

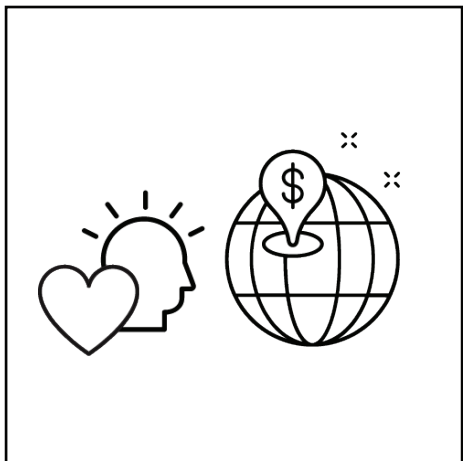
Business Innovation Design

This is a blueprint about the essentials of Business Innovation Design at a high-level.

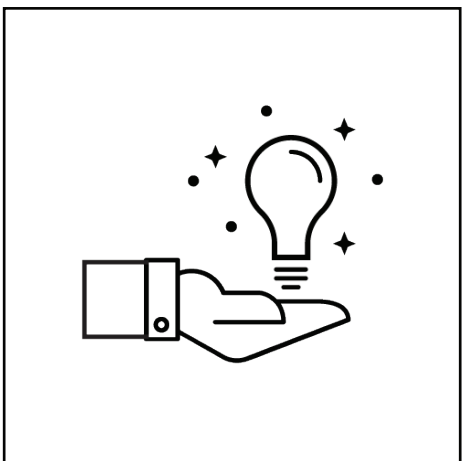
http://businessinnovation.design
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What does LEGO, IKEA, and Airbnb have in common? They are innovative businesses that leverage design as a strategic driver for growth. Good design is good business. However, their successes are transient. As we enter the 4th industrial revolution, the nature of how organizations win in the new market landscape will be different. This requires a new approach for organizations to continuously innovate and grow.

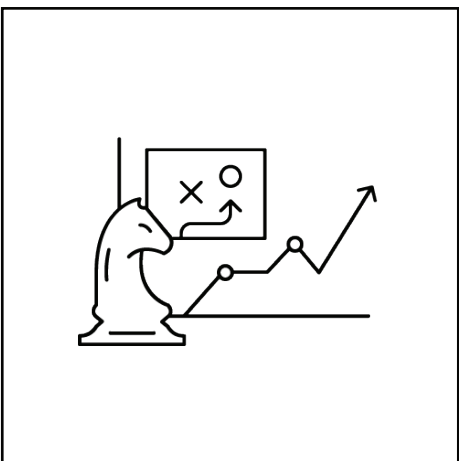
BUSINESS INNOVATION DESIGN IS A SYSTEM TO INNOVATE.



CLARIFY
Pinpoint new market opportunities
Identify pain points of target users
Future-proof against disruption
Envision future business
De-risk business strategy
Validate assumptions and pivot
Understand existing business system

