



WHAT IS A BUSINESS DESIGN JAM?

Business Design combines traditional business consulting methodologies with design thinking methods to create sustainable business models based on the human-centred design principles. In a business design jam we improvise without extensive preparation just like musicians do in a jam session. The idea is to come up with products/services grounded in feasible business models in just a few hours.

WOULD YOU LIKE TO HAVE A BUSINESS DESIGN JAM IN YOUR COMPANY?

We can do the Business Design Jam for your company, at the premises or somewhere else. We provide catering, location and team members.

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DAY 1



PITCH YOUR IDEA

Participants have the chance to pitch their idea to the others. Each idea should be aligned with the corporate strategy of the company or at least complementary to their core business.



We believe multidisciplinary teams is the best recipe for collaborative work. We make sure each team has a diverse mix of members. Ideally, 5 team members with at least a designer and a developer.

DAY 2



DESIGN THE BUSINESS MODEL

Using the Business Model Canvas participants use it to layout the business and its components. The canvas gives them an overview of needed resources, costs, audience, value proposition, revenue sources...etc.



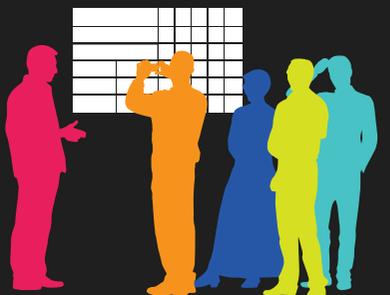
We support the groups in formulating their value propositions and the creation of personas. This is the core of their business and will help them in the creation of testable hypothesis later on.

CREATE A PROTOTYPE

The group starts creating a rapid prototype in any way they can to bring the idea to life. They can use LEGO, paper, keynote, sketches...etc. The prototype will be used for a quick early testing later in the session.



DAY 3



CREATE SOME HYPOTHESIS AND OUTLINE SOME EXPERIMENTS

Based on the personas and the business model, we support them in the creation of the first testable hypothesis. Using a testing board.



Depending on the type of business we encourage the participants to either go outside the building or conduct their experiments online. It is very important that all experiments are systematically recorded.



DO SOME ROLE-PLAYING AND INSTANT FEEDBACK

With volunteers from other groups, we do a small role-play exercise using PERSPECTIVE TAKING. This gives them the option of quickly testing the ideas using their prototypes or elevator pitch.



We do a coaching session that includes a mix of silicon valley's best practices and Richard Denning's - The Secret language of Leadership. This is in preparation for the final presentation and elevator pitch.

5 DECK SLIDE PRESENTATION/ ELEVATOR PITCH

The jam concludes with a presentation using a 5 Deck slide template and an elevator pitch in front of the other participants and a jury.

