

D&E DESIGN & ENTREPRENEURSHIP 2017

Individual Assignment

Presentation (20 Minutes) and Report (8-10 A4 Pages)

20 February – 07 April 2017

DESIGN DRIVEN (DESIGN+TECH) STARTUPS THAT SCALE _ TEMPLATE
choose a startup who utilizes design and engineering (technology) as a strategic resource

NAME OF STARTUP

METHOD PRODUCTS INC.

where did the name come from? why did they name it that way?

WEBSITE

url / link!

<http://methodhome.com/>

LOCATION

geographical location / place

[San Francisco, California, USA](#)

FOUNDED

date

[2000](#)

FOUNDER(S)

name(s)

[Adam Lowry — Chemical Engineer](#)

<https://www.linkedin.com/in/adam-lowry-113111>

Eric Ryan — Marketeer (Design)
<https://www.linkedin.com/in/eric-ryan-7470438>

Joshua Handy (2006) VP Global Product Experience — Designer / Engineer / MBA
<https://www.linkedin.com/in/joshuahandy>

education / work background (major/minor)?

nationality / ethnicity?

age?

gender ?

parents occupations / ethnicity?

TEAM

?

BRIEF DESCRIPTION OF BUSINESS

produces nontoxic, biodegradable natural cleaning supplies with a focus on product design.

TIMELINE of KEY INSIGHTS / IDEAS

?

MILESTONES

? e.g., customer acquisition, channel expansion

FOUNDING INSIGHT / FRUSTRATION / CONNECTION / CONTRADICTION

?

BUSINESS AREA / ARENA / DOMAIN

?

BUSINESS GEOGRAPHICAL SCOPE

?

ESTIMATED MARKET VALUATION / ECONOMIC VALUE

\$150M

INSPIRATION / INFLUENCERS / MENTORS

Innocent Drinks

<http://www.innocentdrinks.co.uk/>

BUSINESS MODEL CANVAS (ref., INSIGHTS & IDEAS)

1.0 Value Proposition

clean / non-toxic / eco-friendly / stylish / fragranced / home care cleaning products

2.0 Customer Segment(s)?

people who value methods method (as above) — well educated women in the early 40s

3.0 Channels

TARGET

4.0 Customer Relationships?

5.0 Revenue Streams?

6.0 Key Resources

Design + (Clean) Tech

7.0 Key Partnerships?

8.0 Key Activities?

Design (Generative Learning) Processes

9.0 Cost Structure?

FUNDING / VENTURE CAPITAL

Bootstrapping? Seed Funding? Series A Funding? Series B ...

COMPETITORS / COMPETITION

MERGER(S & ACQUISITION(S M&A's

1.0

Acquired by?

2.0

Acquisitions of?

3.0

Merged with?

TYPE OF STARTUP ref.: Steve Blank!

1.0 Lifestyle Startup?

2.0 Small Business Startup?

3.0 Scalable Startup?

4.0 Buyable Startup?

5.0 Large Company?

6.0 Social Entrepreneurship Startups?

LEAN STARTUP

Customer Development ...

1.0

Customer Discovery?

2.0

Customer Validation?

3.0

Customer Creation (Development)?

4.0

Company Building?

INNOVATION ...

Degree of

1.0

Incremental?

2.0

Breakthrough — [Non Toxic Cleaning Agents_Tech + Design](#)

3.0

Radical (Game-changing)?

Areas for (ref.:)

Ref.: Business Model Canvas BMC — [see The Method's BMC](#)
incl., 10 Types of Innovation!

Scope of Business ...

Product / Service Portfolio

UBER, UBER EATS, UBER BOATS
Apple iPod / iPhone / iPad / Apple Watch

Geographical Expansion

Regional / National / International

PLATFORM TYPES

1.0

Design Platform incl., UX platform?

2.0

Technology (Product, Process, Code) Platform?

3.0

Service Platform?

4.0

Retail (Physical/Digital Distribution) Platforms?

5.0

Brand (Incl., Component or Ingredient) Platform?

PURPOSE 0D (Ref.: U_PROCESS _ FOCUS 0D / FORCE 1D / FRAME 2D /
FORM 3D)

PHILOSOPHY _ VALUE SET 1D

Clean / Safe / Green / Design / Fragrance

CONTROVERSY / SETBACKS / MISSTEPS

?

LEGAL

? Intellectual Property IP

PARTNERSHIPS

?

STRATEGIC SIGNIFICANCE

Does any of the above set of Platform Types

1.0

Supply or help supply significant and perceivable stakeholder benefits?

2.0

Apply across a variety of application, product / service generations, markets and businesses?

3.0

Prove difficult to copy or imitate?

OTHER INTERESTING INSIGHTS OR IDEAS

?