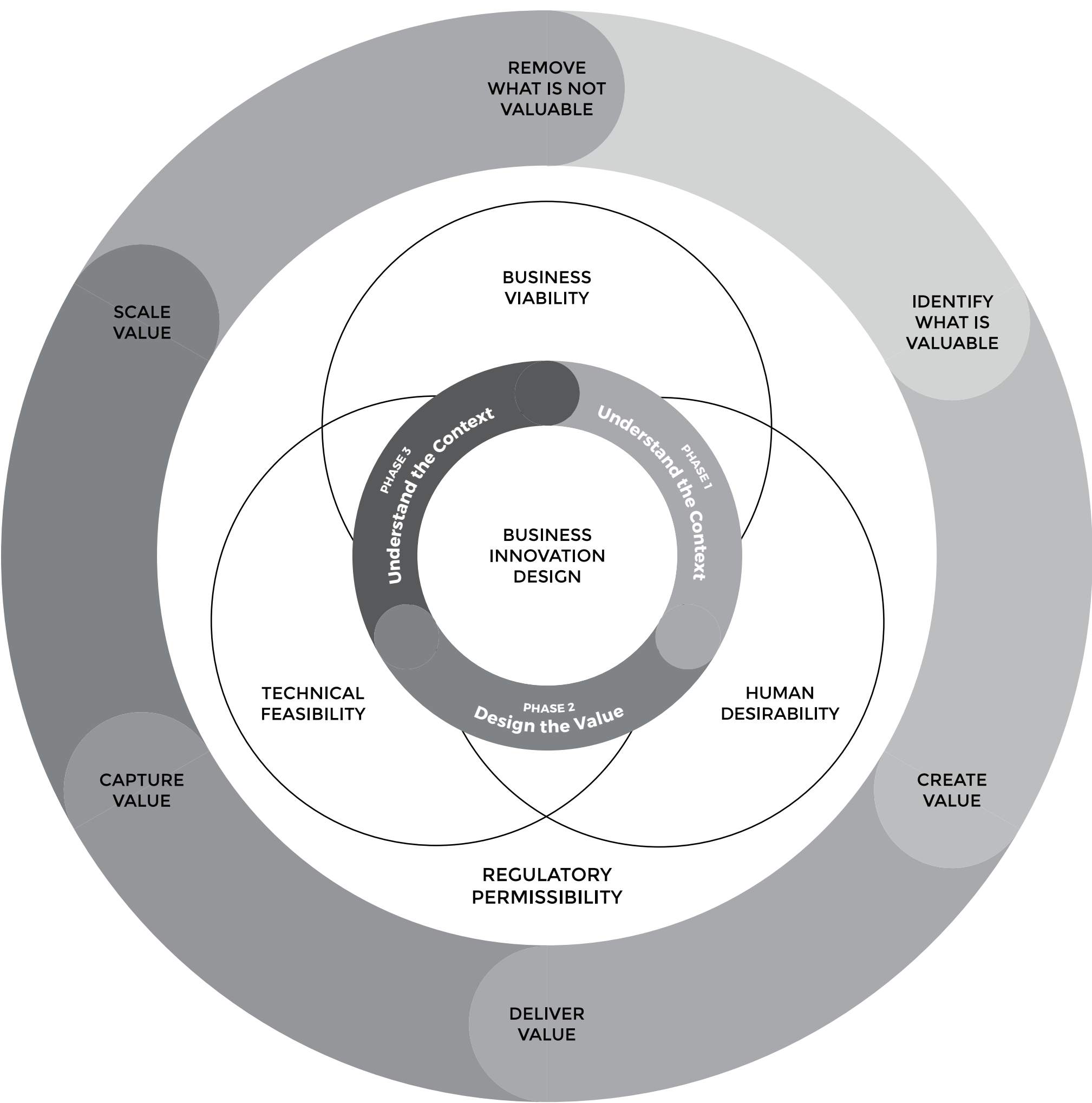


INNOVATE
Differentiate against competitors
Create new value proposition
Design product and service experiences
Design innovation ecosystem
Develop brand marketing system
Design new ventures
Manifest ideas into reality



GROW
Develop business strategy
Build sustainable business model
Develop innovation capabilities
Develop organization system
Manage change transitions
Optimize and scale operations
Measure progress with the right metrics

HOW VALUES ARE BUILT, MAINTAINED AND DISMANTLED TO ACHIEVE DESIRABILITY, VIABILITY AND FEASIBILITY



10 PRINCIPLES OF BUSINESS INNOVATION DESIGN

- PRINCIPLE 1**
Reframe the Context
- PRINCIPLE 2**
Envision the Future
- PRINCIPLE 3**
Empathize with Stakeholders
- PRINCIPLE 4**
Synthesize Patterns
- PRINCIPLE 5**
Connect the Unconnected
- PRINCIPLE 6**
Iterate Rapidly
- PRINCIPLE 7**
Plan Adaptively
- PRINCIPLE 8**
Integrate Silos and Processes
- PRINCIPLE 9**
Leverage Partnerships
- PRINCIPLE 10**
Measure Progressively

