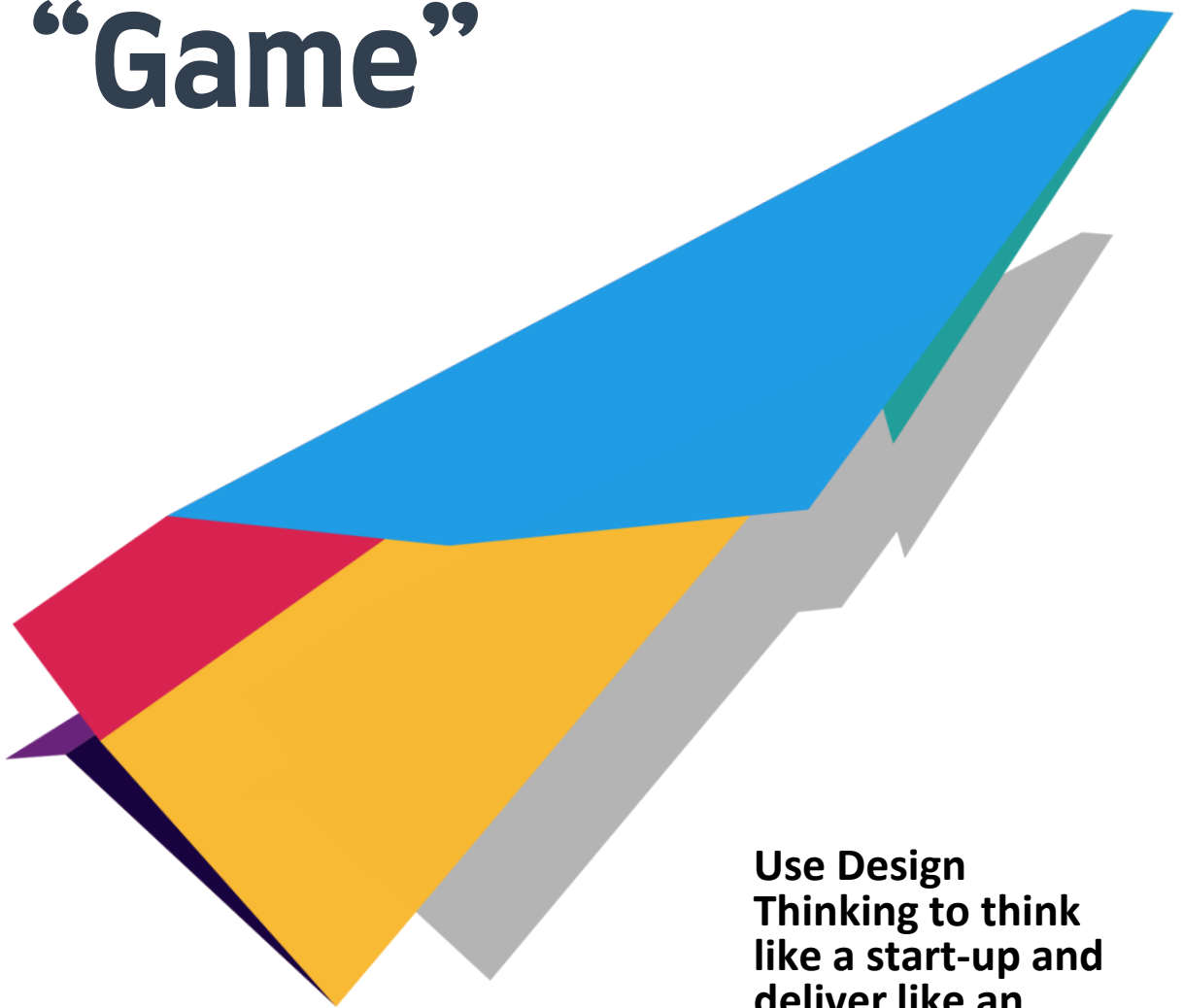


Think Like a Start-up “Game”



**Use Design
Thinking to think
like a start-up and
deliver like an
enterprise.**

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QGLUE
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Ecosystem

Over 150 Professionals 
Bringing Different
Expertises Together In 25
Countries

DesignThinkers is one of the leading design driven innovation agencies helping organizations around the world making the transition from being strictly product oriented and sales driven, towards being service oriented and human-centered.

Design Thinking Is The Glue Between All Disciplines

Our mission is to empower teams & professionals to adopt **human-centered design** to kick-start bold innovation and drive positive change



We're global

Leading Design Driven Innovation Agency represented in 25 Countries

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Australia
Belgium
Brazil
Canada
Chile
Dubai
Greece
Hong Kong



India
Ireland
Israel
Mexico
New Zealand
Nigeria
Portugal
Russia
Romania
Serbia
Singapore
South Africa
Spain
Ukraine
United Kingdom
United States

DT Academy



Learning-by-doing as approach to develop a **human-centered mindset**

Our Curriculum provides teams & professionals with a hands-on learning experience to develop the right mindset and capabilities needed to kick-start bold innovation. DT Global Bootcamp, DT Facilitation Course, Future Leadership Skills Program, Employee Experience Design Course, DT Fundamentals Course, Creative Thinking.



