Framing Innovation Challenges: From Problem to Solution

Understand both the problem and the situation, before you waste time building the wrong thing.

Aurélie Moser

BAMBOOSTER

All this content is copyright Bambooster

Aurélie Moser

Aurelie Moser - Bambooster Founder

Innosuisse expert

Assessment of funding applications for the Swiss Federal Innovation Agency

600
Teams coached

Including the leading corporate companies in healthcare, and main accelerators or innovation programs in sustainability.

Open innovation co-lead & trainer for Innosuisse and key Universities

Capabilities building and trainings

BAMBOOSTER

How **to get a systematic approach to get the right perspective on the problem and situatio**n before investing too much on solutions.

Intro: Why? How to look at a problem / situation, so you increase your chance of success:

1. **Today :** who will influence your success beyond the end users
2. **Tomorrow:** what are the key trends you need to watch for?
3. **Get support :** leverage a GenAI

Question and Answers: raise your hand!

BAMBOOSTER

When you start a project, you build a castle of card…

.. based on your own assumptions, beliefs and interpretations.

BAMBOOSTER

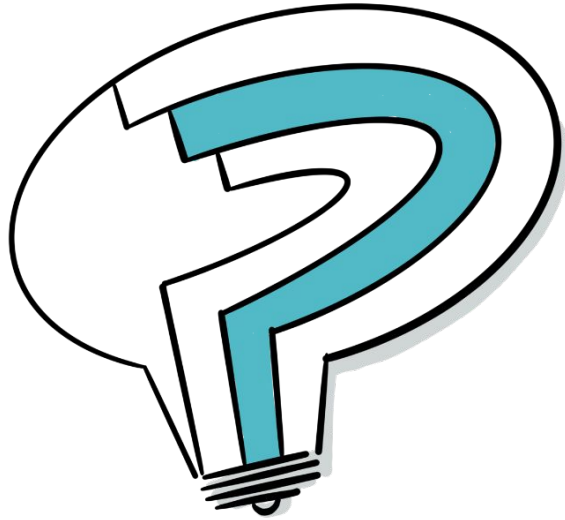# Your assumptions can be cluster in 3 types of risks.

Desirability: do my customers want it?

Feasibility: can we build it / design?

Viability : should we do this (financial)?

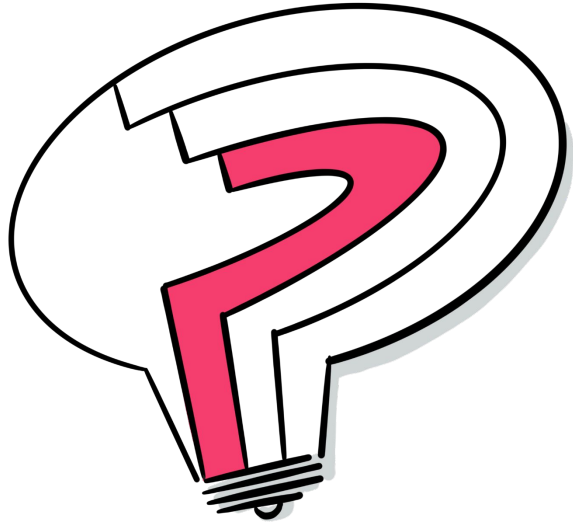# Feasibility: can we build it / design?

Regulatory and legal?

Technology and data?

Resources ? Partners?

BAMBOOSTER

Viability : should we do this (financial)?

Cost ?

Who will pay ?

Revenue/savings ?

BAMBOOSTER

Desirability: do my customers want it?

