

Achieving Start-up Success With Design Thinking

In this 6-week immersive journey,

- Learn Design Thinking principles
- Frame your problem statement
- Apply learnings to your business challenges in real time
- Leave with insights and solutions



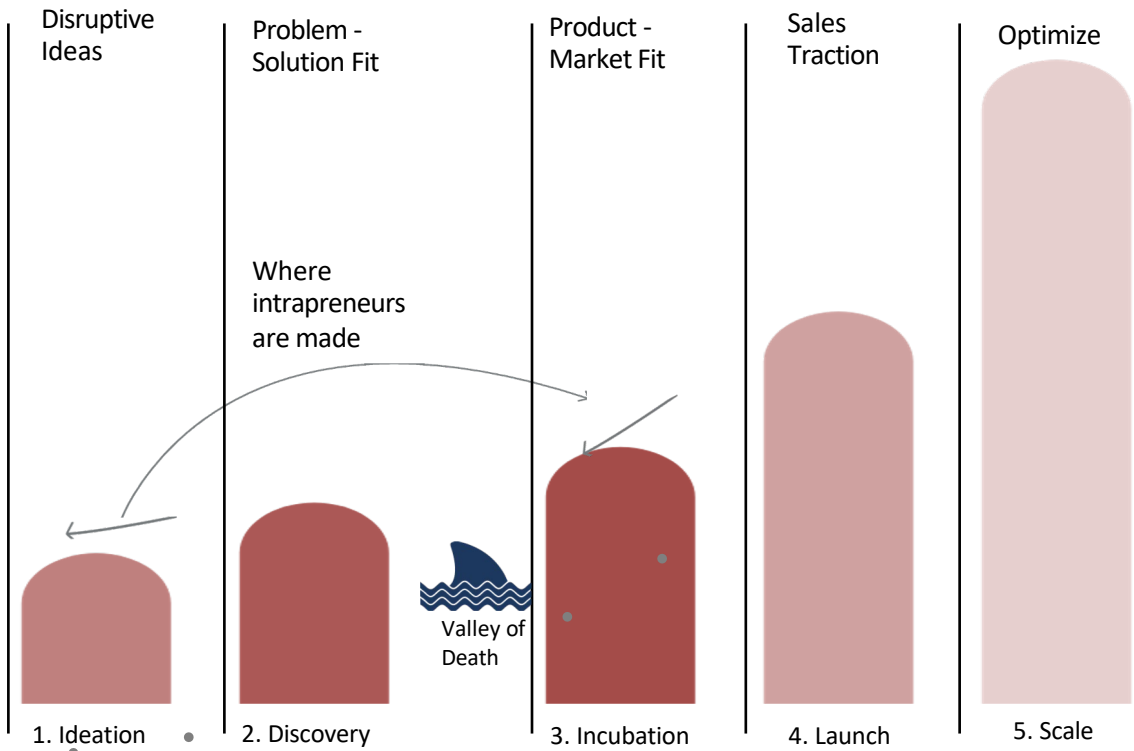
What is Design Thinking?



Design thinking is not about solving design problems. It is about solving business problems with the design process”

It's the need of the hour. Especially for disrupters, also known as, start-ups.

At what point do start-ups usually fail?



Cross-over the dreaded valley of death with Design Thinking.

Design-driven innovation shelters disruptive ideas of start-ups and steer them towards market success.

78%

Companies who prioritize **design** have a defined process to come up with innovative digital ideas (Adobe)

56%

Higher returns are experienced by companies who follow Design Thinking practices (McKinsey)

41%

Companies report **better market share & customer satisfaction** as an advantage of Design Thinking (Adobe)

Start-up Roadblocks



How might we create innovative products that customers will buy?

How might we strategize to scale in the market?

How might we retain and evolve the value proposition of the start-up?

