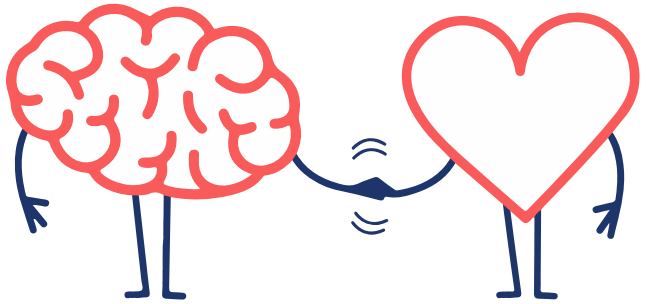
Empathy is how you feel when you stand in the shoes of others, you start behaving, feeling and acting like the stakeholders do, and when you transform into being that stakeholder you develop a capacity to capture the insights.

Insights are the problems, desires, needs, wants of the stakeholders. So here you have to develop empathy such that you can explore the deeper insights of the stakeholders to get a more comprehensive as well as deeper understanding into their feelings and emotions.

See the world through someone else's eye

Walk in other people's shoes

Immerse yourself into their experiences

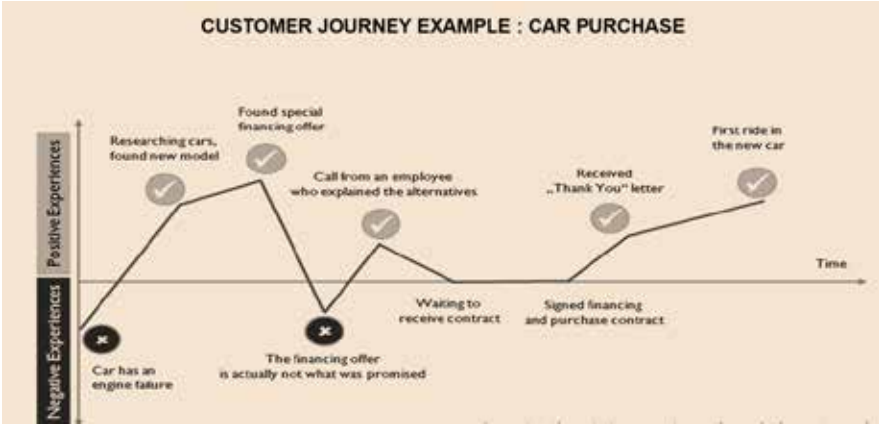


EMPATHY

(Enthrographic Study, Anthropology, Pattern Recognition)

ii. Journey Map

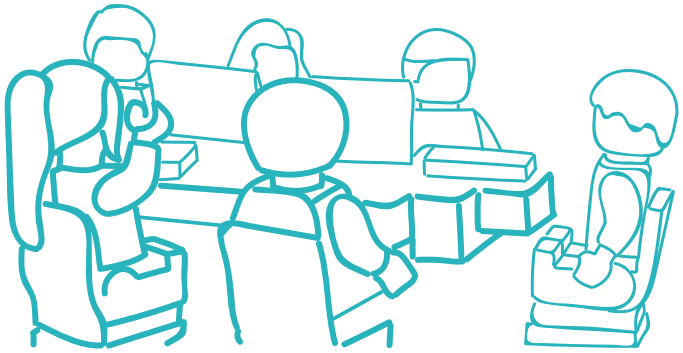
A journey map, allows you to visualize a process beginning to end. This simple framework will help you to more easily imagine the entire flow of an experience, whether it's how a service may work or all the touch points of a customer's journey with a product. This doesn't need to be an in-depth, detailed representation, but rather a quick-and-dirty way of thinking out how a process unfolds.



iii. How to find persona, journey map and hidden insights !! – INTERVIEW

To Interview lets first create Questionnaires creation (5W &H, Laddering)

Lets do fieldwork that involves spending more time in the field with our stakeholders, in their world (e.g., community, village, institution), participating and observing the daily activities and behavior of the people whose research is carried out.