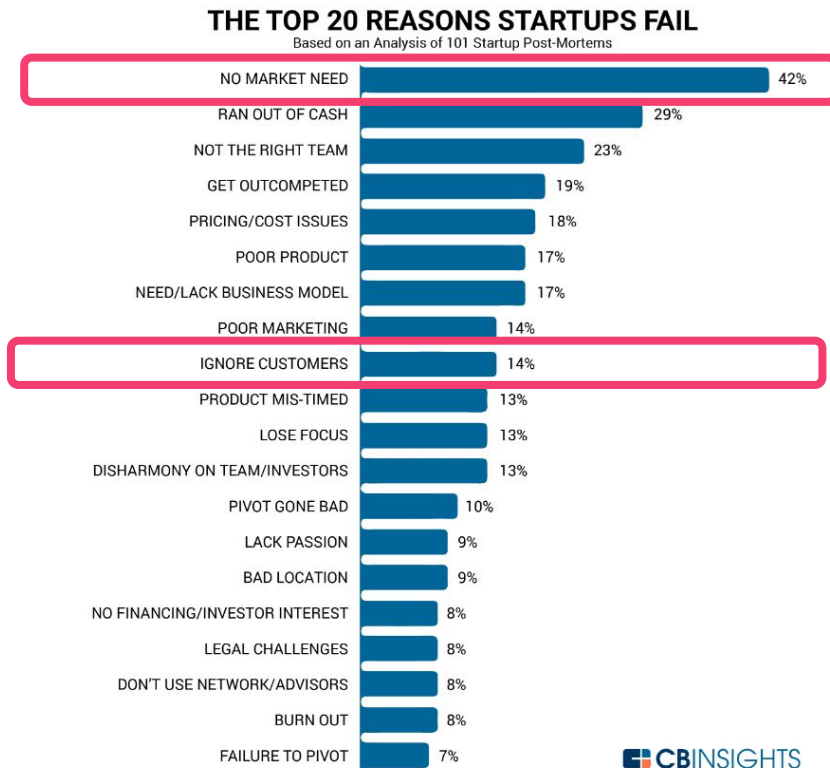