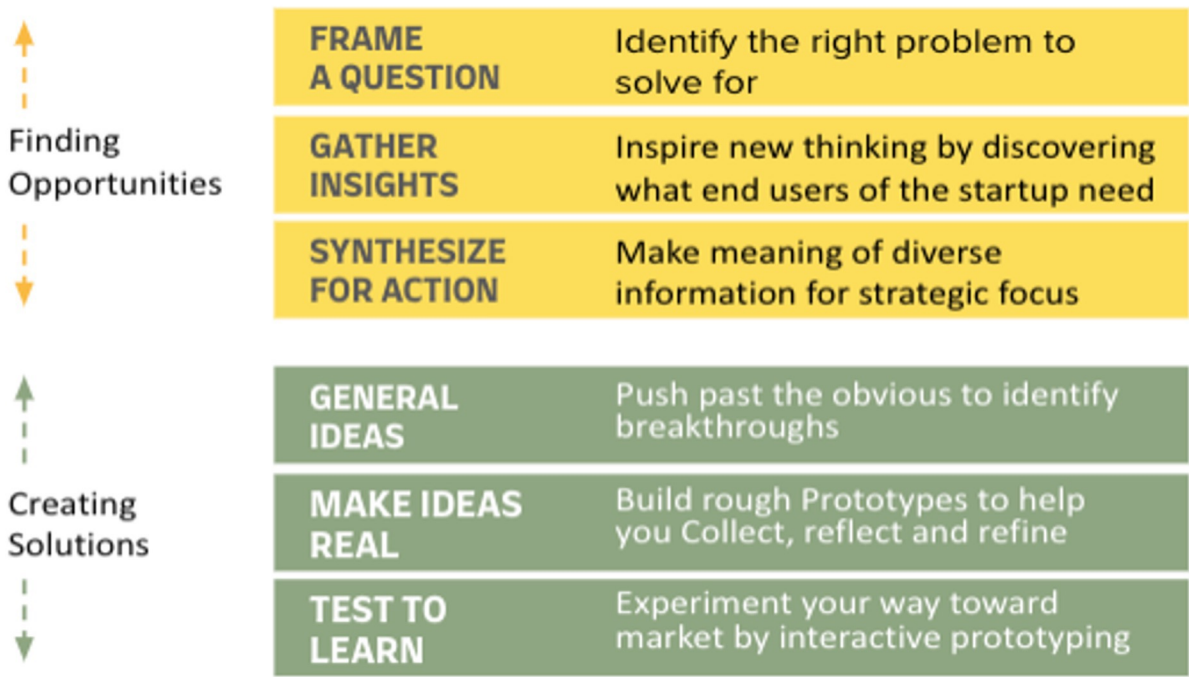
Break-through with Design Thinking!

