

BUSINESS DESIGN TOOLS FOR STRATEGY AND INNOVATION

ENTREPRENEURSHIP BY DESIGN *WORKBOOK*

ENTREPRENEURIAL MINDSET

CONCEPT

A barcode scanner to check for allergens on packaged food at the supermarket.

USERS

Highly allergic people

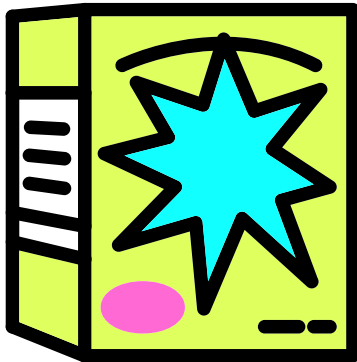
BUSINESS MODEL

Free download
with in app purchases

RESOURCES

UX and coding
Potential Investors

VISUALIZE



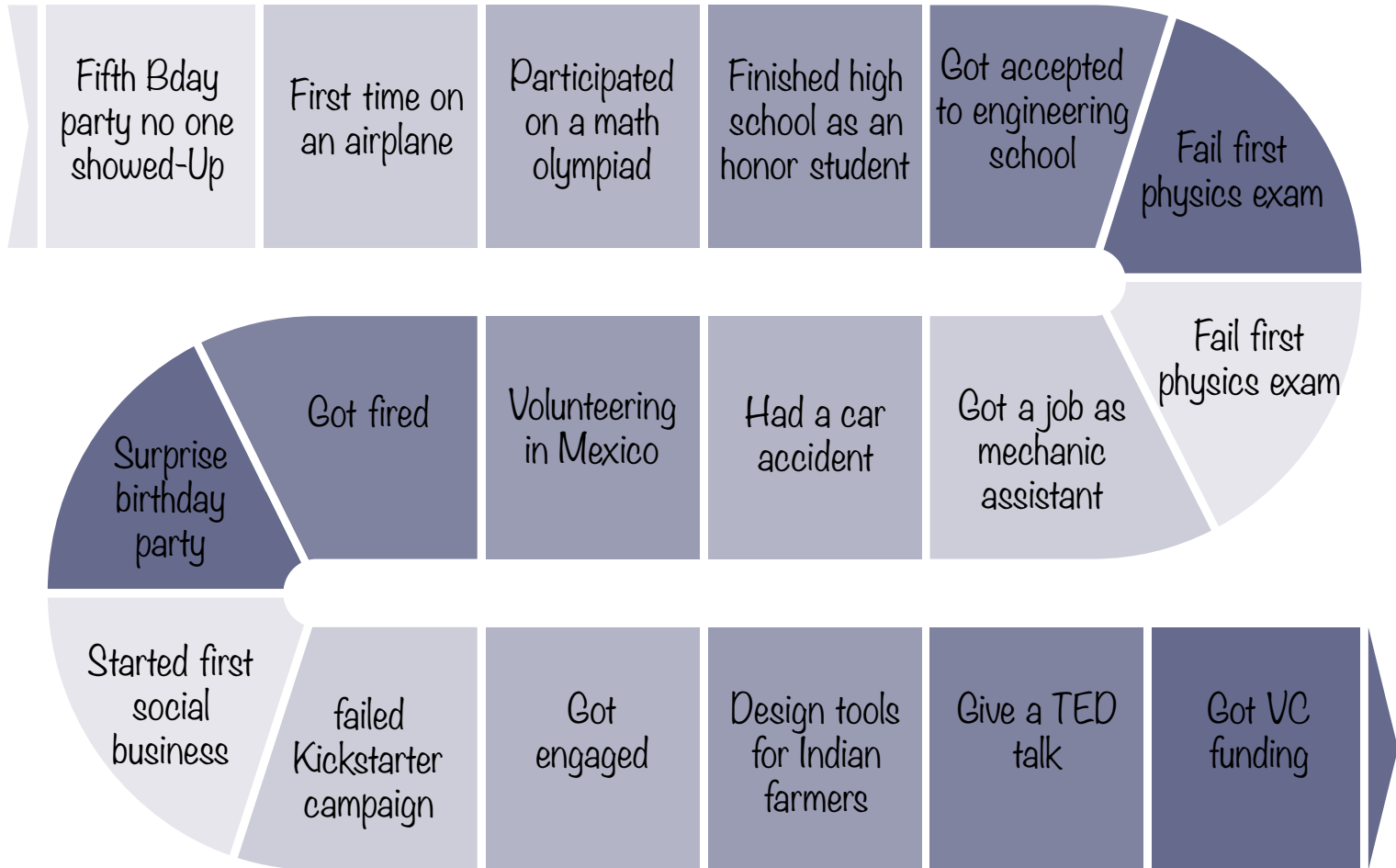