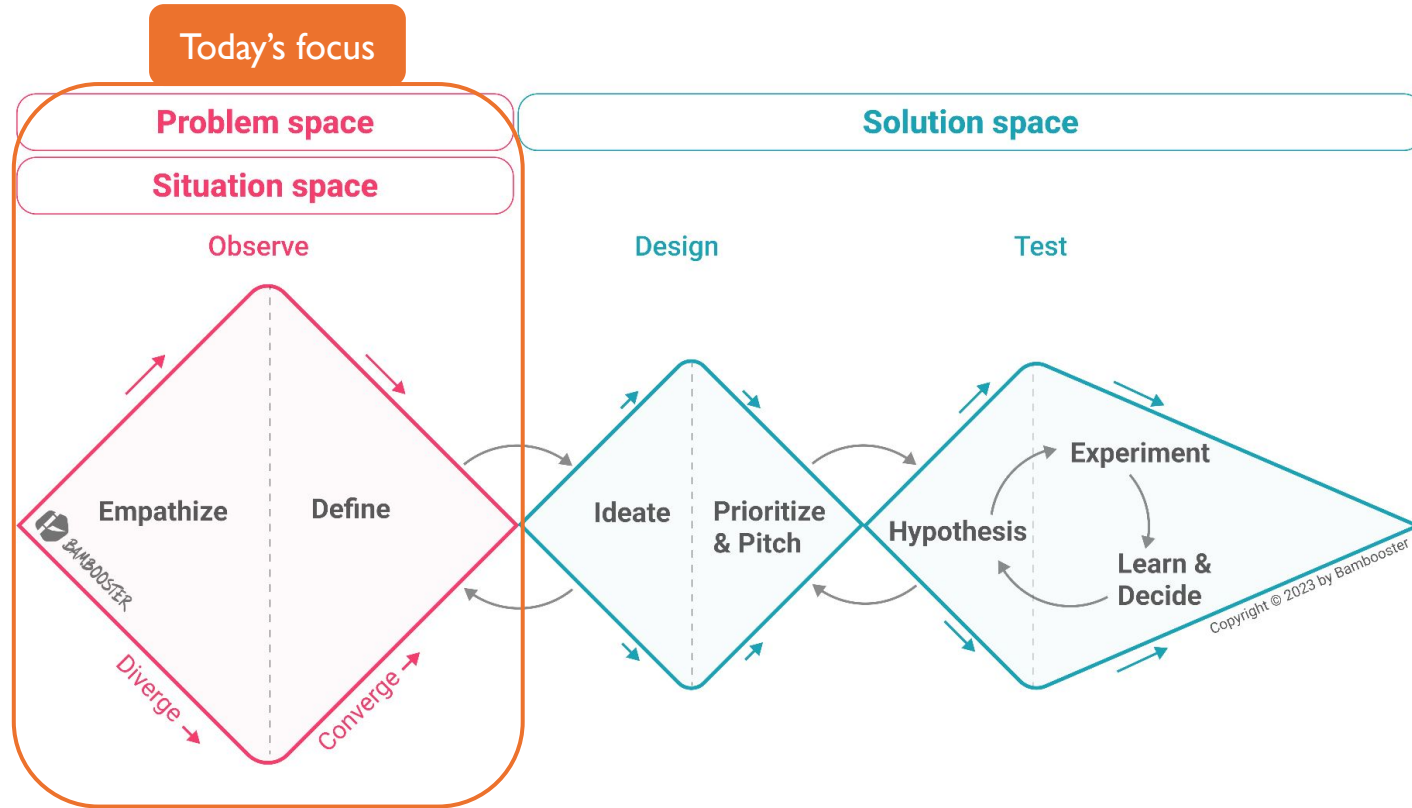Problem ?