Let's Generate :Who Questions? What Questions ? Where Questions ?

When Questions ? Why Questions ? How Questions ?

iv. Share Top 5 Insights

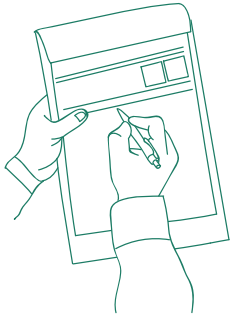
b. PROBLEM WRITING : 20 MINS

i. Lets create a How Might We.. problem statement – BUT HOW ??

How Might We
Help the company / people
Solve ..... problem / possibility
Which is arising because of the following ..... Insights

ii. Lets look at the Observation Chart

iii. Lets also look at the 5 insights from Empathy



Exercise

What do you think are the problems,
Who are facing this problem, and
Why are they facing this problem
How are they solving this problem today

In-Depth Interviewing

1. Learn to listen, think and talk amost at the same time.

2. Probe - How is that? In what way? How do you mean? What would be an example of that?

3. Review notes every night-observe activities/behaviour "gaps" that must be further observed.

4. Combined with observation, interviews allow researcher to understand the meanings people hold for their everyday activities.

a. Introduce your self and your project.

b. Share with them your objective and how are they important for you in your project.

c. Build rapport

d. Ask questions that you feel your stakeholder can answer in depth, and try to pull out stories from the same.

d. Capture their emotions/feelings

e. Ask questions

f. Always acknowledge them at the end of the interview

GENERATING MANY IDEAS FROM
YOUR NOVEL SOLUTION

CREATIVE THINKING

Try each one quickly on the Challenge Statement

S	Substitute	Can I substitute something?
C	Combine	Can I combine it with something else?
A	Adapt	Can I adapt something to your subject?
M	Modify (Magnify, Minify)	Can I magnify or add to it?, Can I modify or change it in some fashion?
P	Put to other use	Can I put it to some other use?
E	Eliminate	Can I eliminate something from it?
R	Rearrange & Reverse	Can I rearrange it?, What happens when I reverse it?

Helper Questions

What ideas or parts can be combined?

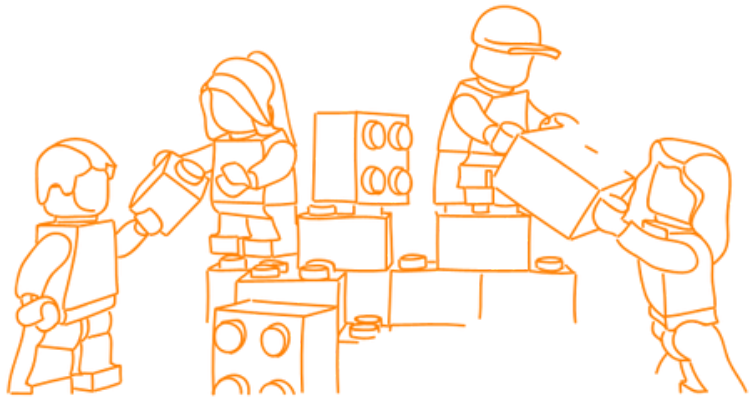
Can I combine or recombine its parts purposes?
Can I combine or merge it with other objects?
What can be combined to maximize the number of uses?
What materials could ne combined?

Can I combine different talents to improve it?

SCAMPER can only be applied on existing situation, product, process etc.

SCAMPER as a technique that can be used on oneself and on others too hence it is valuable.

SCAMPER allows multiplying innovations using a tool.



LET'S ADD TECHNOLOGY TO YOUR IDEA

Technology, technique, material, medium are the key elements that can give answers to the problem / possibility that you have found. It helps your product / service successful, and these are the primary parameters one has to take into account when working with product.