BUSINESS CHALLENGES IN WHICH INNOVATION IS THE ANSWER

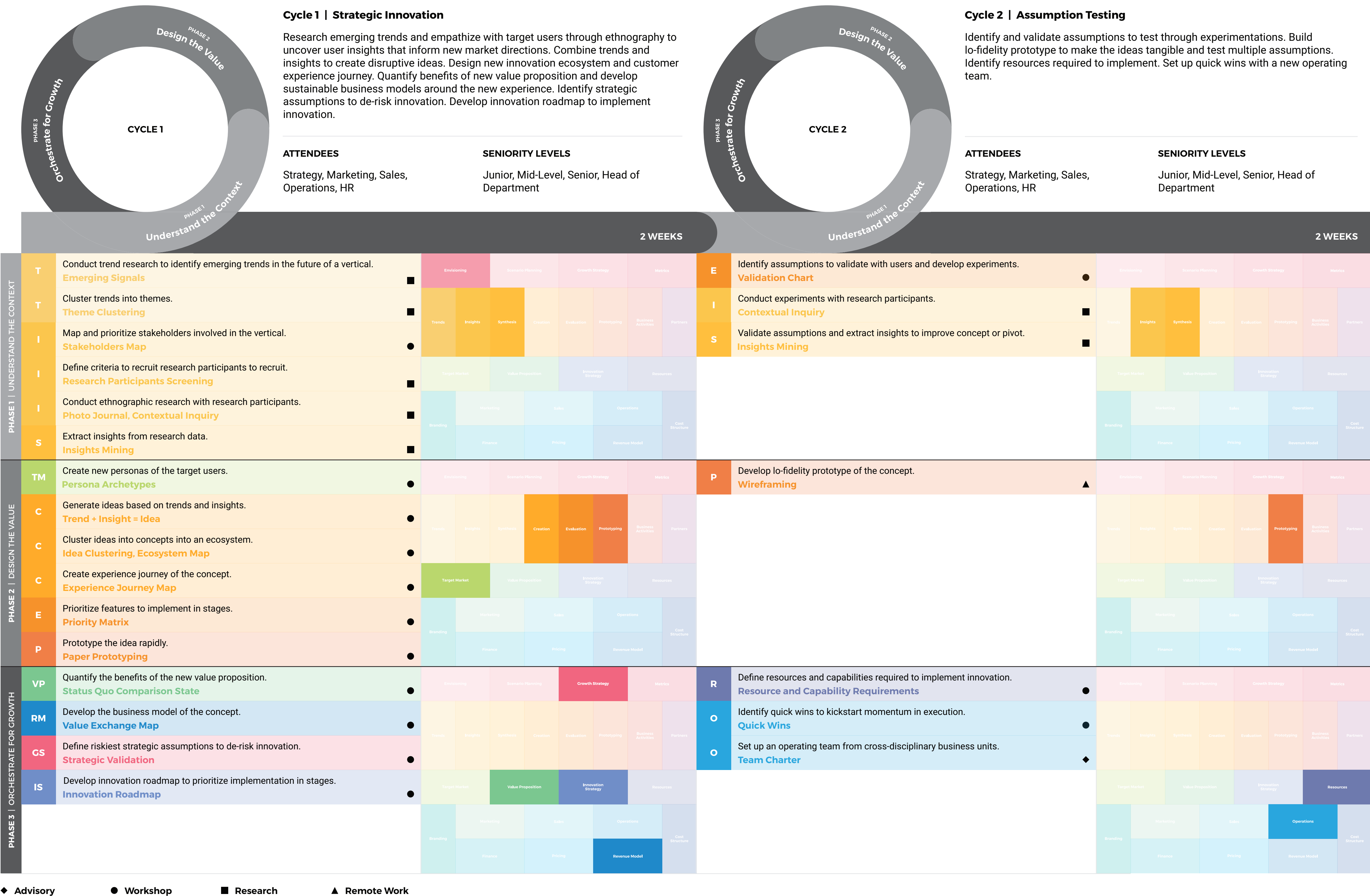
- CHALLENGE 1**
Market Expansion
- CHALLENGE 2**
Commoditizing Market
- CHALLENGE 3**
Technology Commercialization
- CHALLENGE 4**
Me-Too Brands
- CHALLENGE 5**
Revitalizing Core Business
- CHALLENGE 6**
Future Envisioning
- CHALLENGE 7**
New Startups
- CHALLENGE 8**
Corporate Intrapreneurship
- CHALLENGE 9**
Industry Leadership
- CHALLENGE 10**
Digital Transformation

A SYSTEM TO CREATE PROCESSES THAT GUIDE COMPANIES TO INNOVATE LIKE PLAYING LEGO

- Tools categorized by blocks and phases
- Create programs to solve business challenges
- Programs packaged as a service for organizations