Available Solutions ?

Your value proposition ?

BAMBOOSTER

Top reasons why startups fail : no market need !

THE TOP 20 REASONS STARTUPS FAIL
Based on an Analysis of 101 Startup Post-Mortems

| Reason	%
NO MARKET NEED	42%
RAN OUT OF CASH	29%
NOT THE RIGHT TEAM	23%
GET OUTCOMPETED	19%
PRICING/COST ISSUES	18%
POOR PRODUCT	17%
NEED/LACK BUSINESS MODEL	17%
POOR MARKETING	14%
IGNORE CUSTOMERS	14%
PRODUCT MIS-TIMED	13%
LOSE FOCUS	13%
DISHARMONY ON TEAM/INVESTORS	13%
PIVOT GONE BAD	10%
LACK PASSION	9%
BAD LOCATION	9%
NO FINANCING/INVESTOR INTEREST	8%
LEGAL CHALLENGES	8%
DON'T USE NETWORK/ADVISORS	8%
BURN OUT	8%
FAILURE TO PIVOT	7%

CBINSIGHTS

BAMBOOSTER

From problem to market: the 3 steps of innovation

Ecosystem You Evolve in canvas - EYE canvas

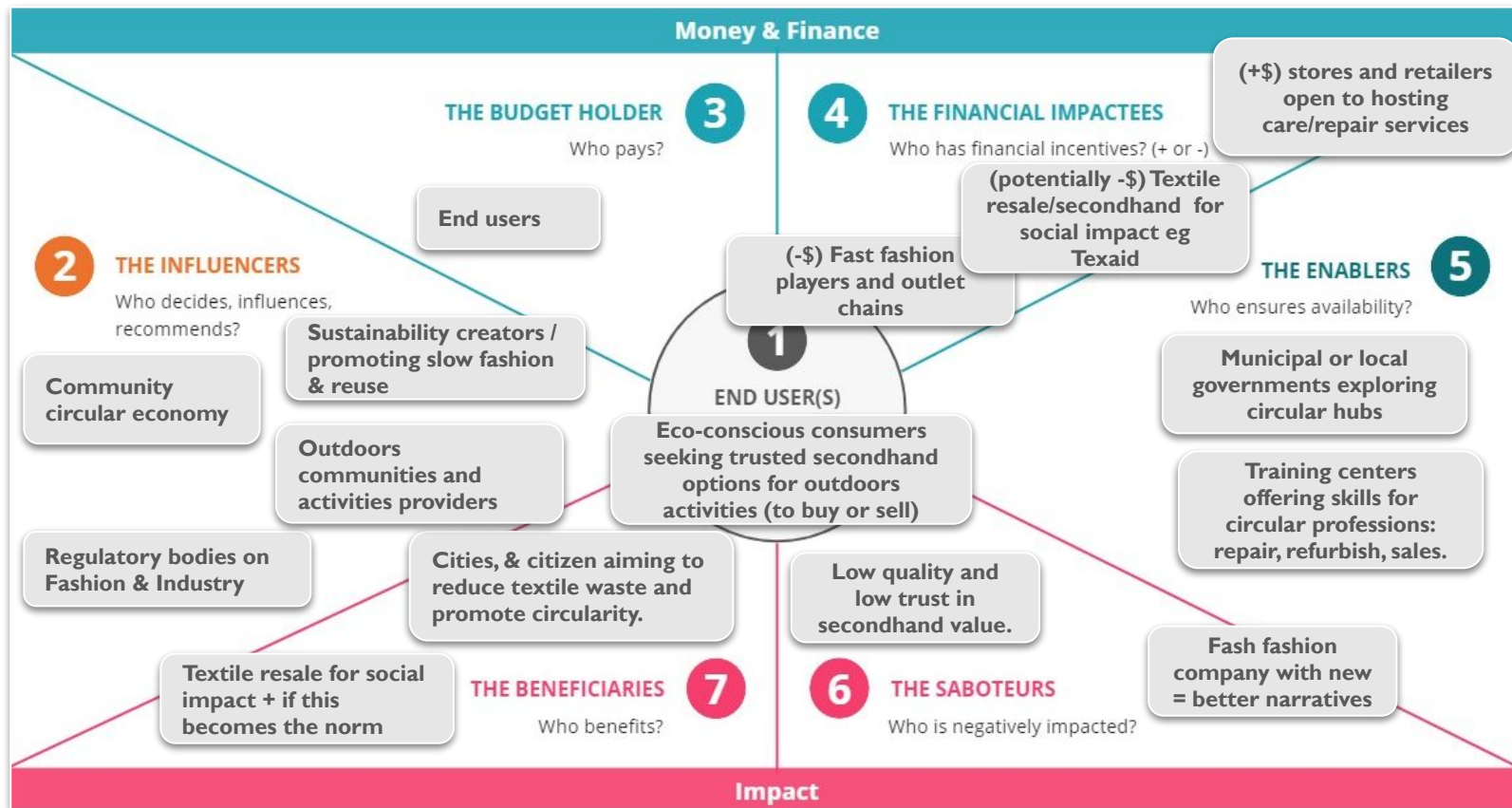As your check list to collect all the clues

