



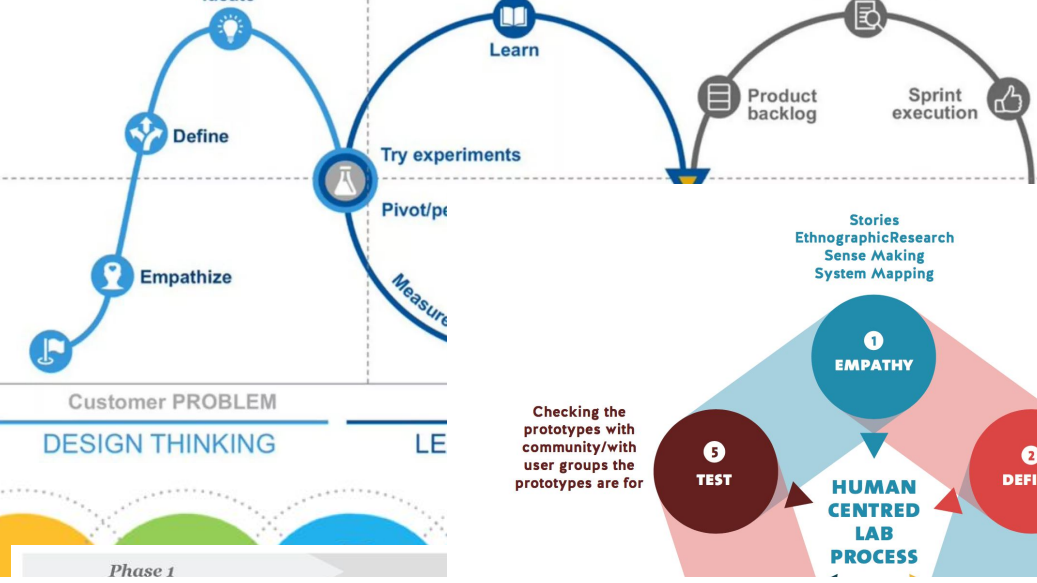
Majority of those startups...

...haven't seen
a customer before
the product
was done.

...haven't listen
to them.

...didn't changed
their own perception
about the solution.

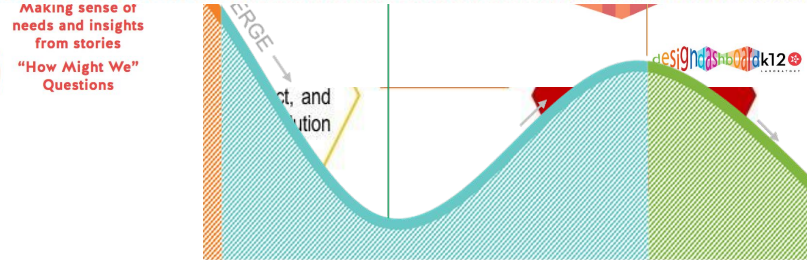
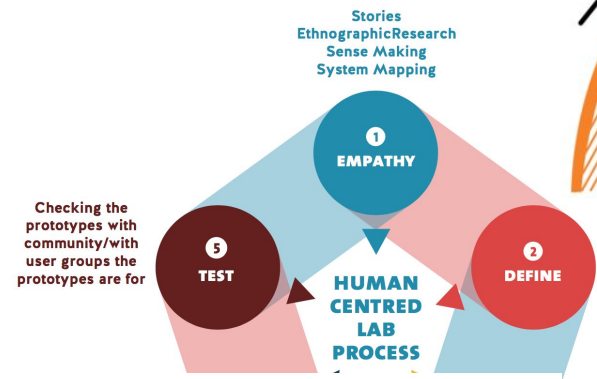
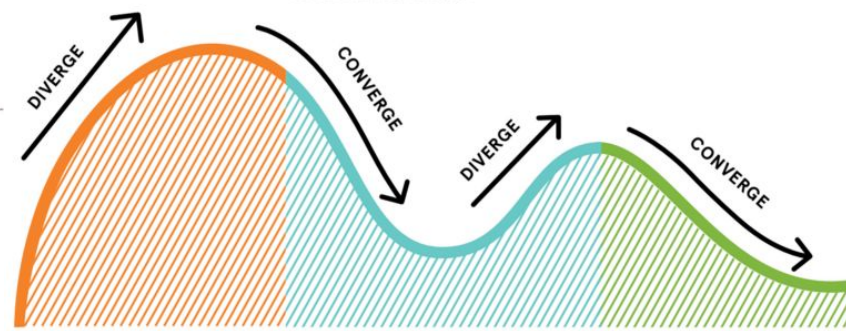
Design thinking



