DESIGN THINKING AND INNOVATION WORKSHOP

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VENTURE FOR ALL, COLUMBIA BUSINESS SCHOOL

Columbia Business School's **Venture For All®** https://www8.gsb.columbia.edu/ventureforall/® is a global initiative for Professionals, Founders and Promoters who seek to develop the entrepreneurial mindset and apply technology innovation needed to succeed in the business world. Since 2011, we have been thoughtfully designing Venture for All® to guide you through the steps necessary to create, develop, and launch innovative programs, products, and ventures, from ideation to launch, end to end. Throughout our interactive learning experience, you will enhance your capacity to successfully apply entrepreneurial thinking and leadership principles, helping you stand out from the crowd as you innovate and lead in any academic or professional environment.

VENTURE FOR DESIGN THINKING

Our Venture for Design Thinking™ program provides participants with an intensive, "hands-on" course focusing on the contemporary design thinking concepts and tools applied to generating innovative solutions to important social problems. During the program, participants identify and define a major problem to be solved, work with real customers to better understand the problem from their perspective, generate multiple solutions, then choose a solution and test with real customers. Participants create an action plan based on customer feedback transition the solution towards real application.

Program Benefits

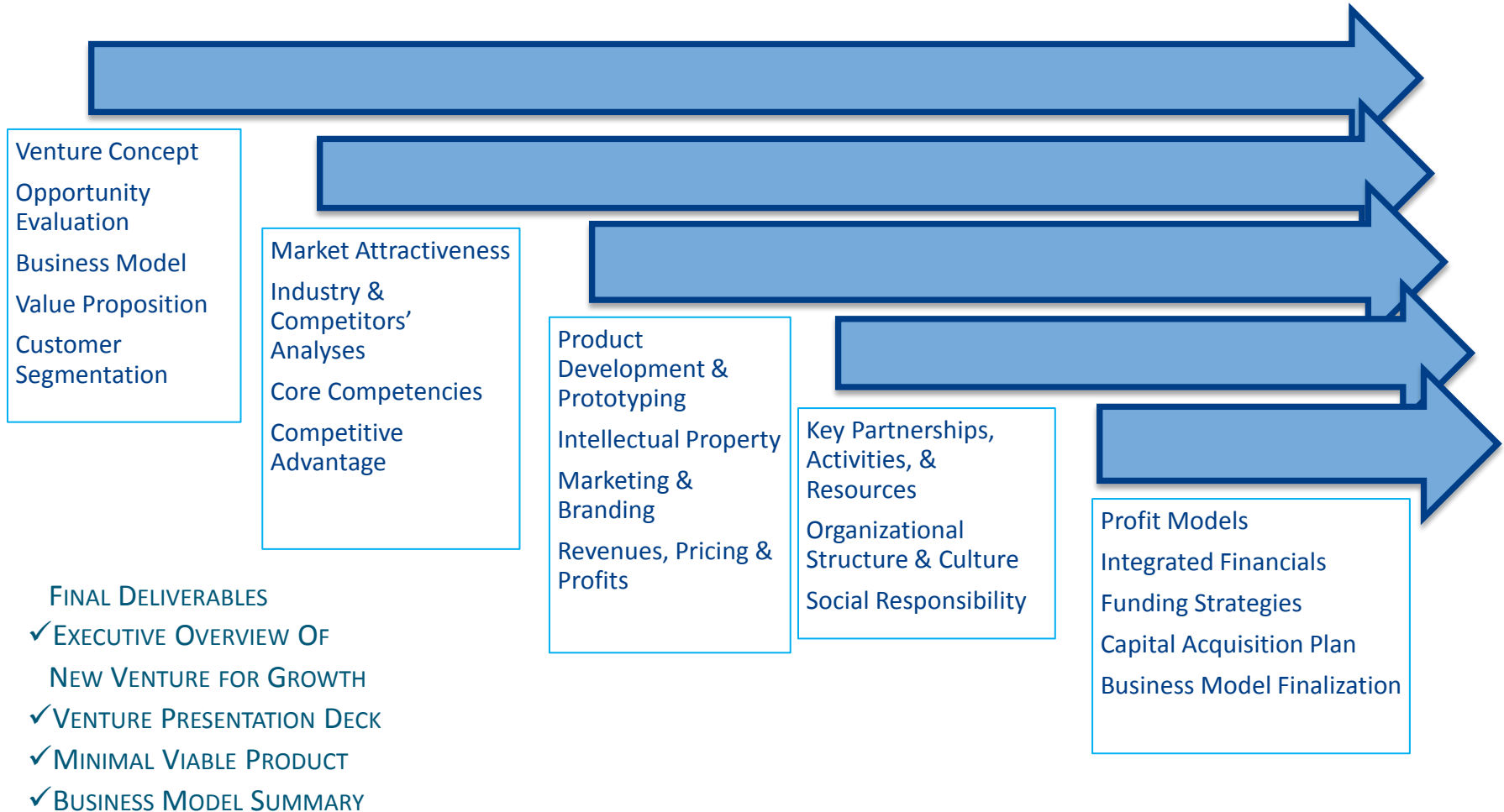At the highest level, you will come away with clear answers to the following questions:

- What are common challenges do social change makers experience as they attempt to solve major social problems?
- How to identify and articulate social problems in an accurate way, reflecting how individuals truly experience the problem and its challenges?
- How to create an effective interview protocols and surveys to help validate your assumptions on customer problems (pain points), solutions, and benefits (expected gain)?
- How do you assess current solutions provided in the ecosystem in order to build best practices as well identify gap areas?
- How to develop a minimal viable product in order to gain additional feedback on specific solution features?
- What metrics are critical to measure and validate social impact assumptions?
- How to develop a solution model to test your assumptions about customer interests, acceptance, and use?

Program Content

The program uses a proprietary sequence of modules and tools to support the identification and solution of major social problems. Specific skill development and issues covered include:

- **Problem Identification:** Articulating the major social problem to be solved and the potential benefit to the customer and beneficiaries
- **Solution Providers & Domain Experts:** Understanding the current ecosystem developed around solving the social problem in order to identify best practices and common challenges
- **Customer/Beneficiary Discovery:** Testing your assumptions about the social problem through interviews and surveys with real customers & beneficiaries
- **Solution Prioritization:** Generating multiple solutions based on customer feedback and understanding of current solutions
- **Early Solution Development:** Building minimal viable products to test customer acceptance of proposed solution
- **Social Impact Metrics:** Identifying critical indicators for benchmarking, measurement, & monitoring potential impact of selected solution
- **Solution Model Development:** Turning your tested solution into an organizational model designed to test and validate assumptions about what it takes to build repeatable and scalable solution

More Details

DESIGN THINKING AND INNOVATION WORKSHOP

Venture Concept

Opportunity Evaluation

Business Model

Value Proposition

Customer Segmentation

Market Attractiveness

Industry & Competitors' Analyses

Core Competencies

Competitive Advantage

Product Development & Prototyping

Intellectual Property

Marketing & Branding

Revenues, Pricing & Profits

Key Partnerships, Activities, & Resources

Organizational Structure & Culture

Social Responsibility

Profit Models

Integrated Financials

Funding Strategies

Capital Acquisition Plan

Business Model Finalization

FINAL DELIVERABLES
✓ EXECUTIVE OVERVIEW OF NEW VENTURE FOR GROWTH
✓ VENTURE PRESENTATION DECK
✓ MINIMAL VIABLE PRODUCT
✓ BUSINESS MODEL SUMMARY

THE TAKE AWAY VALUE

1. The *process* to take an idea from ideation to launch while working on all the pertinent moving parts of the process to your business idea.

2. Make your minimum viable product

3. Think disruption

4. Adapt innovation

5. Think things differently & creatively

6. Use social media to build your business

7. Make a step by step investor's pitch presentation deck.

8. Learn the presentation skills required to communicate your idea.

9. Certified Entrepreneur: At the end of the course, each participant will get a certificate and membership card from Columbia Business School, VFA®.