1. Select product

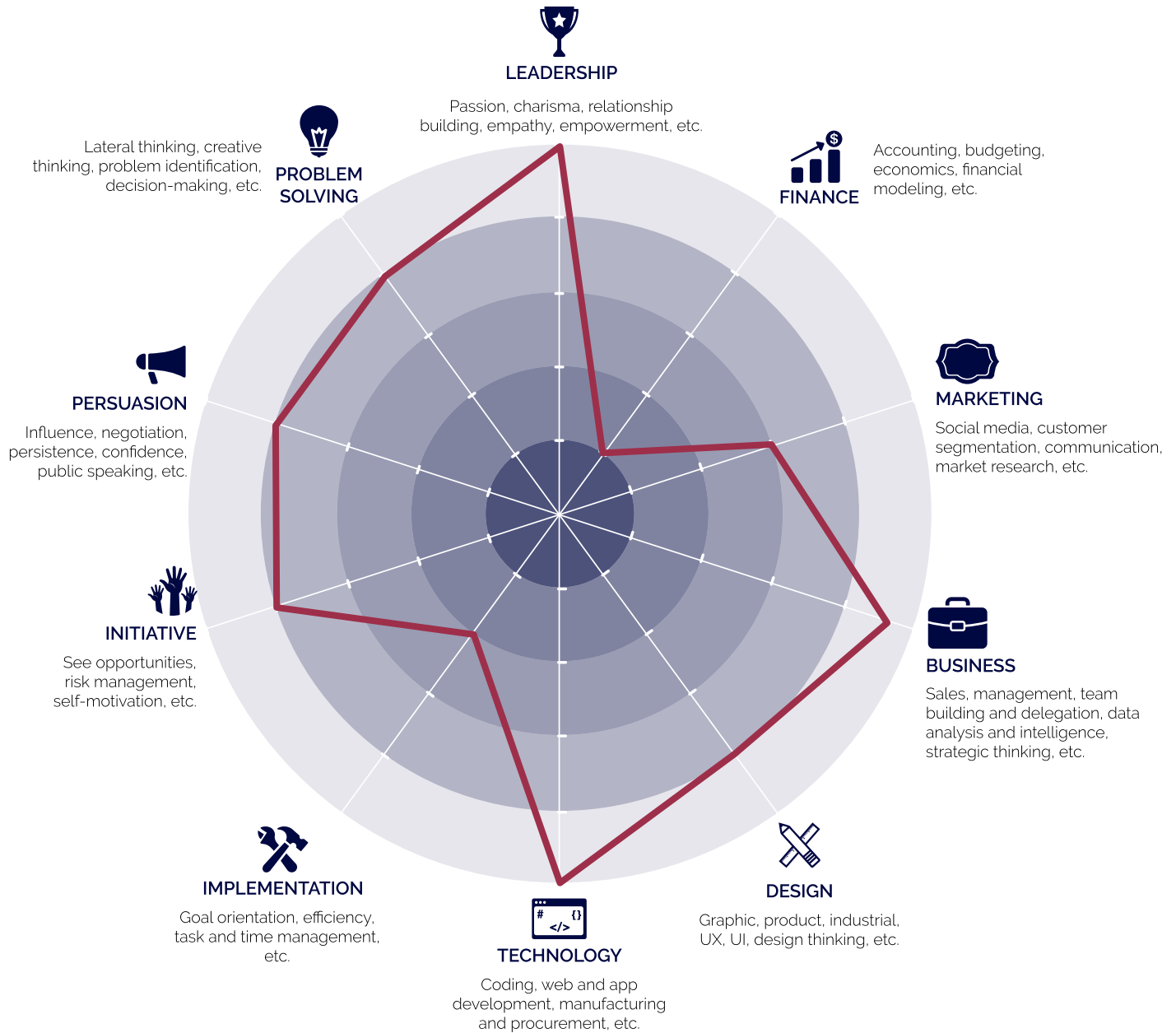
2. Scan Barcode



3. Results based on
allergy profile







VALUES

Contribution

Creativity

Knowledge

PASSIONS

Creating things that matters

Reading non fiction

Traveling and live in different cultures and places

ASPIRATIONS

Doing a project with a huge impact in the world.

Contribute to improve the state of the world through businesses.

