


IDBM

Corporate Entrepreneurship & Design



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IDBM CE&D, MUO-E9009, Period I (1) 05.09 – 12.10.23
5 cr (135 h)

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Learning Objectives & Anticipated Learning Outcomes
5 cr (135 h) ref.: MyCourses

identify, validate and persuasively
communicate through team-based exploration
the unique and complimentary **role and value**
of design (incl., a design-centric approach), in enhancing
innovation processes and **entrepreneurial** practices
in established corporations, organisations
and startups.

Tuesday mornings 10:00—12:00—*[inputs]*

Thursday mornings 10:00—12:00, afternoons 13:00—16:00—*[throughputs]*



Homer 850 BC

Socrates 469 BC—399 BC

Plato 428 BC—348 BC (Academy of Plato (established in 385 BC))

Aristotle 384 BC—322 BC (University of Constantinople 425/848 AD. Bologna 1088 AD)

... from Greek Philosophy to University

Aristotle 384 BC—322 BC — **“Desire is the Ultimate Source of Action”**

Ref.: Alexander Manu, Everything 2.0

Technological Innovation ...

Compass

Paper 105 AD — Ts'ai Lun

Gunpowder

Block Printing 868 AD ... Printing Press 1440 — Johannes Gutenberg

Technological Innovation ...

Ethernet 1973/1975 — Robert Metcalfe

Internet 1973/1983 — Vinton Cerf & Robert Kahn

Personal Computer 1976 — Steve Wozniak & Steve Jobs

World Wide Web 1991/1993 — Tim Berners Lee (Wikipedia 2001—Jimmy Wales)



Tim Berners Lee
World Wide Web 2001 / 2003

Generative AI / 2010s—2020s

10 Most Popular **Generative AI Platforms** ...

01. OpenAI's

GPT 4 / 3 / 2. ChatGPT Plus. SonicChat. DALL•E

02. Google's

Deepmind. AlphaGo

03. Nvidia's

NVIDIA DGA / NVIDIA Tesla Series

04. Microsoft's

Azure. Bing. Edge

05. IBM's

Watson

06. Salesforce's

Einstein GPT

07. Amazon's

AWS

08. Adobe's

Sensei

09. Facebook + Others

PyTorch 2.0

10.

OpenCog



What potential impact could **Generative AI** have on
Design / Innovation / Entrepreneurship in Education & Practice?

Generative AI & Design?

eSUVs
Electric Sports Utility Vehicle

each team is asked to choose and then systematically analyse an
eSUV electric sports utility vehicle from a Design Perspective

eSUVs

Tesla / NIO / Rivian / Lucid / Polestar Car Brands + Mercedes / ?

past

present

future

1) the **visual appearance** — highlighting the sensory experience incl., design intention and user perceptions.

2) the active and **interactive behaviour** incl., the potential impact of generative AI and other emerging technologies.

3) the **assistive capability** i.e., how it enables me to do what I wish and ideally want to do.

ref.: polestar's 'perceived intelligence'