“Our experts take pride in guiding you through a structured design approach and establish a *new way of working to sustain innovation.*”

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Driving change through sustainable innovation

DT Agency

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DT VIRTUAL STUDIO
LIVE INTERACTIVE ONLINE

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For our innovation projects we tap into our global DT Network of expertise.

Global Reach

Our network of practitioners, creators, navigators, leaders, changemakers & innovators.

Client Base

Trusted by Fortune 500 and leading innovators all over the globe.



Let's connect


DESIGNTHINKINGCONFERENCE.COM

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Design Thinkers Academy, Amsterdam, is one of the leading 'design-driven' Innovation Agencies.

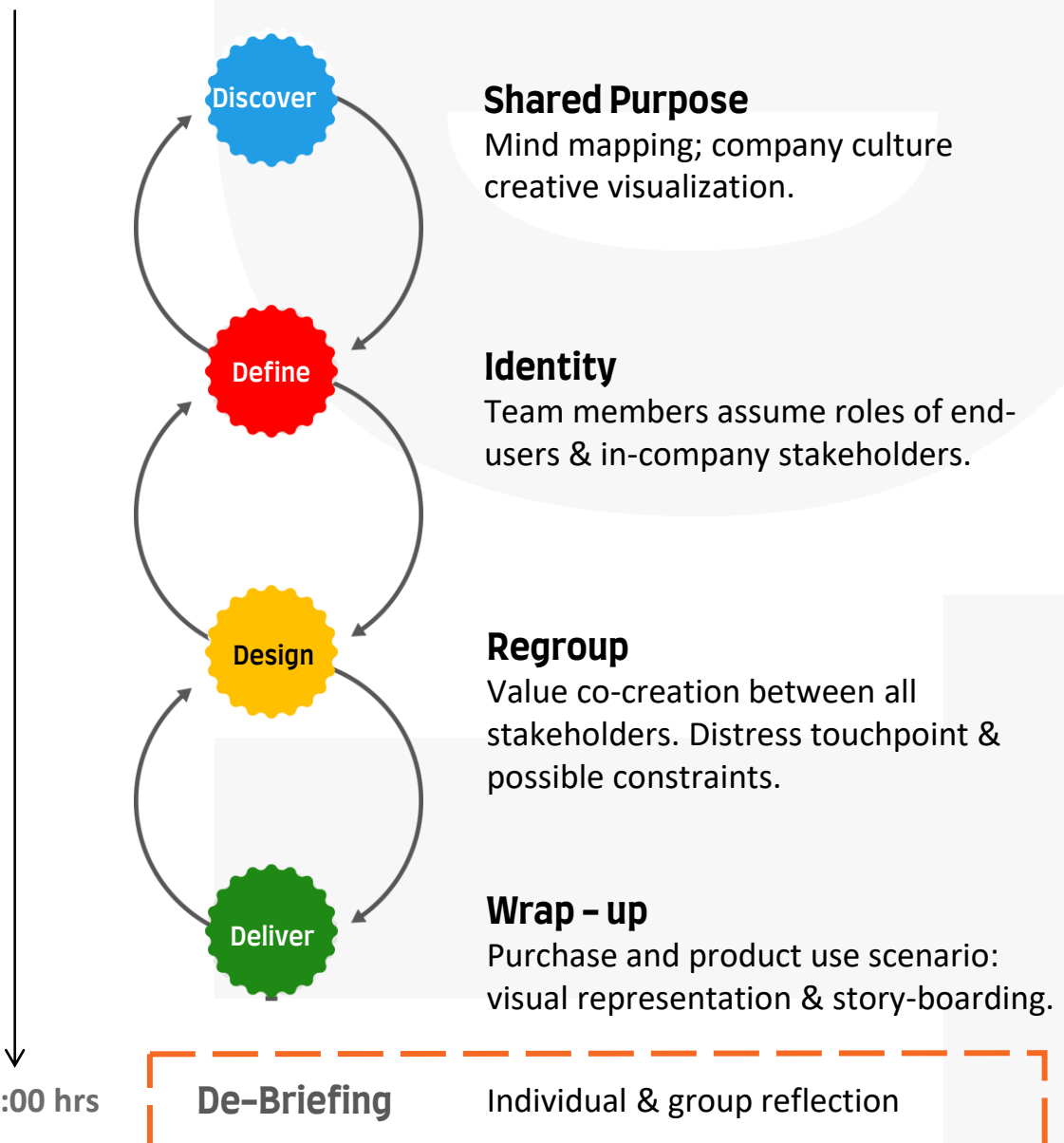
This “Think Like a Start-Up Game” is under licence from Design Thinkers Academy., brought to you by QGLUE.