UNIQUENESS

Adaptability

Willingness to act

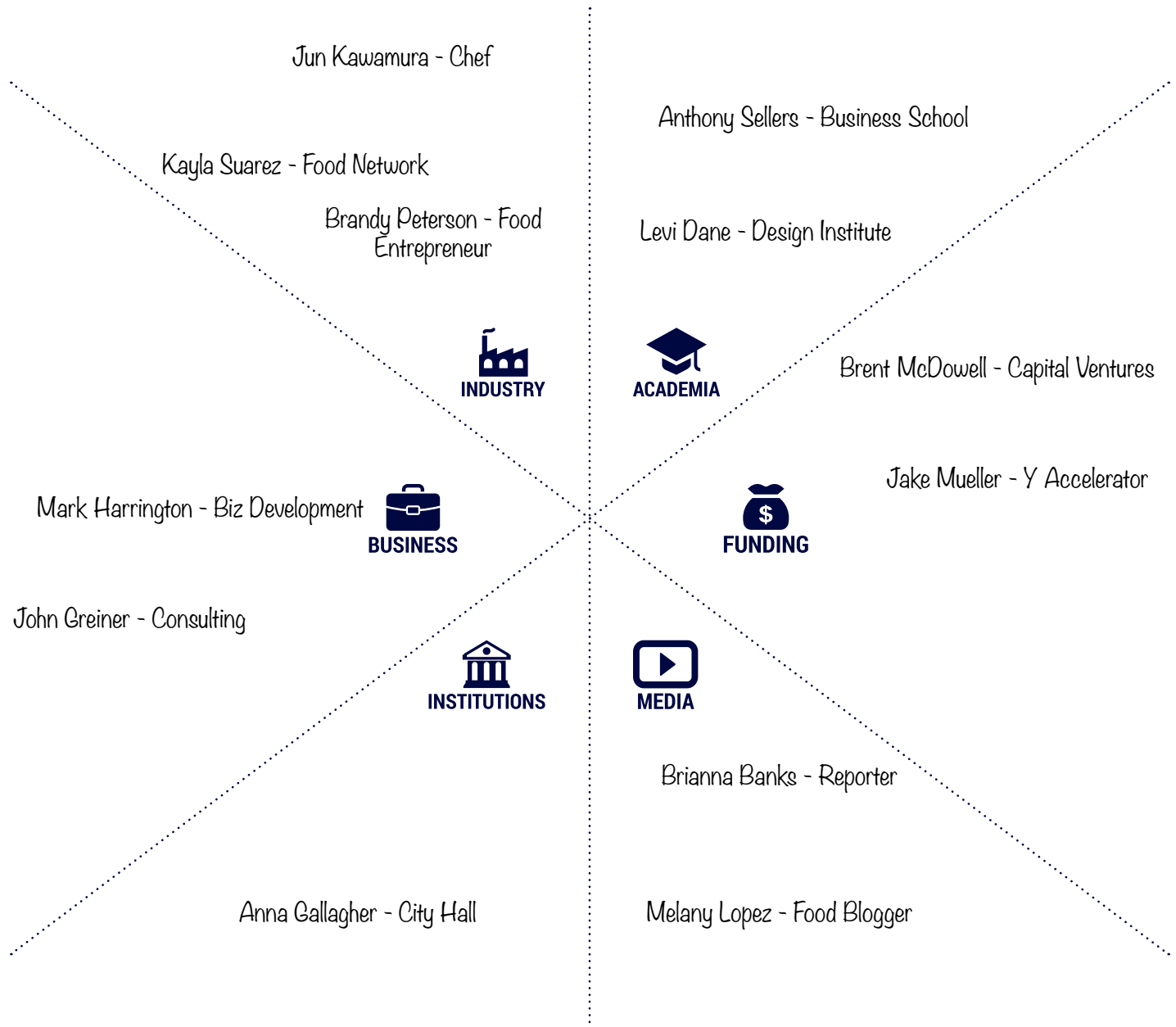
Simple approach to life

CONTRIBUTION

to develop simple solutions that

IMPACT

can improve people's lives



CUSTOMER DEVELOPMENT

PROFILE



Jackie Raymond
Female, 35 yo.

Baltimore, USA

Food and Fitness
Blogger

BELIEFS

#bodypositive #bodypositivity #edawareness #eatingdisorderrecovery
#anorexiarecovery #educate #inspire #health #diet #culture #girls
#women #empoweringwomen #empower



KICKTHESCALE.COM

Why We Need To Stop Complimenting People On Weight Loss.

- Kick the Scale

INSPIRATION

Each. This one, in particular, is extremely meaningful as it shows footage of a story from when Austin was admitted into the feeding program at Mt. Washington Pediatric Hospital. To see how far we've come, and the direction we have gone to help educate and raise awareness in the realm of food allergies is so gratifying and incredibly rewarding. Thank you to each and everyone of you—we could not have done any of this without you. #ItTakesAVillage #AustinAllergies #wmar Megan Knight Johns Hopkins Children's Center #FoodAllergies



ENTERTAINMENT



SHARE



**ACTIVITY**

Grocery Shopping for a party

USER PROFILE

Occasional Shopper - Millennial

ENVIRONMENT

Traditional Supermarket

INTERACTION

check with friends and family over the phone, for brands and recommendations and send pictures for validation.

INSIGHTS

Phones are widely use in supermarkets but often there is bad reception

CUSTOMER

IDENTITY
AND CONTEXT

Lina, 27 Female
Miami, FL
Married with 2 Children
Project Manager
Enjoy cooking Asian food

NEEDS
AND LIMITATIONS

Find new food while grocery shopping
Provide healthy food for her family
Food ingredient information is not easy to find

MOTIVATIONS
AND ASPIRATIONS

EXTREME CUSTOMER

IDENTITY
AND CONTEXT

Maria, 72 female Milan
Grandmother of 10

NEEDS
AND LIMITATIONS

Some of her grandchildren are allergic to some ingredients
Brand loyal and always buy the same products
Not tech savvy

MOTIVATIONS
AND ASPIRATIONS

To make her family happy and healthy

EARLY ADOPTER

IDENTITY
AND CONTEXT

Francesco, 20 London
Extreme allergies
Consultant

NEEDS
AND LIMITATIONS

Needs to verify all the ingredient in food
It's hard to do grocery shopping while traveling