AN EXAMPLE OF PROGRAM CREATED WITH BUSINESS INNOVATION DESIGN



Blocks	Tools	PHASE 1 Understand the Context	PHASE 2 Design the Value	PHASE 3 Orchestrate for Growth	HUMAN Desirability	BUSINESS Viability	TECHNICAL Feasibility
Envisioning	Aspiration Envisioning						
	Three Horizons						
	The Big Idea						
	Ideal Future Values						
Scenario Planning	Market Maximization Map						
	Usage Intensification Map						
	Disruption Amplification Map						
	Scenario Plan						
Growth Strategy	Strategic Options						
	Strategic Validation						
	Pirate Metrics						
	Balanced Score Card						
Metrics	Objectives & Key Results						
	HEART Framework						
	Investment Readiness Level						
Trends	Emerging Signals						
	STEEP Analysis						
	Theme Clustering						
	Hype Cycle						
Insights	Trends Mapping						
	Impact-Certainty Classification						
	Stakeholders Map						
	Research Participants Screening						
Synthesis	AEIOU Observation						
	Contextual Inquiry						
	Photo Journal						
	A Day in Life						
Creation	User Testing						
	Word-Concept Association						
	Job Stories						
	A Day in Life						
Evaluation	Empathy Map						
	Three Problems						
	Insights Mining						
	Root Causes						
Prototyping	Experience Journey Map						
	Synthesis Map						
	Affinity Diagram						
	Max-Neef Needs Matrix						
Business Activities	Brainwriting						
	Trend + Insight + Idea						
	Lotus Blossom						
	Brainstorming						
Partners	Idea Clustering						
	Shiritori						
	Worst Possible Ideas						
	Experience Journey Map						
Resources	Concept Map						
	Style Tiles						
	Solution Requirements						
	How What Ideation						
Innovation Strategy	Ecosystem Map						
	Minimum Valuable Features						
	Validation Chart						
	Priority Matrix						
Operations	Criteria Evaluation Gates						
	SWOT Analysis						
	Evaluation Matrix						
	Technical-Economic Feasibility Evaluation						
Revenue Model	Desktop Walkthrough						
	Pilot Run						
	3D Modeling						
	Site Map						
Cost Structure	Paper Prototyping						
	Wireframing						
	Hi-Fidelity Prototyping						
	Activity System						
Pricing	Process Flowchart						
	Value Chain System						
	Service Blueprint						
	Value Exchange Map						
Sales	Relationship Options Analysis						
	Partnership Structure						
	Partnership Model						
	Manpower Scheduling						
Finance	Resource and Capability Requirements						
	Product Roadmap						
	Innovation Roadmap						
	D3 Matrix						
Branding	Product Lifecycle Matrix						
	GE-McKinsey Matrix						
	Growth/Share Matrix						
	Team Charter						
Value Proposition	Work Breakdown Structure						
	Quick Wins						
	Operating System						
	Important/Urgent Matrix						
Marketing	Confidence Level Tracker						
	Value Exchange Map						
	Revenue Model Archetypes						
	Monetization Sociology						
Target Market	Startup Capital Requirements						
	Cash Burn Rate						
	COCA Calculation						
	AB Price Testing						
	Pricing Objectives						
	Pricing Matrix						
	Customer Pricing Chasm						
	Discount Structure						
	Sales Funnel						
	Sales Process						
	Decision-Making Stakeholders Map						
	Next 10 Customers						
	Customer Sales Cycle Map						
	Sales Distribution Channels						
	Sales Tools Matrix						
	Funding Requirements						
	Income Statement						
	Brand Architecture Tree						
	Experience Journey Map						
	Brand Promise Archetypes						
	Brand Personality Map						
	Positioning Matrix						
	Competitive Benchmarking						
	Value Proposition Definition						
	Status Quo Comparison State						
	Offerings Map						
	Portfolio Chart						
	Innovation Showcase						
	Omnichannel Customer Journey Map						
	Marketing Activities Map						
	Marketing Goals						
	Media Channels						
	Marketing Pipeline						
	Stakeholders Map						
	Persona Archetypes						
	Segmentation Tree						
	Segment Evaluation Criteria						
	User Profiling						
	Moore's Bowling Pin						
	Total Addressable Market Analysis						