**“Design Thinking is all
about learning in action”**
– Harvard
Business
Review

ABOUT THE PROGRAM



Design Thinking at a Glance



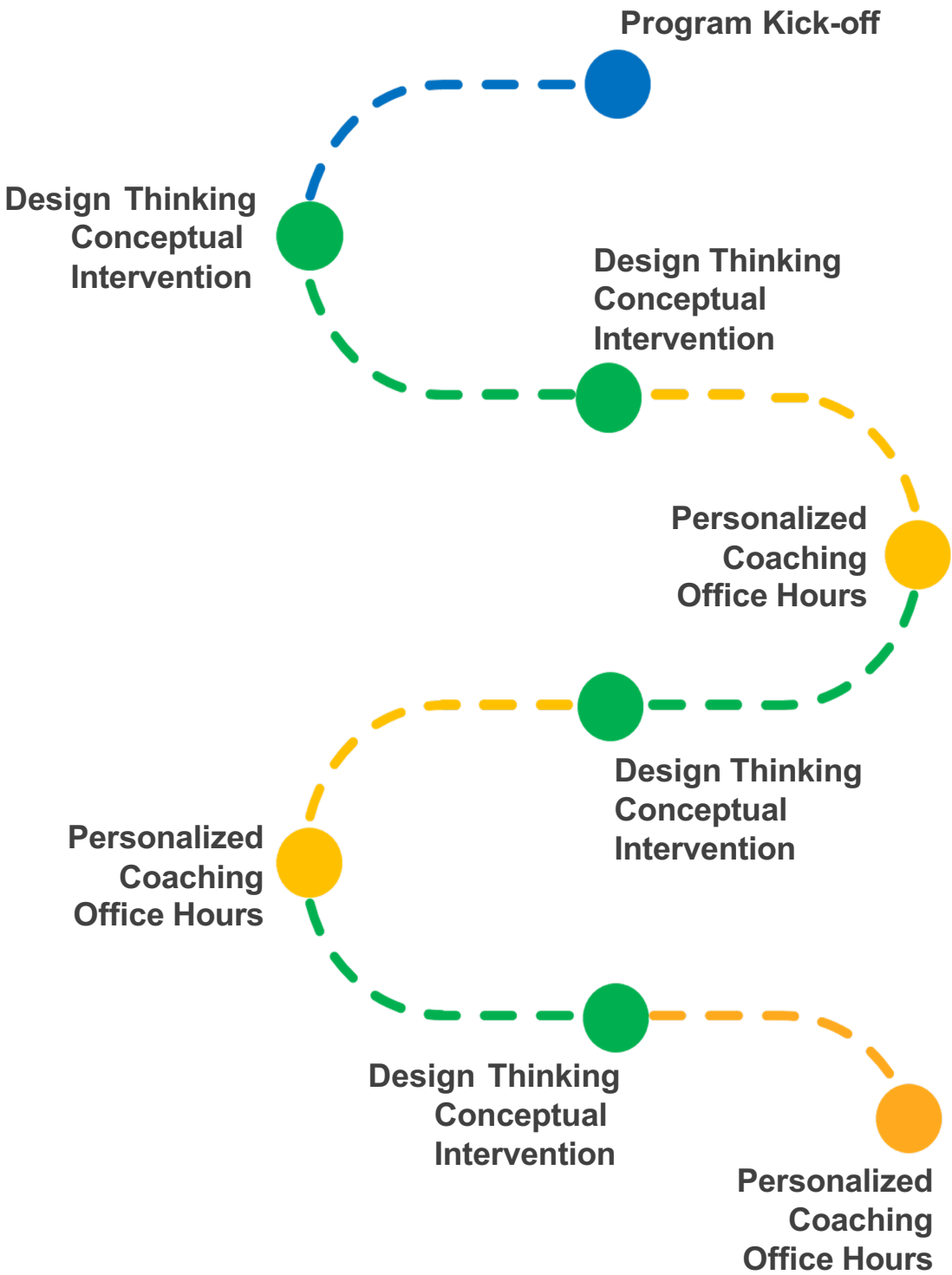
Program Agenda





















Book a table. Kick-off with a problem framing workout. Be a part of Design Thinking conceptual interventions. Apply to your business challenge. Consult the coach. {Repeat, for 6 weeks}

Leave with insights and capabilities to problem-solve with Design Thinking skills.

Program Journey



Program Structure

Week 0	CONCEPT 1 Innovating in the real world	 30 Min	 Perspective Understanding
	CONCEPT 2 Why Design thinking for Start-ups?	 90 Min	 Doing & Experiencing
	CONCEPT 3 Understanding Stakeholders and Users	 120 Min	 Team activity
	Offline Work Conduct interviews to gather insights for your challenge		
Week 2	CONCEPT 4 Prepare Personas and Empathy Maps	 120 Min	 Team activity
	CONCEPT 5 Problem Opportunity Fit	 120 Min	 Team activity
	Offline Work Create an empathy map to identify pain points		
	Coaching Office Hours Team Presentations & Retrospect		
Week 4	CONCEPT 6 Opportunity-Solution Fit	 90 Min	 Doing & Experiencing
	CONCEPT 7 Story Boarding & Preparing Customer Journey Map	 90 Min	 Team activity
	Offline Work Ideate, vote and prepare customer journey map		
	Coaching Office hours Team Presentations & Retrospect		
Week 6	CONCEPT 8 Concept Mapping & Prototyping	 120 Min	 Team activity
	CONCEPT 9 The Road to Product Market Fit	 120 Min	 Review & Feedback
	Offline Work Build a prototype to test collect feedback for pitch		
	THE PITCH		



Program Outcomes

- **Solve real business challenges, the design-led way**
- **Gather customer insights.**
- **Develop and refine products/ services with a customer-centric approach**
- **Test and iterate quickly.**

Your Guides For The Journey



ARCCHIT GOEL

Google, Stanford GSB, Design Thinking

A Design Thinker from Stanford Graduate School of Business.