MOTIVATIONS
AND ASPIRATIONS

Enjoy food without worries

DESIRED OUTCOME

Food satisfaction, great taste and safety while eating

Show others that she cares
about what she eats

SOCIAL COMPONENT

Feel fit and healthy

**EMOTIONAL COMPONENT**

Eat food that match her dietary requirement

**FUNCTIONAL COMPONENT****CUSTOMER PROBLEM**

Find food that fit her ingredient requirement while grocery shopping

INDUSTRY RESEARCH

GLOBAL COMPETITIVENESS CONTEXT

Figure 7: Performance of North America and OECD countries, 2017–2018 edition



SUSTAINABILITY PROGRESS

Table 11.1: Indicators measuring progress towards SDG 11, EU-28

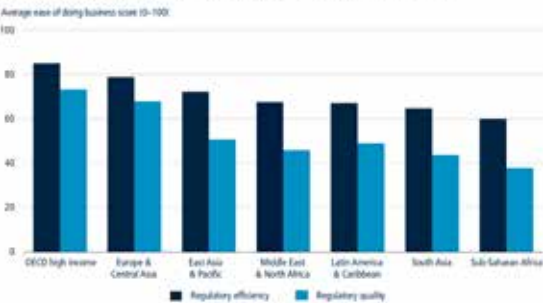
Indicator	Long-term trend (past 15 years)	Short-term trend (past 5 years)	Where to find out more
Quality of life in cities and communities			
Overcrowding rate	↑ (3)	↑	page 208
Population living in households considering that they suffer from noise	±	↑	page 209
Exposure to air pollution by particulate matter	↓	↑ (1)	page 210
Population living in a dwelling with a leaking roof, damp walls, floors of foundation, or rot in window frames of floor (%)	±	↑	SDG 1, page 88
Population reporting occurrence of crime, violence or vandalism in their area (%)	±	↑	SDG 16, page 305
Sustainable transport			
Difficulty in accessing public transport	±	±	page 211
People killed in road accidents	↑	↓	page 212
Share of buses and trains in total passenger transport (%)	↓	↑	SDG 9, page 178
Adverse environmental impacts			
Recycling rate of municipal waste	↑ (1)	↑	page 213
Population connected to at least secondary wastewater treatment (%)	±	±	SDG 6, page 125
Artificial land cover per capita (%)	±	↓ (1)	SDG 15, page 387

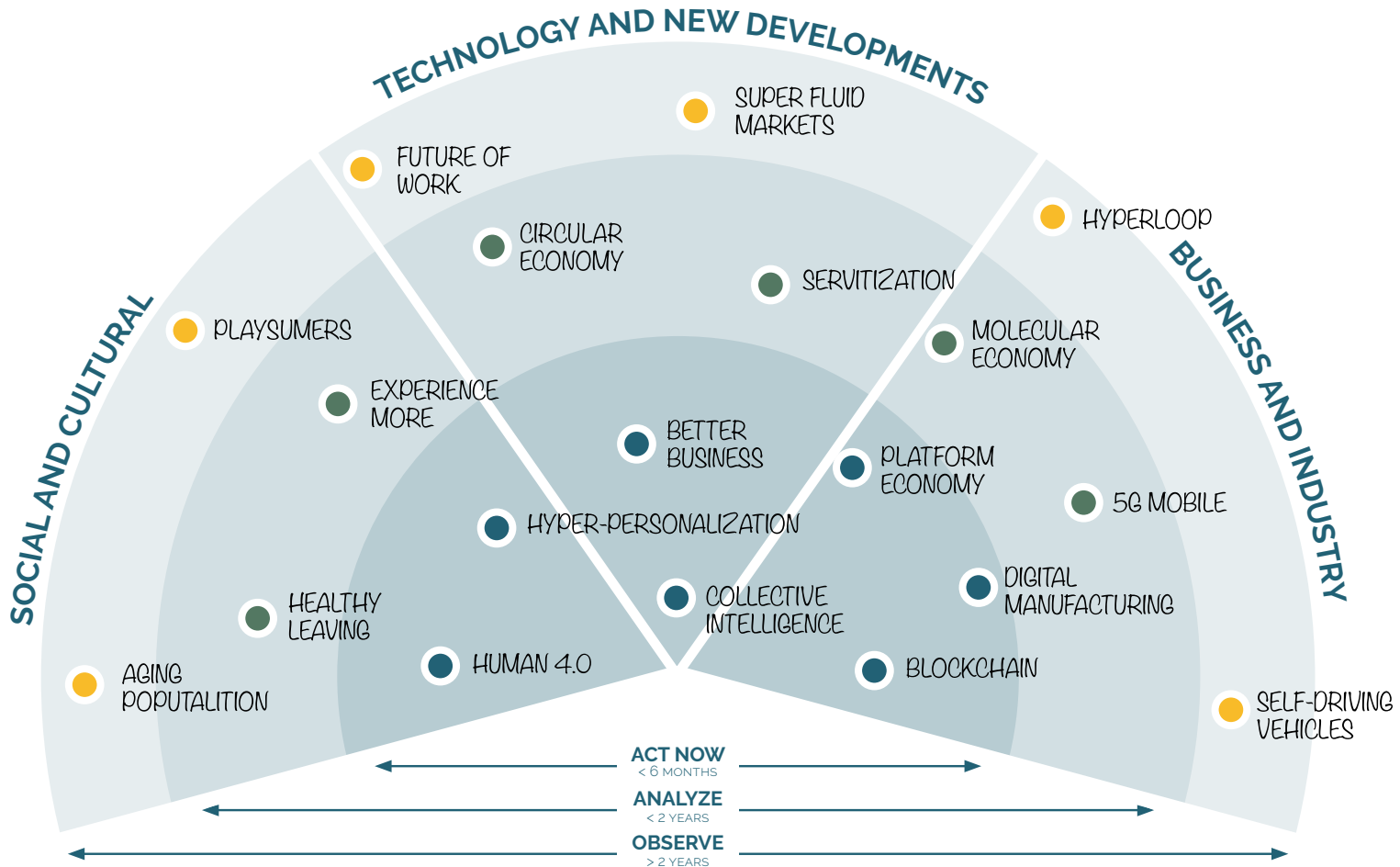
GLOBAL RISK LANDSCAPE



EASE OF DOING BUSINESS

FIGURE 1.2 Gaps between regulatory efficiency and regulatory quality are observed across all regions





TREND HUMAN 4.0

Interfaces will become more intuitive allowing humans to move beyond screens towards a world where our bodies interact with wearables and smart environments to enhance our experiences, and augmenting our human characteristics and capabilities

APPLICATIONS

Alipay has launched a new way to pay at KFC in China — by smiling. So far, the facial payment system is only available at a single KFC in Hangzhou, China. The Smile to Pay technology needs about one to two seconds of facial scanning with a 3D camera and a “liveness detection algorithm” to check the identity of the person paying, who must also enter their mobile phone number to help guard against fraud.