You can think of a technology i.e. Artificial Intelligence, IoT, AR-VR, 3D Printing, Apps, websites, software, manufacturing process, HR process, Operations process, Financial models etc. - use your imagination. For this,

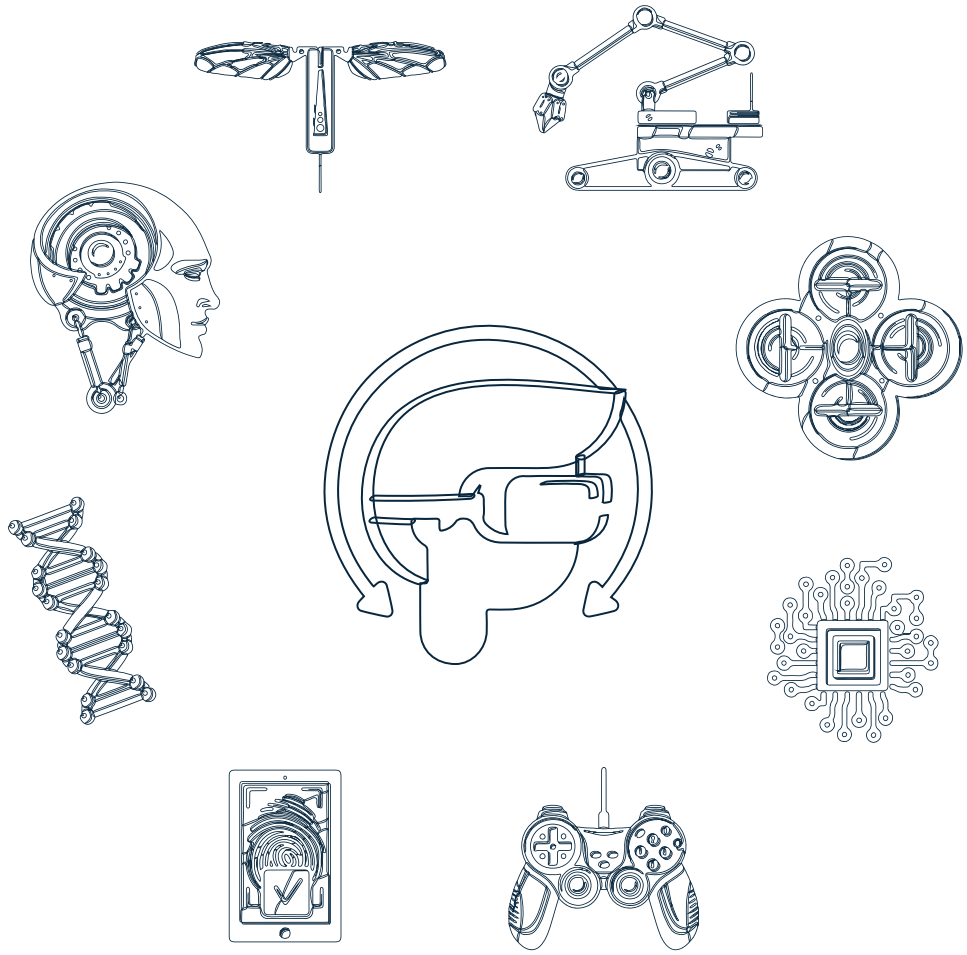
i. Think of the gap i.e. insight

ii. Think of the problem / possibility

iii. Now think of a technology / technique that you feel can help solve this insight / problem / possibility.

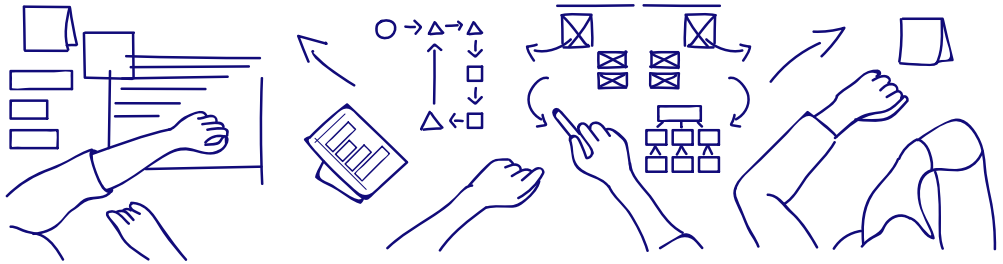
iv. We should of course think about the feasibility of the solution.