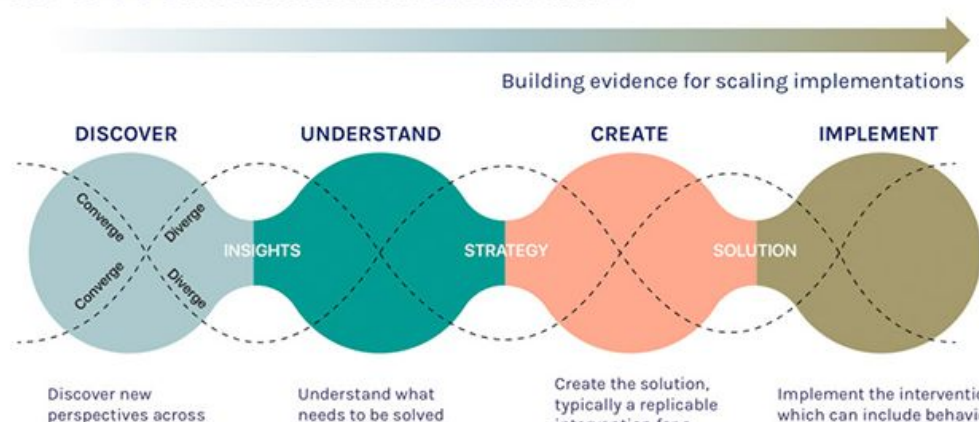
How do I get started?
 How do I conduct an interview?
 How do I stay human-centered?

How do I interpret what I've learned?
 How do I turn my insights into tangible ideas?
 How do I make a prototype?

How do I make my concept real?
 How do I assess if it's working?
 How do I plan for sustainability?