IMPACT

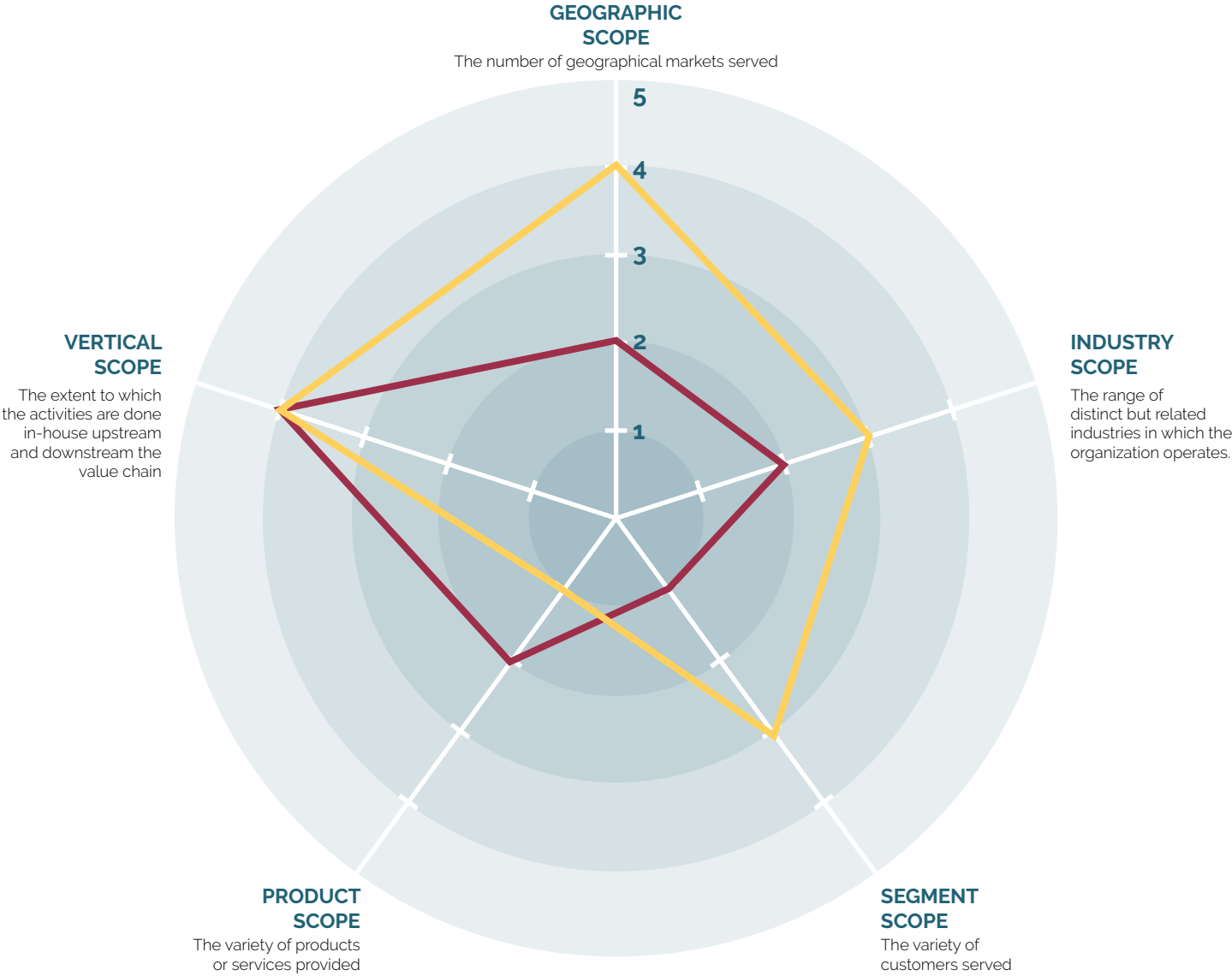
The recent massive security breaches from platforms like Facebook and Uber have challenged user trust and sparked fears and threats about autonomy, identity, safety and privacy; and how consumers expect tech organizations to behave.

INSIGHTS

Organizations need to ensure that their interfaces and algorithms are transparent, ethical and unbiased to mitigate the negative impact of their technology.

HOW CAN THIS TREND HELP YOU SERVE YOUR CUSTOMER'S EXPECTATIONS?

As interactions with users evolve from periodic engagements via a screen to consistent, connected experiences, we must create new services that are deeply integrated in the physical world.