A Sneak Peak

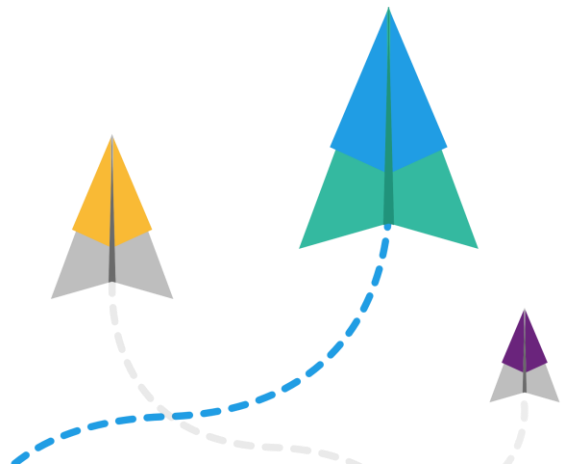


Experiencing Design Thinking through “Think Like a Start-up Game”

00:00 hr Briefing on the Simulation and Design Thinking Principles



Summary



Overview

During this game, groups will work in an interactive way in **setting up their own start-up company** by using the principles, **tools and mindset of Design Thinking**.

Participants will be challenged to think beyond their everyday routine, in order to come up with creative **and innovative ways of designing a value driven organization**. Teams will be created cross-functional, and each participant gets a specific role, e.g. **time keeper, decision maker, CEO, client, marketing, sales**. By carefully deciding who will get which role (e.g. senior leader becomes a marketeer, operational manager becomes CEO), we can promote interactivity amongst levels of seniority and between teams.

Steps of simulation

- 1 ▶ Draw a Value Map** Start mapping out the values on the Value Map. Position them on the radius according their importance (from the most important in the centre to the less important on the edge).
- 2 ▶ Define a Shared Purpose** Use the most important values you mentioned earlier to write down a mission statement. Visualize it statement in a quick sketch.
- 3 ▶ Describe your Company's Culture** Your group is starting a company. What kind of people are you hiring? How do people behave? What do you see and how does your workspace look like? Describe your future company culture.
- 4 ▶ Plan out your Organizational Structure** Think 10 years ahead and choose the structure to organize your company and explain how this fits with your mission and the culture of your company.
- 5 ▶ Define the Challenge** Write down your challenge.
- 6 ▶ Think of Incentives** Translate your mission and values into monetary and non-monetary incentives. How are you going to motivate and empower your employees and stakeholders?
- 7 ▶ Analyse the Business Environment** Which Brands would you ideally like to have as stakeholders? Map them in the cloud.

Steps of simulation

8

▶ **Create Customer Persona**

Sketch the persona who is going to be the target user for your product/ service. Why would he/she use an offering provided by this company? How does he/she achieve his/her goals now? Through what service/ products/ organization?

9

▶ **Design a Value Map**

What should the company help the customer achieve? Which value should the company create for the customer? Place the values in the circle according to their importance.

10

▶ **Desired Touchpoints**

Name the touchpoints and channels you would like to have throughout the service experience. Explain your choice.

11

▶ **Value Co-creation**

The two groups join together to co-create the value proposition.
How do you co-create value with your customers? In other words: How do you help your customers reach their goals?

12

▶ **Design The Service Scenario**

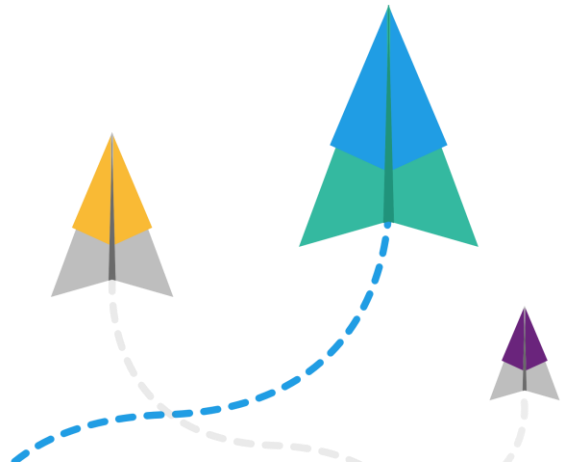
Visualize the use scenario of the service as a storyboard. It is valuable to visualize the scenarios, therefore don't be afraid of drawing all the different steps that describe the service!

13

▶ **Develop a prototype of your product/ service**

Create the Minimum Viable Product prototype of your product or service that mimics your groups' proposition.

The Outcomes



- Leave with the ability to think like a start-up, deal with ambiguity, and have an innovative and customer centric mind-set.
- Learn how to align values with organizational models, culture, propositions, business models and customer values and goals;
- Practice team work, high-paced decision making, designing with your end-user and creative thinking concepts.

In summary: Experience Design Thinking

**Play the game in your
organization,
and leave with the
mind-set and energy
of a start-up.**

Contact us!

Email: customer_relations@q-glue.com

Phone: [1800-103-4583](tel:1800-103-4583)

QGLUE is the design and innovation venture of QAI.

▶ **EMPOWER**
INNOVATION WORKFORCE

▶ **ENABLE**
ENTERPRISE INNOVATION

▶ **DELIVER**
INNOVATION OUTCOMES

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.

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

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