Feasibility is about how you make everything happen behind the scenes. This includes the right technology, hiring the right people, using the right tools, working with the right partners, and focusing on the right set of core activities. We need to run in a way that's constantly feasible, or else we'll implode.



a. Technology Solutions
Gaps & Journey Map Gaps and what technology can one apply where

PROTOTYPING YOUR SOLUTION & TESTING



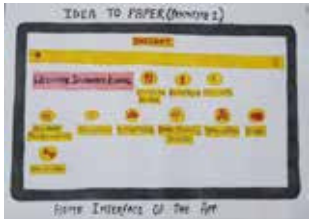
Solutions for real people, real situation, real world.. Idea to Paper

Paper to Model a Concept

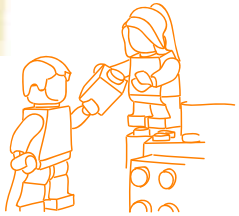
Concept a Business

Brainstorming

Model



Mock-Up



Role Play

Interaction

Live Prototyping	**List of Top 3 things you want to know from the customer about your idea- Create a Prototype to find the answer.** **1st STEP** -Quickly draw/sketch your Prototype - Ask the Customer - Incorporae feedback in the next protoype **2nd STEP** - Create a quick orthographic drawing with the write-up/explanation - Ask the Customer - Incorporate feedback in the next prototype **3rd STEP** - Make the Final Prototype

CREATING INNOVATIVE BUSINESS OUT OF THE IDEA & BUSINESS MODEL

Who will be Our Customers

Your Key Activities

a. Business Model

b. Launching Your Business

i. 3 months Plan

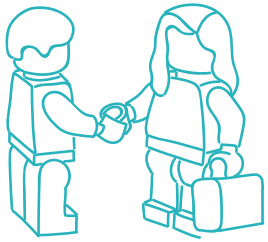
Step by Step Plan of starting your business.

How will you manage the customer relations

Your Team & Key Partners

Resources

Proposition



Ways of earning Money

Where to Spend

Ways of Reaching the Customer

A SIMPLE TREE HOUSE HANGOUT!!!

Services

a. **Pickup truck – transport and logistics**
b.**Sourcing and purchasing – Supply chain management**
c.**Designing and R&D**
d.**Manual lifting, cutting, sanding, filing, fitting, aligning, bolting-operations**
e.**Money - Finance**
f.**Safety procedures**
g.**People – Human Resources**
h.**Customer-related services: satisfaction, billing collection, accounting**
i.**Marketing – referrals, after-sales service, sales**
j.**Repairing and maintenance**

Materials

a. Slotted angles 14 gauge – various lenghts
b.2.5 inch bolts & nuts – 100
c.1.5 inch bolts & nuts – 100
d.8" bolts & nuts - 12
e.Washers - 400
f.Cement – one 50 kg sack
g.Metal Gravel – one 50 kg sack
h.Sand – one 50 kg sack
i.Water 100 liters
j.Corner plates – 50
k.Plywood 12 mm – 3 sheets 6' X 3'
l.Plywood 12 mm – 1 sheet 8' X 4'
m.Roofing screws 2.5" - 12
n.Roofing screws 1.5" - 24
o.Wood – 2.5" X 2.5" X 6' - 2 pieces
p.Roofing steel sheet 8'x 3.5 ' - 2 sheets
q.Paint & Thinner