VALUE

PROPOSITION

HIGH

SUPERIORITY OVER COMPETITORS



ORGANIZES



SIMPLIFIES



VARIETY



AVOIDS
HASSLES



REDUCES
ANXIETY

LOW

VALUE TO USER

HIGH



FUN /
ENTERTAINMENT



REWARDS ME



REDUCES
EFFORT



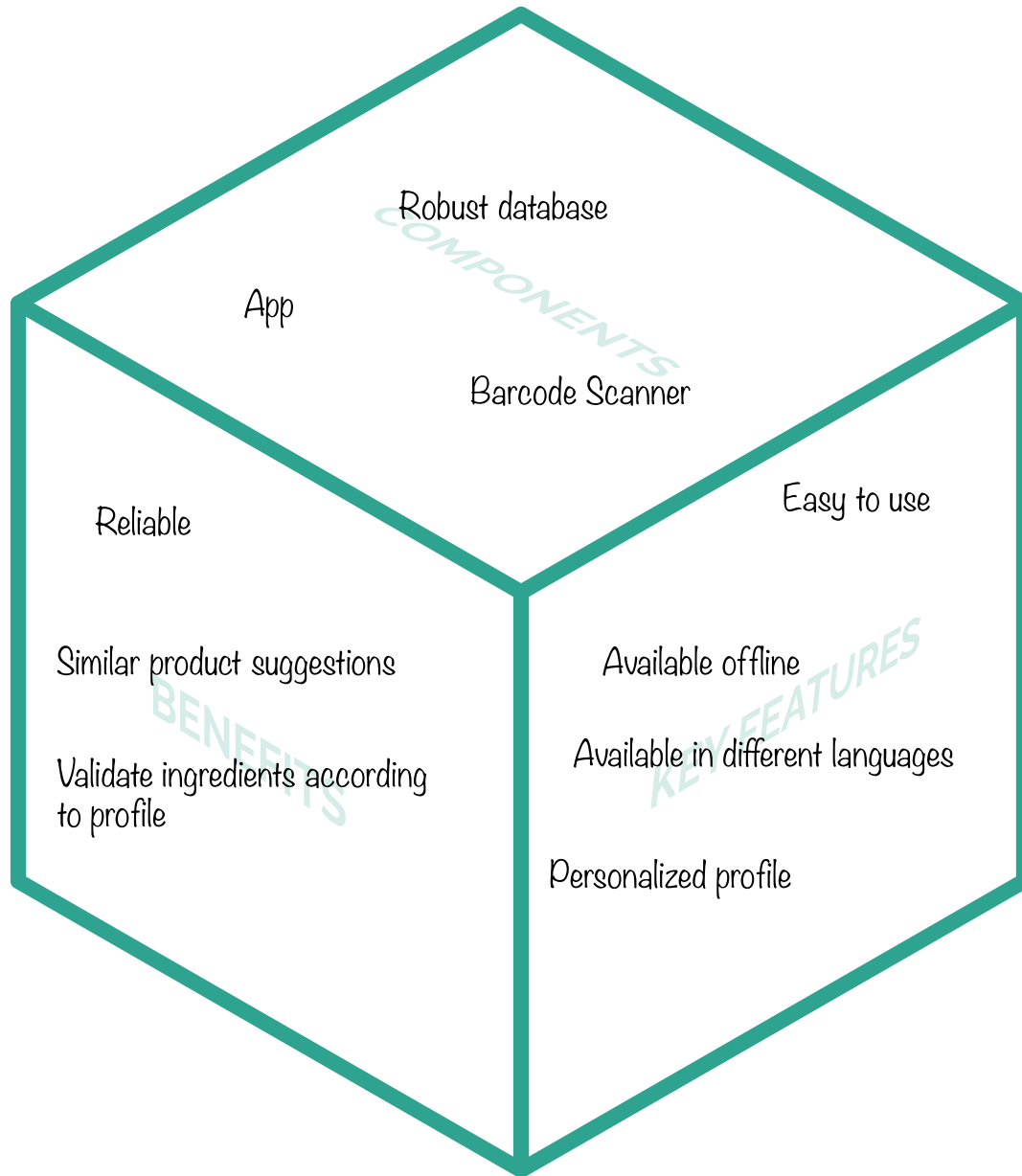
SAVES
TIMES

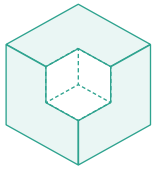


INFORMS



WELLNESS

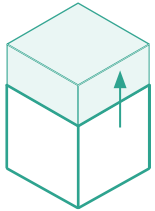


**ELIMINATE**

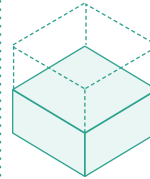
Not profile based

