Innovation Design Model (IDM)

** Developed by Tiisetso Maloma and Startup Picnic Academy*

- IDM is perfect for companies, product managers, students, educators, and entrepreneurs.
- It provides a simple, fast, and comprehensive framework for navigating innovation.
- Combines principles of Design Innovation with the EBC Business Model for impactful results.
- Offers clear foresight on how to approach, create, and launch innovative products.
- Features real-world examples from Zara, Pep Paxi, M-Pesa, Tesla, and SpaceX.
- Empowers you to develop innovative products, features, and processes.
- Demonstrates why now is *"The Easiest, Cheapest, and Quickest Time in History to Be an Innovator."*

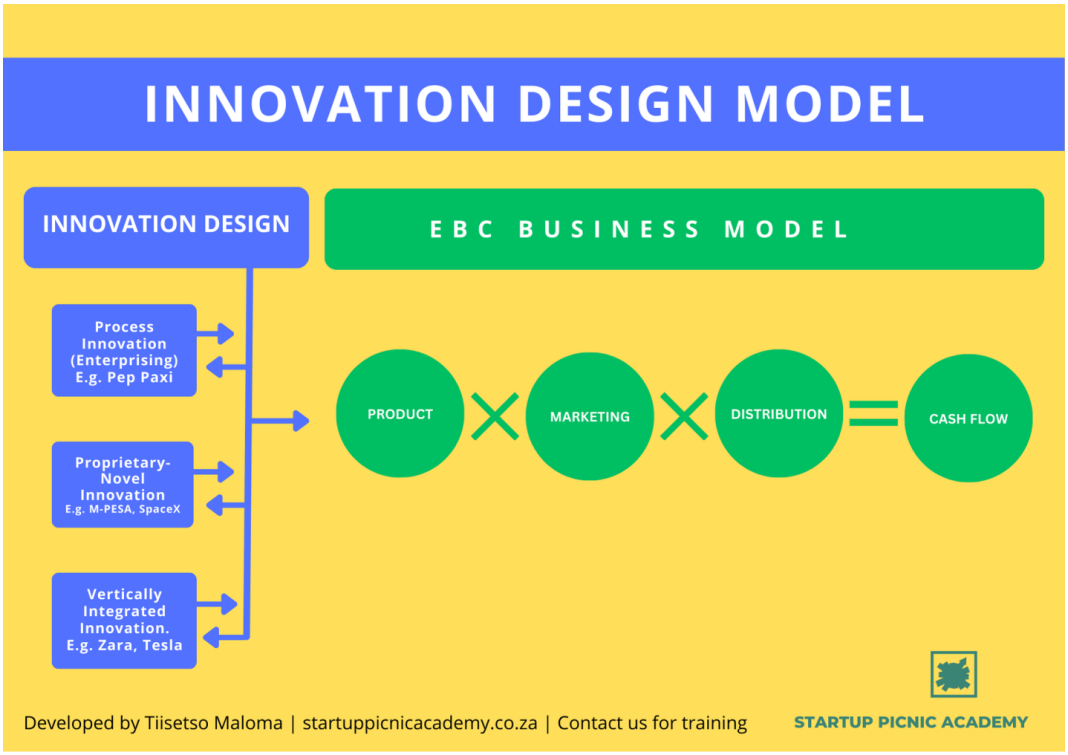


ILLUSTRATION OF THE INNOVATION DESIGN MODEL (IDM)

The **IDM** simplifies the journey of innovation and entrepreneurial product-creation through these:

1. **Innovation Design**

2. **EBC Business Model**
3. **Advanced Training Opportunities and Resources**

1. Innovation Design

How to Innovate

- **Definition**: Innovation is combining two or more elements to create something useful, better, novel, or agile.
    - *Example*: Banking + Internet = Internet Banking.
- **Practical Steps**:
    1. **Imagine**: Think of a new product, feature, or process. For existing businesses, reimagine improvements.
        - *Visualize*: Picture a smartphone app that helps users recycle waste more efficiently.
    2. **Ask Consumers**: Identify pain points and reverse-engineer solutions.
        - *Illustration*: A café asks customers about delivery issues and creates feature to sooth the pain point.
    3. **Research**: Identify required components and skills. Answer: What? Where? How?

Tip: This is the easiest, quickest, and most affordable time in history to innovate!