BAMBOOSTER
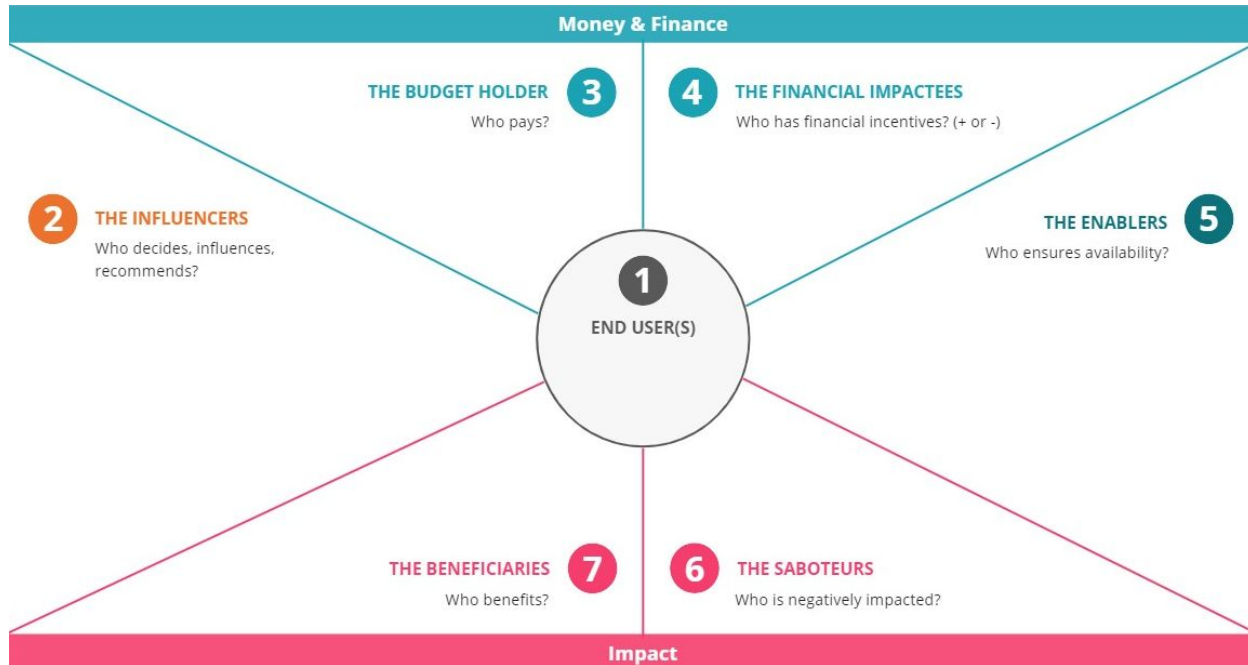
What is Worn Wear®?

Worn Wear® allows **to trade in eligible Patagonia® gear for credit and buy quality, used Patagonia gear that has more life to live.** All items sold on wornwear.com are clean, functional and backed by our Ironclad Guarantee.

Story:

- Launched Worn Wear® in 2012 by sharing customer stories about their old, beloved Patagonia gear.
- Storytelling expanded into clothing swaps, then **pop-up repair events around the world.**
- Then opened our own **online resale shop** and a **brick-and-mortar store in Chicago** that's dedicated to used gear and clothing repair.

BAMBOOSTER

Ecosystem mapping

Money & Finance

THE BUDGET HOLDER 3
Who pays?

4 **THE FINANCIAL IMPACTEES**
Who has financial incentives? (+ or -)

(+$) stores and retailers open to hosting care/repair services

End users

(potentially -$) Textile resale/secondhand for social impact eg Texaid

2 **THE INFLUENCERS**
Who decides, influences, recommends?

(-$) Fast fashion players and outlet chains

THE ENABLERS 5
Who ensures availability?

Sustainability creators / promoting slow fashion & reuse

Community circular economy

1
END USER(S)

Municipal or local governments exploring circular hubs

Outdoors communities and activities providers

Eco-conscious consumers seeking trusted secondhand options for outdoors activities (to buy or sell)

Training centers offering skills for circular professions: repair, refurbish, sales.

Regulatory bodies on Fashion & Industry

Cities, & citizen aiming to reduce textile waste and promote circularity.

Low quality and low trust in secondhand value.

Textile resale for social impact + if this becomes the norm

THE BENEFICIARIES 7
Who benefits?

6 **THE SABOTEURS**
Who is negatively impacted?

Fash fashion company with new = better narratives

Impact

BAMBOOSTER

Today is mapped - what about Tomorrow?