**INSERT**

Not only for food allergies
Religion based food choices
Nutritional and fitness

**RAISE**

Gamification
Community development

**REDUCE**

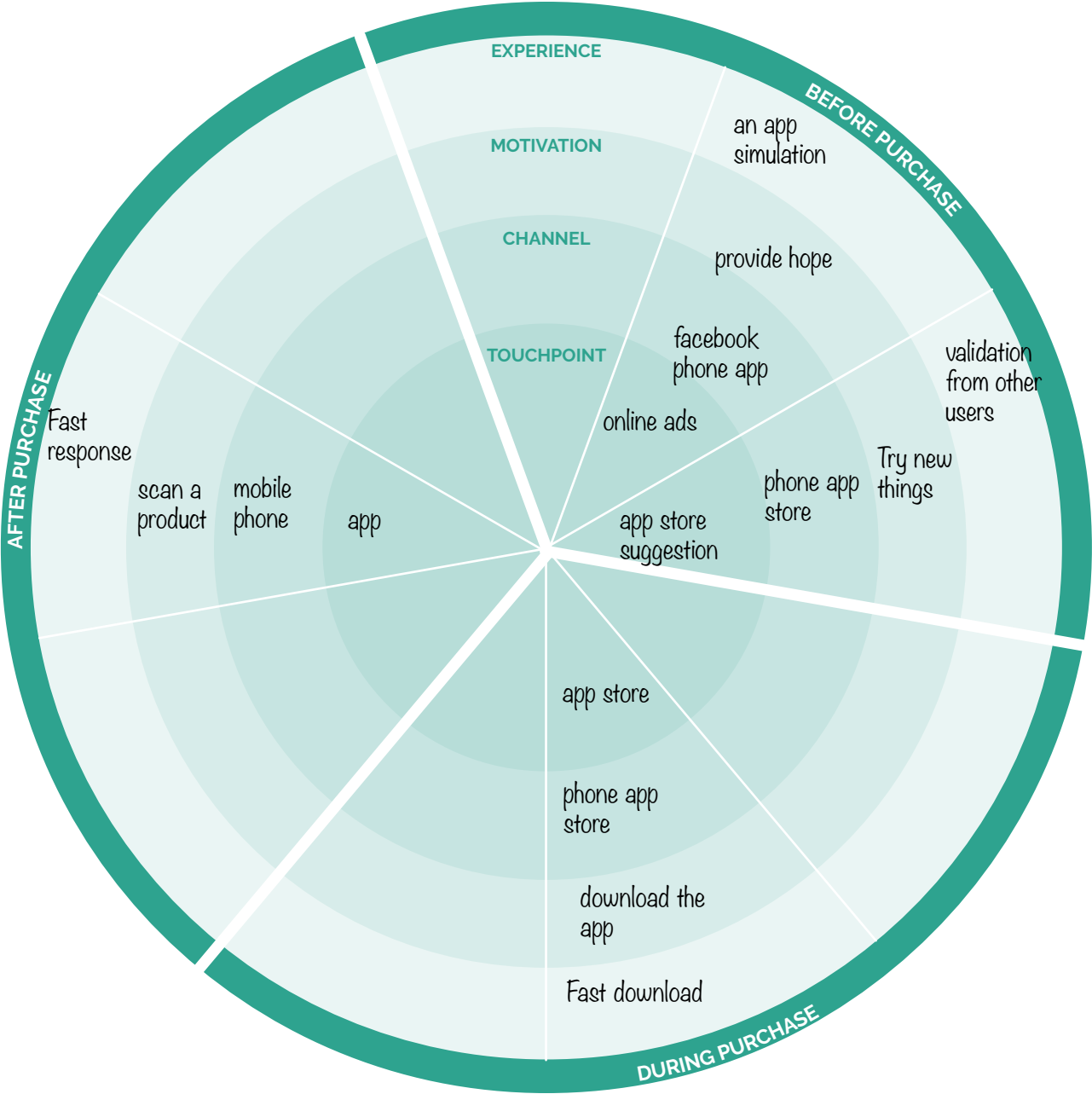
Simple barcode scanner.

**BUNDLE**

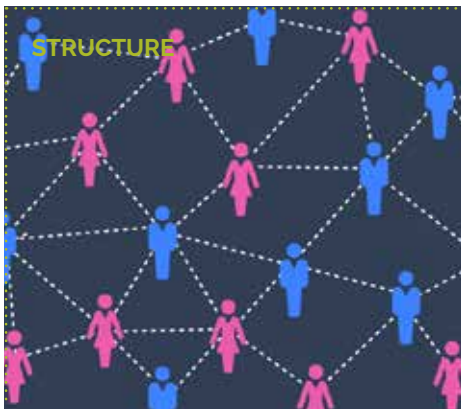
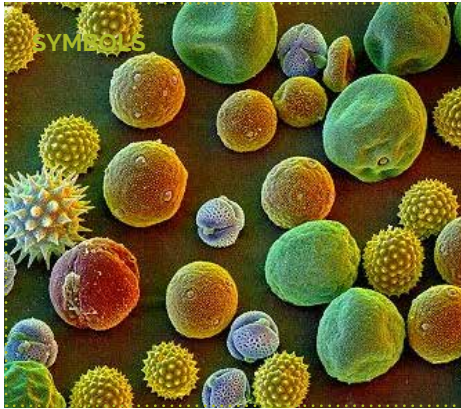
Work with wine or provide suggestions while using another apps like vivino.

**UNBUNDLE**

Two different apps: one for grocery shopping and another for cooking.