Outcomes of Innovation Design

By following these steps, you can achieve:

1. **Process Innovation (Enterprising)**
    - *Definition*: Creating new products or optimizing existing processes or products to gain a competitive advantage.
    - *Example*: Pep Stores introduced over-the-counter courier services leveraging its extensive retail network.
2. **Proprietary-to-Novel Innovation**
    - **Proprietary Innovation**: Creating products significantly better than competitors.
        - *Example*: Vodafone launched M-PESA in 2007 as the first-of-its-kind mobile phone-based money transfer service in Kenya
    - **Novel Innovation**: Creating something entirely new.
        - *Examples*: Penicillin (the first antibiotic), Tesla's electric vehicles, SpaceX's reusable rockets.
3. **Vertically Integrated Innovation**
    - *Definition*: A business controls production and distribution, spotting opportunities to innovate without relying on third parties.
    - *Examples*: Zara's rapid fashion supply chain, Tesla's in-house battery manufacturing, SpaceX's rocket production.

2. EBC Business Model

The EBC Formula:

Product (Innovation) × Marketing × Distribution = Cash Flow

Key Components

1. **Product (Innovation)**: Create or refine products using the Innovation Design process above.
2. **Marketing**:
    - **Who**: Identify your audience (e.g., teens, lawyers, foreigners).
        - *Illustration*: A language app targets non-English speakers in urban areas.
    - **What**: Address their **4Fs**: Fears, Frustrations, Failures, Fascinations (known and unknown).
        - *Example*: A personal finance app helps users reduce debt stress.
    - **Where**: Meet them at specific places and platforms (e.g., Sandton, Soweto, Instagram).
    - **When**: Engage at the right times (e.g., morning commutes, month-end).
    - **How**: Experiment with different messages (e.g., customer testimonials).
3. **Distribution**:

    - Deliver products conveniently, whether online, via courier, or through physical stores.

        - *Example*: An online bakery offers free delivery within 5 km of its location.

4. **Cash Flow**:

    - Costs across the above components: Product, Marketing, and Distribution.
    - *Pro Tip*: If cash flow isn't sufficient, revisit the model and adjust.

3. Advanced Training Opportunities

We offer workshops and tailored training sessions to deepen your understanding of Innovation Design and entrepreneurship.

Key Topics and Tools

- **Adjacent Possible Theory**: Explore enabling factors for product success.
- **Human Greed Pyramid**: Understand how products mirror biology.
- **Convenience Metrics**: Understanding product dynamics, e.g. those with recurring use.
- **90-Day Launch Challenge**: Take your idea to market in just three months.
- **Minimum Viability Essentials**.

Some topics

- Why and how it is the cheapest, quickest, and easiest time in history to be an entrepreneur and innovator.
- How to understand innovation.

- Distribution is now easy.
- AI will allow Africans to make products cheaper.
- How products mirror biology.
- Money is biological.
- Ubuntu Stoicism.

Books for further reading (all by Tiisetso Maloma)

1. Forget the Business Plan Use This Short Model
2. Innovate the Next
3. The Anxious Entrepreneur
4. Understanding the 4th Industrial Revolution & Innovation Easily
5. Future of Township Economies
6. Township Biz Fastrack
7. Tales of an African Entrepreneur
8. Introducing Ubuntu Stoicism
9. 90 Days to Create & Launch
10. Innovate Like Elon Musk

Training offered: Contact Us Today

We offer one-day or multi-day training sessions to help you master the IDM and other entrepreneurial tools.

Empower yourself or your team with cutting-edge innovation strategies.

Contact my office at admin@startuppicnicacademy.co.za

Your Journey to Innovation Starts Here!

Other Courses by Startup Picnic Academy

- See below.



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Sneaker Cleaning



Sneaker cleaning is a growing business globally. Join this new class of entrepreneurs by learning the trade from the best.

Barber Training



Start to cut hair in your local community within weeks.

Electronics Repairs



Learn to fix phones, computers and other gadgets.

Coding



Learn to code and create specific products.

Hyper Entrepreneurship Ideation + Business modelling



This is a short but intense program that teaches the ins and outs of entrepreneurship and innovation. Learn through the EBC Business Model.

Hairdressing



Learn from the best on how to start your journey as a hairdresser and business person.

Creating Products Abroad

Learn the process and tips for creating products from anywhere in the world. Learn from entrepreneurs who are actually doing it.

Nail Technician

Learn from the best on how to start and operate as a nail technician.

90 Days to Create & Launch

Learn to create and launch your first product in 90 days.

Business Me Young

An entrepreneurship class designed to teach teens about entrepreneurship. It has been running for several years successfully.

Hyper Intrapreneurship Ideation

This program accelerates employees on how to found and execute entrepreneurial projects for their employees.

Future Self Planning

The class helps attendees plan their ideal selves in the future (personal and career). The homework becomes a deatiled plan of how to achieve this