BAMBOOSTER

The environment - PESTEL analysis

Political

- Analyze government policies, stability, and interventions in the economy

- Political factors include tax policy, labor law, environmental law, trade restrictions, tariffs, and political stability

- *E.g. Tax policy changes, trade regulations, political stability*

Economic

- Evaluate market conditions, growth prospects, exchange rates, inflation rate and interest rates

- It could affect how businesses operate and make decisions

- *E.g. Interest rates, inflation, consumer spending*

BAMBOOSTER

The environment - PESTEL analysis

Sociocultural

- Assess demographics, values, health consciousness, population growth rate, age distribution, career attitudes and safety emphasis

- It could influence the demand for a company's products and how it operates

- *E.g. Population growth, lifestyle changes, attitudes toward health and wellness*

Technological

- Stay updated on innovations, disruptions, R&D activity, automation, technology incentives and the pace of technological change

- *E.g. Artificial intelligence, telemedicine, 3D printing*

BAMBOOSTER

The environment - PESTEL analysis

Environmental

- Understand sustainability, climate concerns, weather, climate change and their ecological and environmental impacts

- It has become a critical issue

- *E.g. Climate change, resource scarcity, waste management*

Legal

- Ensure compliance with relevant regulations, including discrimination law, consumer law, antitrust law, employment law, and health and safety law

- *E.g. Data protection laws, labor laws, intellectual property rights*

BAMBOOSTER

Leverage GenAI

As a thinking partner

1. **Leverage LLM** with internet access (eg Mistral or ChatGPT)
2. Feed it with as much **context** as possible
3. Ask to **play the role of an expert** in the domain you are assessing.
4. And ask it to **run an interview** (one question at the time, no obvious questions) with you and your team to help you see what you don't know yet.
5. **Ask GenAI to help you fill the gap** (will not replace customer interviews!)

BAMBOOSTER

Next steps
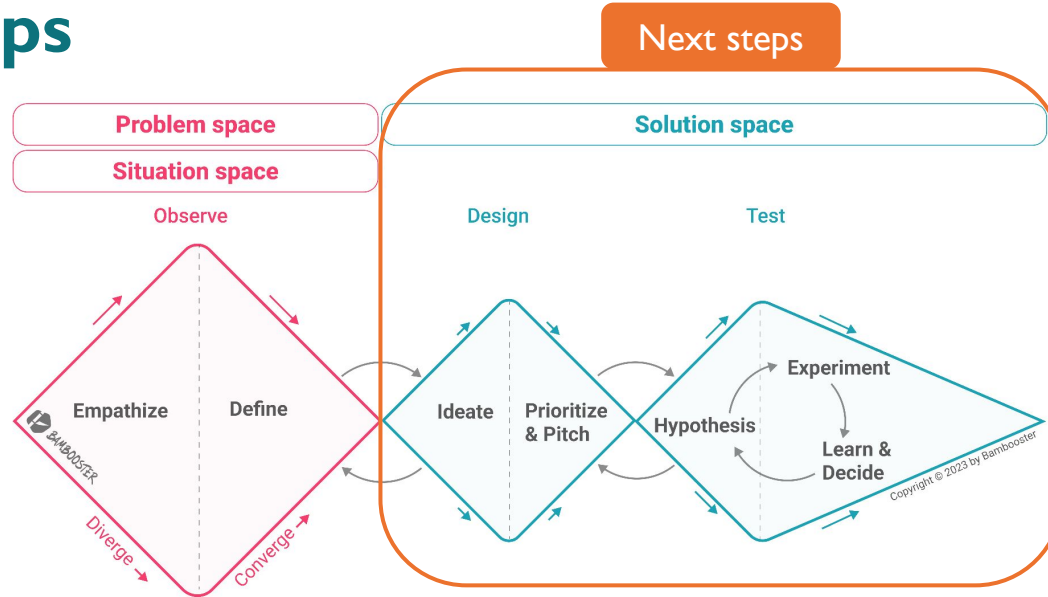
Once you are clear on the problem/situation, you design your idea

- Value proposition
- The business model
- And you test your main assumptions

As your designed idea, remember, it's based on your own assumptions, beliefs and interpretations…

.. just like this castle of card…

BAMBOOSTER

Because things are not always what they seem.

Systematically analyze the problem and the situation from multiple perspectives:
- **end users and surrounding stakeholders** (ecosystem mapping)
- **today/future** (Pestel mapping)
- **collective intelligence** (GenAI)

BAMBOOSTER

You can download the canvas here

BAMBOOSTER