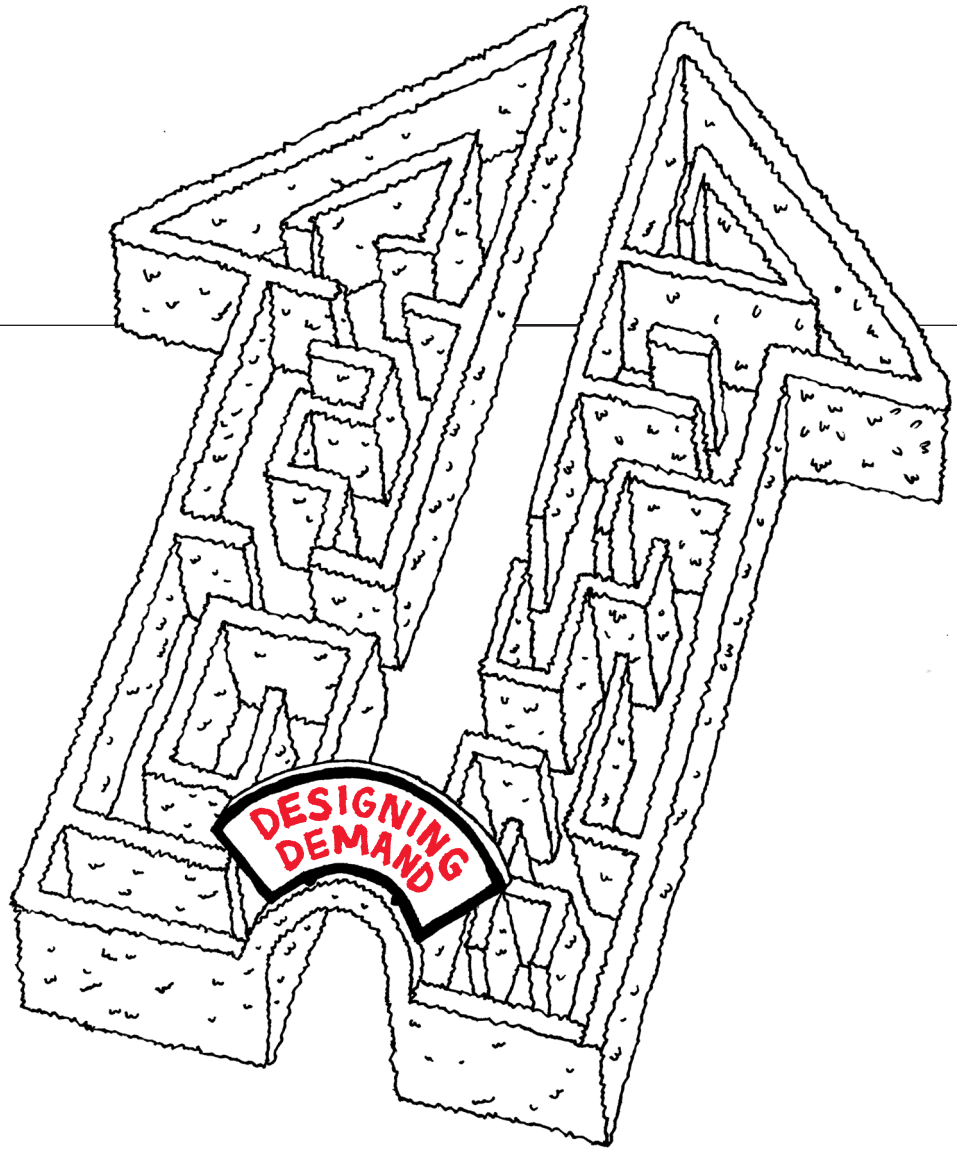


**Solutions
for Business**

Funded by
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Designing Demand

Design support for
technology ventures



Provided by

**Design
Council**

An intensive support service helping early-stage technology ventures use design to commercialise new technology.

What is it?

A support service that enables technology ventures to use design methods to attract investment, minimise risk and get to market faster with better products and services.

Through a mixture of workshops and direct support from a Design Associate drawn from a Design Council roster, entrepreneurs identify opportunities to commercialise their technology and then realise those opportunities through design projects.

Who is it for?

The service has been developed for technology ventures between pre-seed and early stage which are developing technology with potential applications in sectors including telecoms, IT, life sciences, energy, electronics and industry (eg, aerospace). To get the most out of the service, participants need to be open-minded about their strategic direction and positive about the use of design.

What does it involve?

It begins with the one-day Technology Venture Workshop, run by a Design Associate, which through case studies and exercises introduces businesses to how using design can turn them into better investment prospects.

Participants who apply successfully for the next level of the service begin with a three-day workshop, in which they work with their peers and a Design Associate to explore potential design opportunities and prepare 'innovation roadmaps' to implement projects over the short, medium and long term.

During the workshop, entrepreneurs will be introduced to Matchbox, a unique Design Council tool to help integrate design into decision making. Each participant receives a Matchbox set to use with colleagues.

The businesses then work on their design projects for 12 months with help from the Design Associate, who will advise on matters such as choosing and briefing designers and keeping the project on track.

The service concludes with a close-out event to celebrate participants' results.

What are the benefits?

The service will equip businesses with the insights and methods they need to:

- Focus technology development on the needs of its customers and users
- Define the best routes to market
- Attract more investment and improve long-term funding prospects
- Align products and services to market need
- Shorten time to market.

The service also gives participants the chance to embed key skills for the future, including the ability to:

- Set strategic objectives based on design opportunities
- Identify and plan design projects in support of strategic objectives and within available resources
- Create coherent market roadmaps
- Plan, manage and measure the impact of design projects.

What is the commitment?

Businesses receive two hours per month of Design Associate time in addition to three days of workshop time.

Businesses taking part will be expected to:

- Be able to invest resources in a design project
- Ensure the founder or key decision maker is available throughout the service to work with the Design Associate, so strategic decisions can be made quickly and activity can be kept on track
- Provide information for evaluation and publicity purposes.

We went way beyond a typical start-up in defining our values and strategy. These have helped the company punch above its weight in an environment where competitors include Sony Ericsson, Motorola and Nokia

Brendan Dowling, iO Global
