

Digital innovation hub with purpose

Ideation and Solution workshop

12 May 2022

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SA Innovation Summit



POINT OF VIEW



EMPATHISE

DEFINE



IDEATE

PROTOTYPE

TEST

INTRODUCE NEW STIMULI



AS MANY IDEAS AS
POSSIBLE, FEASIBLE OR NOT



JUDGEMENT FREE ZONE,
FEEL COMFORTABLE



FOCUS ON IMPROVING
THE USER'S EXPERIENCE





ORIENTATE

Our mission:

We need to understand the goals that we need to align with on the design of DIH

Hint: What are you trying to achieve?

What is the mission and vision of your organisation?

(1 min)

What are the strategic goals in your org:

(1 min)

What is your role in the ecosystem?

(1 min)



OBJECTIVES AND KEY RESULTS

Our mission:

Describe how we want to measure our success for this year and next couple years?

Hint: Think measurables in your sphere of influence

What are this year's key performance indicators?



What are the coming 3/5 yr key performance indicators ?



Our mission:

Describe what we want to achieve with the DIH?

Hint: Connect it to organisation's OKR's

How might your DIH help achieve the KPI's
(2 min)



Yes, and it could do that by
(2 min)





PERSONA REVIEW

We have the following investor persona made of investor analyst, angel investor, tech investor & international investor

Goals in the ecosystem

Profit: Investors are looking for a return on investment and rewards	Opportunities: Investors want to easily identify entrepreneurs that show growth.	International investment: Investors seek entrepreneurs that can target foreign markets and expand their operation in foreign countries	Relationship: They looking to build long term relationships with suppliers
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Frustrations in the ecosystem

Lack of maturity: Entrepreneurs still need to be guided on business basics from management, finance to marketing.	Limited information: Limited information to make sound business decisions about where to invest	Data gap: No accurate facts to help make informed decisions, solve problems, see performance and reduce wasted money
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We have the following startup persona made up of tech startups and sme startups

Goals in the ecosystem

Angel investor:

Looking for angel investor and one that can provide their expertise.

Resources:

Be able to plan and allocate resources to maximise growth.

Idea testing:

Entrepreneurs are looking to validate their new ideas. They want to understand what really works with consumers.

Frustrations in the ecosystem

Funding:

Need capital for inventory, payroll for staff and cash to be proactive in business.

Technology:

Lack of access to the right technology and talent.

Complications with products:

Entrepreneurs might experience product failures, or cannot provide stable prototypes.

Network:

Entrepreneurs might not have connections with relevant people and cannot develop leads.

EMPATHISE

DEFINE



IDEATE: HOW MIGHT WE?

PROTOTYPE

TEST

Our mission:

Write down as many ways that we might do this as a Hub...

Hint: Are there other strategic objectives support this

How might we _____
(1 min)

How might we _____
(1 min)

How might we _____
(1 min)

How might we _____
(1 min)

EMPATHISE

DEFINE



IDEATE 3: RAPID IDEATION

PROTOTYPE

TEST

High Effort | Low Value

eg. Difficult to design, difficult to develop, expensive to do etc..

10

High Effort | Valuable

eg. Difficult to design, difficult to develop, expensive to do etc..

1

10

Low Effort | Low Value

eg. Few resources required, Very short amount of time, little effort.

Low Effort | High Value

eg. Enjoyable but does not contribute to desired progress.

KARIBU
ASANTE
THANK YOU
ASANTE SANA
ASENTE



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