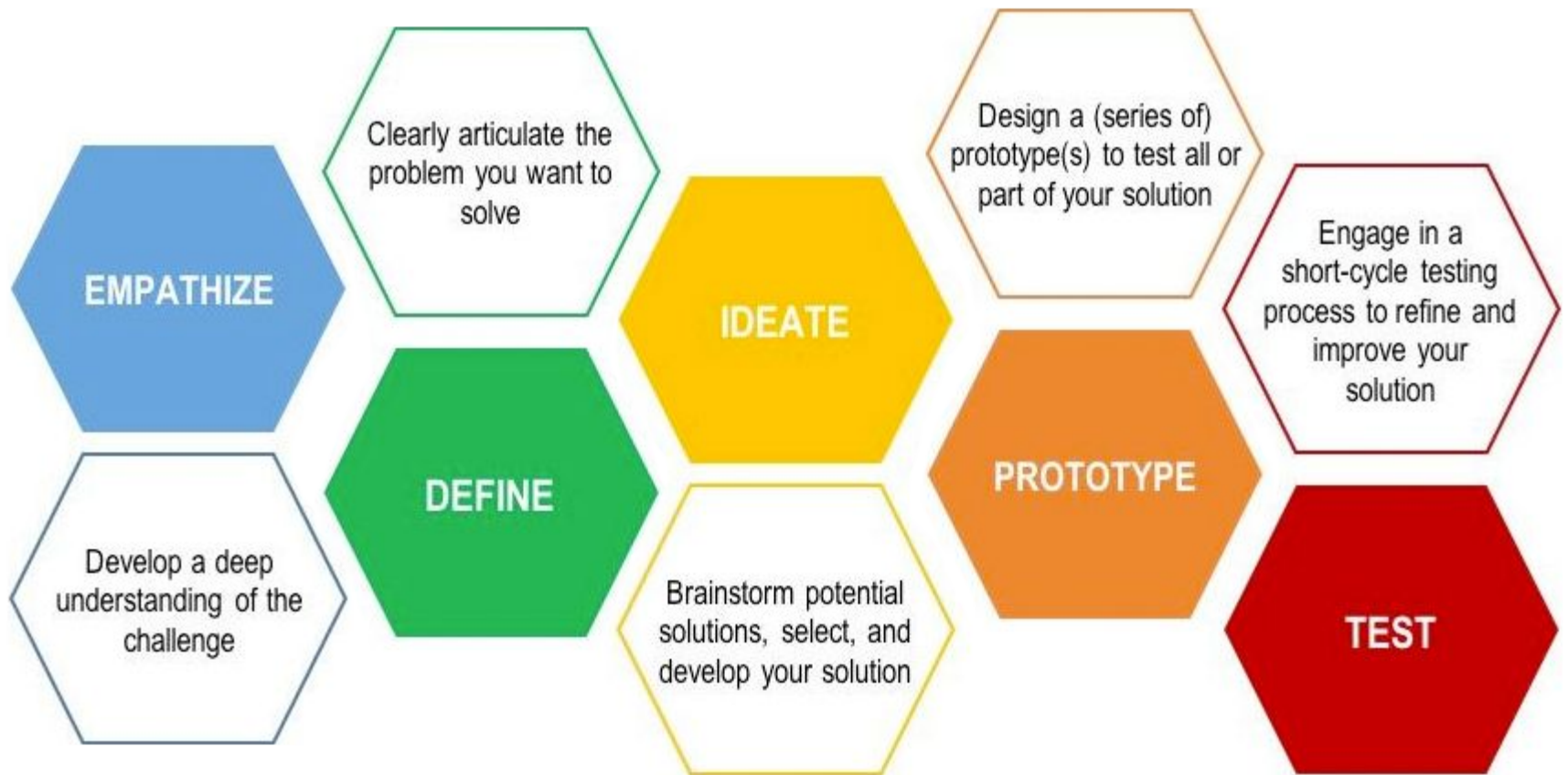
4ID'S SOCIAL INNOVATION ENGINE

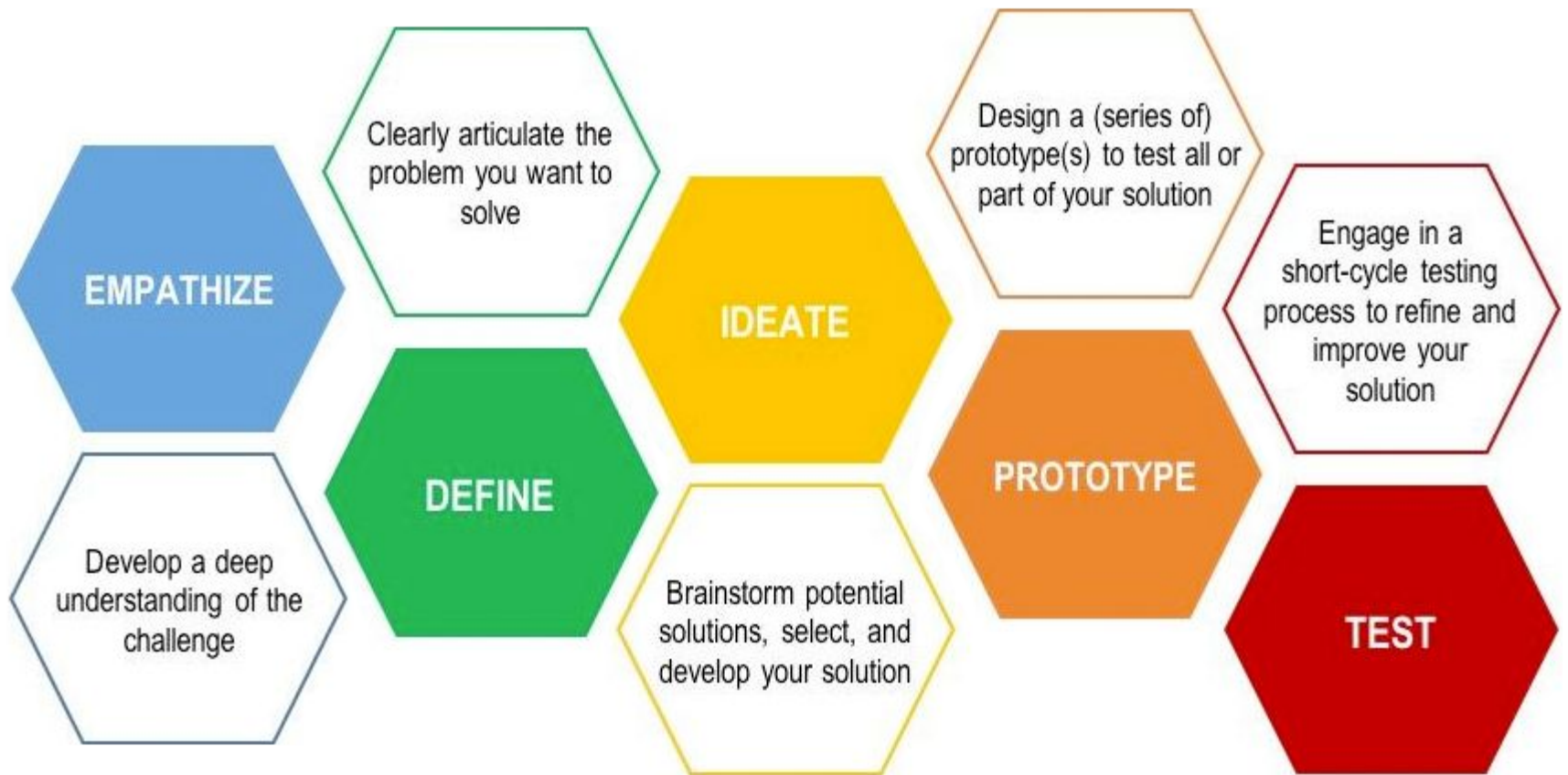


Don't have
FEAR

Suppress
EGO

Admit that you
**KNOW
NOTHING**