Arcchit works with Google as a Product Specialist for Search Ads.

With overall 11+ years of experience in designing solutions and strategies that make products/processes work for customers, he actively coaches early growth start-ups to build user first solutions.



NAVYUG MOHNOT

CEO- QAI Global Services, Founder- QGLUE Strategic Design and Innovation.

Navyug has over three decades of experience- as a Founder/ CEO/ evangelist/ start-up mentor/ leader and thought leader.

He is an angel investor and the co-founder and General Partner at Altius Venture Partners- a mentor led and methodology driven early stage venture fund.

Your Guides For The Journey



KSHITIZ ANAND

**Associate Vice President-Design, Paytm |
Strategic Advisor, QGLUE**

Design Thinking practitioner and leader qualified in Communication Design from IIT Guwahati and Human Computer Interaction Design from Indiana University Bloomington, USA. He is currently the Associate Vice President of Design at Paytm. As the chairman and former CEO of Happy Horizons Trust, Kshitiz uses his expertise in Design Thinking and entrepreneurship to provide strategic advice for the growth of the organization



HARSHIT DESAI

Design Coach & Consulting Partner- QGLUE

From Stanford Graduate School of Business with a specialisation in Customer Focused Innovation. Harshit has worked as the Head of Customer Experience at Aditya Birla Finance Ltd & as Director of Customer Experience and Transformation at KPMG India, in the last decade. Harshit is an award winning digital leader and has pivoted 2 start-ups.

A Quick Sum Up



Team Exercises
(4-5 members/team)



Cohort Based
Action Program



4 Design Thinking
Conceptual
Interventions



Personalized
Coaching
Office Hour Slots



Based on QGLUE's
Design Thinking
Competency
Framework



Receive Templates,
Tools and Playbooks

Program FAQs

Is this a coaching or a training program?

It is both. It is an action based learning program that trains you to solve challenges using Design Thinking practices. You then apply these principles to your own start-up challenge. Here, we provide personal coaching to guide the participants.

Can one really solve a business challenge in 6-weeks?

Yes you can. This program enables start-ups to gather insights, gain perspective, identify new break through ideas, build a rough prototype of the solution and get feedback from the mentors. This will not entirely solve the challenge but will provide you a solution to build upon.

How much pre-work do we need for this program?

No prep is needed. All you need is team of 4 to 5 people who are committed to solve the challenge your start-up is facing.

How much time do we need to take out for this 6 week journey?

4-5 hours/week (Approximately). You'll need 4 hours per week for the conceptual interventions and around 1 hour with your team to solve your real business challenge.

Who can attend this program?

Anyone. Start-ups from all streams can attend and benefit from this program.

Will the coaching be confidential?

Yes it will be. The coaching sessions with the mentors will be confidential as you'll be discussing the real business challenge your start-up is facing. It will be held with each start-up separately.



The practice and application of Design Thinking for innovation is a highly collaborative team based exercise.

[CHAT WITH US](#)

About



QGLUE is the design and innovation venture of QAI.

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centred approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

▶ **EMPOWER**
INNOVATION WORKFORCE

▶ **ENABLE**
ENTERPRISE INNOVATION

▶ **DELIVER**
INNOVATION OUTCOMES



SO, ARE YOU READY TO BOOK YOUR SPOT?

Drop us a mail!

Email: customer_relations@q-glue.com

Website: www.q-glue.com

Or, fill this short form, and we will call
you back in no time!

[CHAT WITH US](#)