BUSINESS MODELING



VALUES**MISSION**

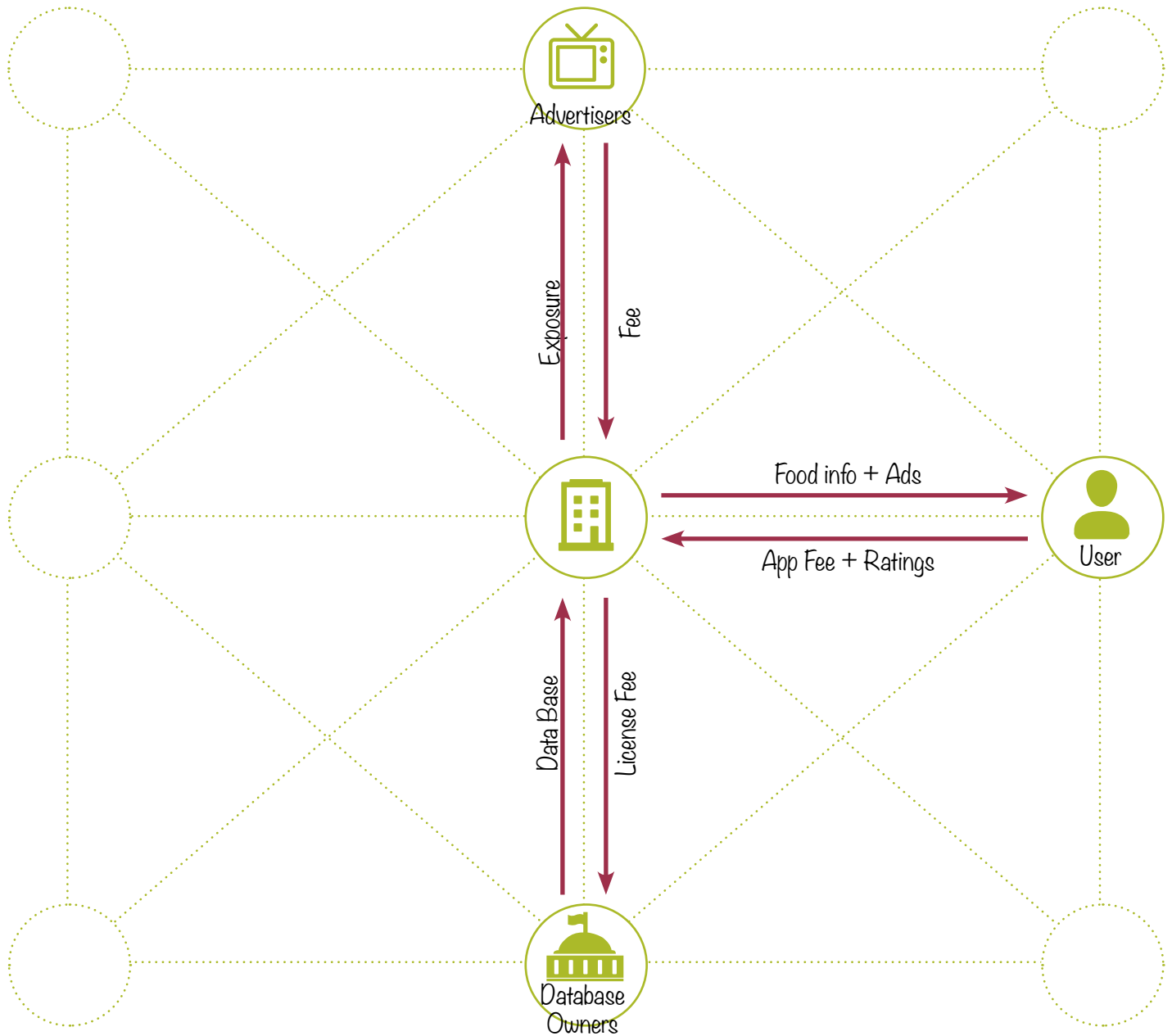
Help people identify food that march their lifestyle

VISION

Simplify the food shopping experience

STRATEGIC ORIENTATION

Enjoy life (and food) without fear or concerns



BRAND IDENTITY

LOGO



LOOK AND FEEL



COLOR PALETTE



TYPOGRAPHY

SmartChoice

BUSINESS STORYTELLING

**AUDIENCE**

Business accelerator selection committee

**BUSINESS MODEL**

Prevent consumption of undesirable ingredients for highly allergic people by scanning packaged food through an offline app with a robust and reliable database that provides validation of ingredients and product suggestions.

**DELIVERY**

7 minutes long pitch using a slide deck, with a demo video

**ASK**

Access to funds and mentorship

GOAL

Introduce product and company

YOUR PURPOSE

Help people enjoy their life without fear or concerns

PROBLEM

It is not easy to identify at grocery shops if a product contains an ingredient someone wants to avoid

SOLUTION

Reliable barcode scanning app for packaged food that allows you to check ingredients and received other similar and safe products suggestions.

UNIQUENESS

Unlike our competitors our app works offline is multilingual and can be used in different countries.

CALL TO ACTION

You can download it now from any app store

YOUR PITCH

People enjoy their life without fear or concerns, but sometimes it is not easy to identify at grocery shops if a product contains an ingredient someone wants to avoid, that's why we have develop a reliable barcode scanning app for packaged food that allows you to check ingredients and received other similar and safe products suggestions, that unlike our competitors our app works offline is multilingual and can be used in different countries. You can download it now from any app store.

TWEET IT

We are simplifying the grocery shopping experience

INTRODUCTION

SmartChoice

PROBLEM AND CUSTOMERS



TRENDS AND INSIGHTS



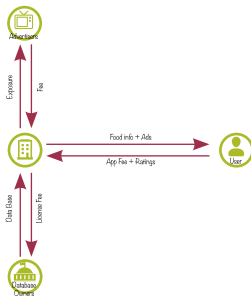
SOLUTION



MARKET



BUSINESS MODEL



MARKETING PLAN

UNIQUENESS

KEY ASSETS

Database license

FINANCIAL

TEAM

MILESTONES AND ASK

15000+ interest on landing page