How to approach it?



Forget about your solution for a while.
Immerse yourself in the “problem” first.



Happyend.

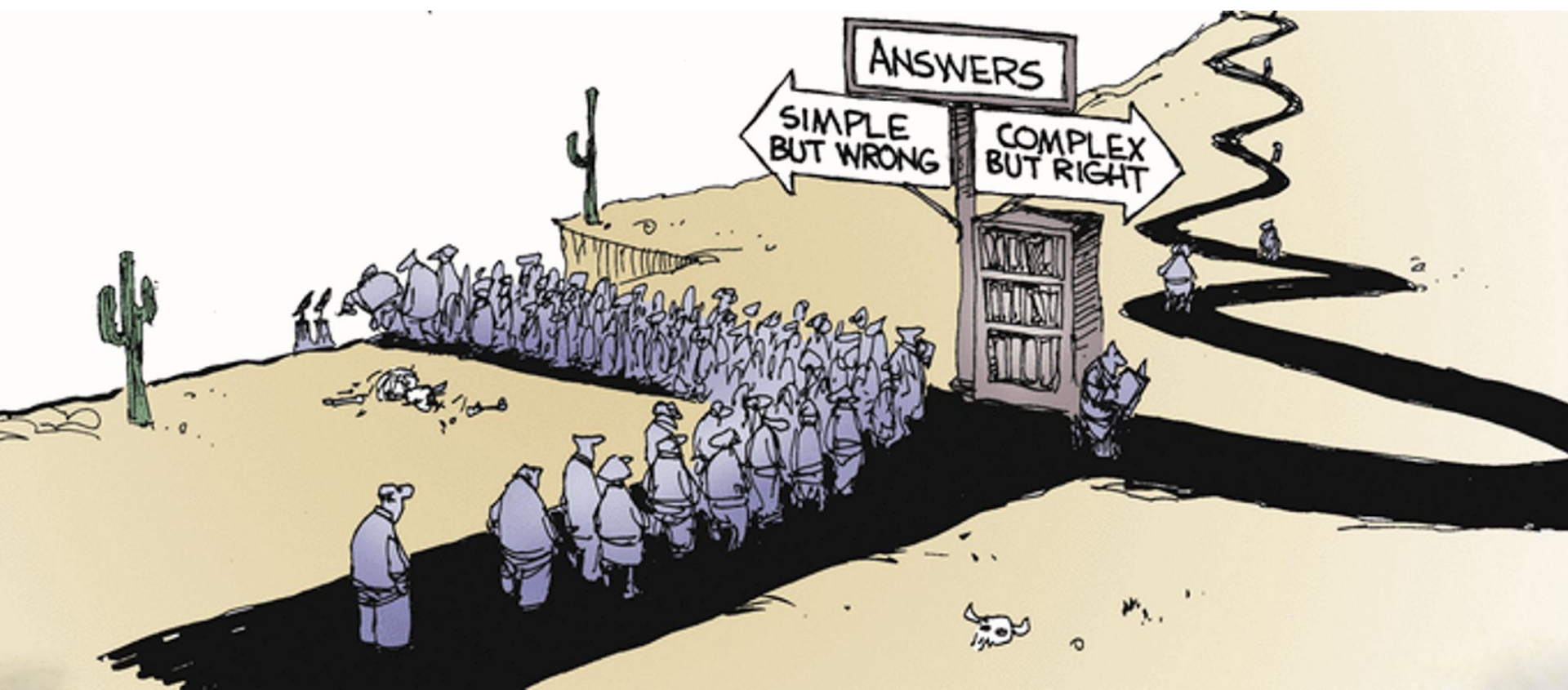
How to approach it?