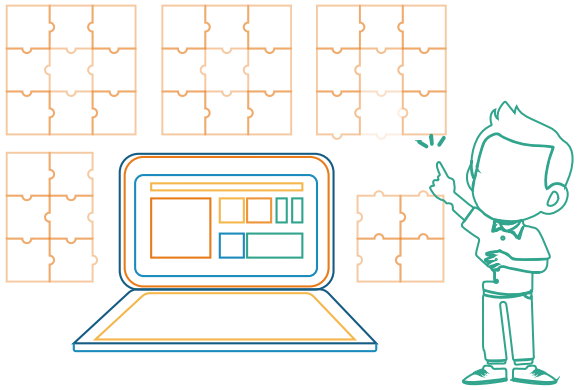
Tools (each requiring application skills)

a. Open-ended spanner set
b.Ring Spanner set
c.Socket wrench set
d.Metal cutoff machine
e.Electric Screwdriver
f.Electric drill
g.Screwdriver and drill bits – various
h.electrical extension box
i.Digging crowbar
j.Spade
k.Finishing Trowel
l.Electric grinder
m.Grinder and cutoff discs
n.sandpaper
o.Hammer
p.Screwdrivers
q.Electric hand-held saw
r.Measuring tape
s.Straight aluminum bar
t.Paintbrushes

a. Pitch Deck

Prepare your pitch deck which is an inspiring business presentation ou make to the interested stake holders, covering the main areas of the business.

- Tell your Startup Story
- Understand who your Target Audience is and why?
- Manage Your Timing Well
- Convey the Unique
- Be passionate and enthusiastic about your startup oppurtunity
- Stay Focused
- Understand how to market your startup's social value
- Present in tangible and precise manner
- Build a strong support team
- Let the potential investors experience your product first-hand
- Have good partners
- Have an active mentor team
- Dress Professionally
- Present a solid startup pitch deck, and make sure you have a strong closing
- Practice, Practice, Practice
- Value your startup's product or service



b. Preparing a 20 Min., 7 Min. & 3 Min. Pitch

RESOURCES

Visit

https://aim.gov.in/resources-for-atl-incharge.php

https://scity.gujarat.gov.in/program-and-seminars

https://www.youtube.com/user/nicwebcast

https://ed.stanford.edu/news/design-thinking-kids

https://d-lab.mit.edu/academics/classes/d-lab-education-learning

https://www.linkedin.com/pulse/mahatma-gandhi-original-design-thinker-hemang-dav%C3%A9/?trk=read_related_article-card_title and

https://www.sunday-guardian.com/artbeat/gandhis-design-vision-is-testament-to-his-creative-soul

Scamper

https://www.mindtools.com/pages/article/newCT_02.htm

https://www.designorate.com/a-guide-to-the-scamper-technique-for-creative-thinking/#:~:text=SCAMPER%20was%20first%20introduced%20by,eliminate%20and%20(R)%20reverse.

Ideation

https://www.youtube.com/watch?v=bEusrD8g-dM

Connecting the Dots

https://www.youtube.com/watch?v=cYhgIlTy4yY

Sir Ken Robinson

https://www.youtube.com/watch?v=iG9CE55wbtY

Pisano, G. P. (2015). You need an innovation strategy. Harvard Business Review, 93(6), 44-54.

Christensen, C. M., Raynor, M. E., & McDonald, R. (2015). What is disruptive innovation. Harvard business review, 93(12), 44-53.

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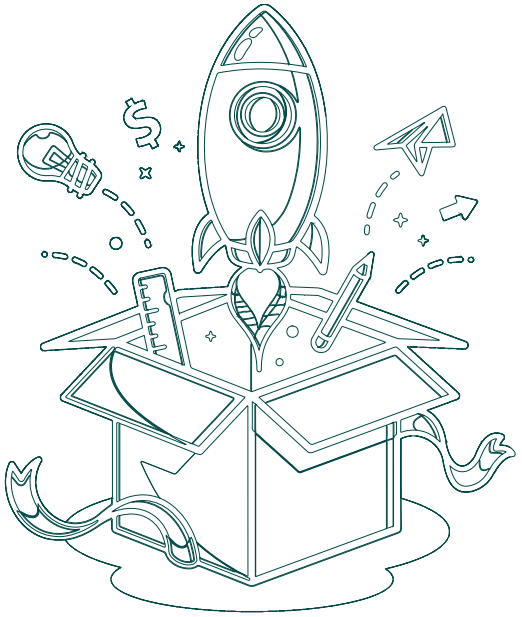

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