1

Forget about your solution for a while.
Immerse yourself in the “problem” first.

2

Forget about making it easier.
Set yourself up for constant learning.



How to approach it?

1

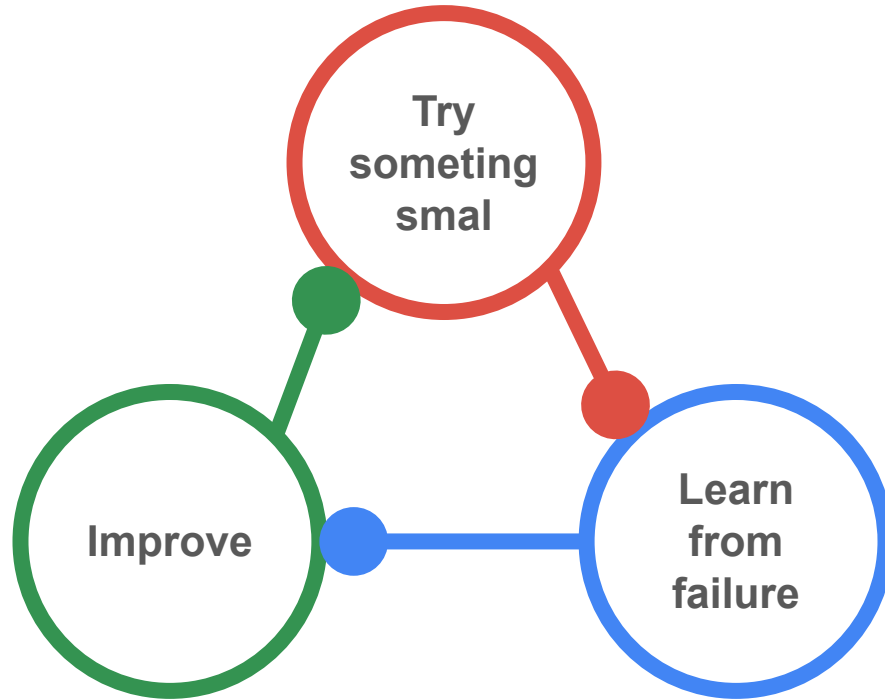
Forget about your solution for a while.
Immerse yourself in the “problem” first.

2

Forget about making it easier.
Set yourself up for constant learning.

3

Constantly iterate towards success.
Take what you’ve learned and improve.



72 hours



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**I wish you the best
in your decisions!**

Happyend.