past

present

future

4D point-of-view

heritage / legacy / myth

mission / philosophy / values

vision / trends / strategic foresight

3D volume

form / function / feature / feel / fit

2D plane

shape / pattern / graphic element / contour / silhouette

1D line

colour / materials / texture / finish

0D point

spiritual / cultural / conceptual / contextual dimensions

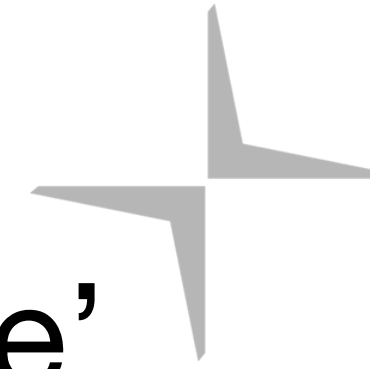


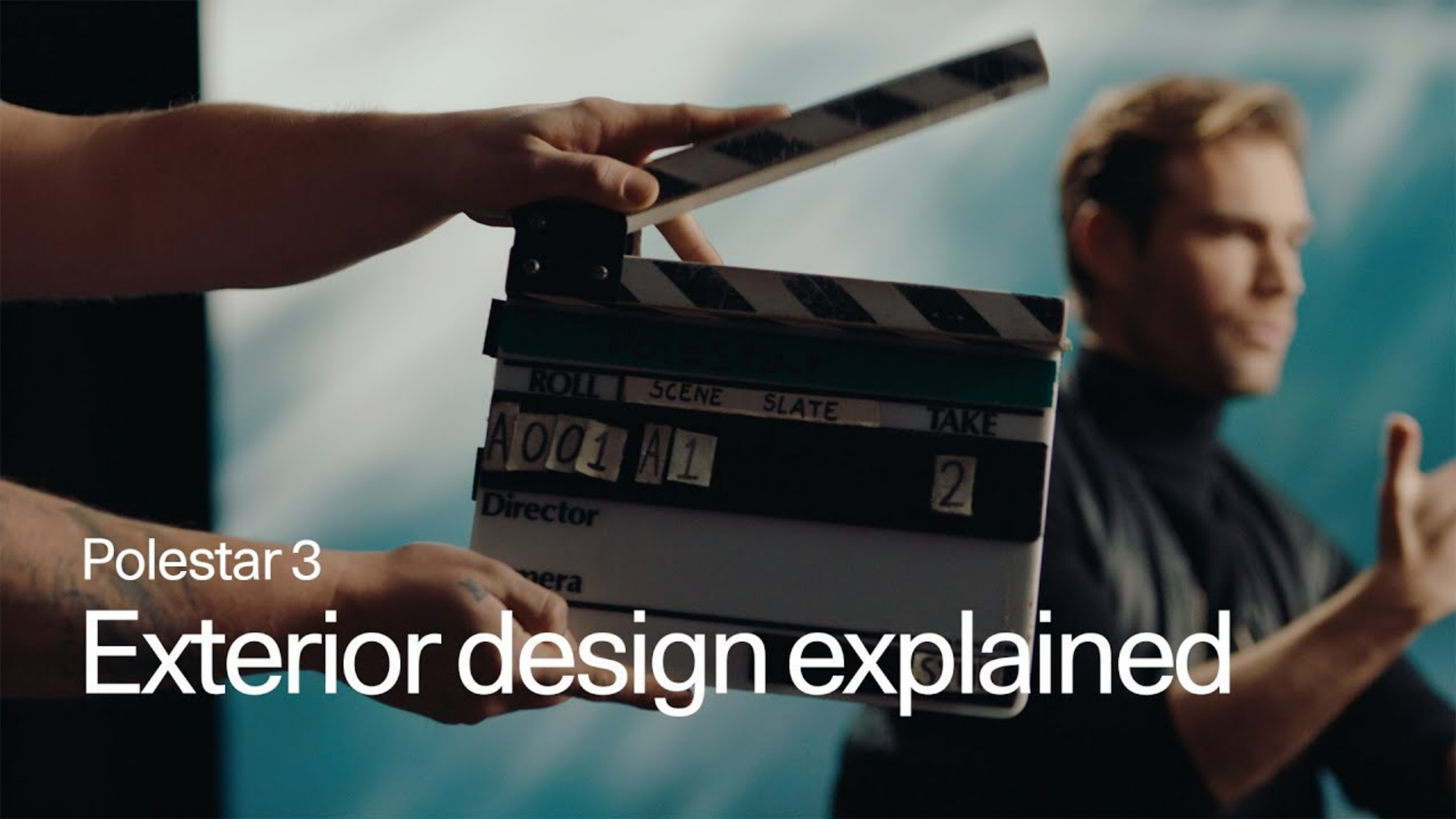






Polestar eSUV 'Perceived Intelligence'





Polestar 3

Exterior design explained



Polestar

Helsinki
Mikonkatu

Scan to book
a test drive



Polestar

Kaivokatu

Kaivokatu

Keskuskatu

Mikonkatu

Mikonkatu

Ateneuminkuja

Yliopistonkatu

Yliopistonkatu

Fabianinkatu

Fabianinkatu

Mikonkatu 7
00100 Helsinki

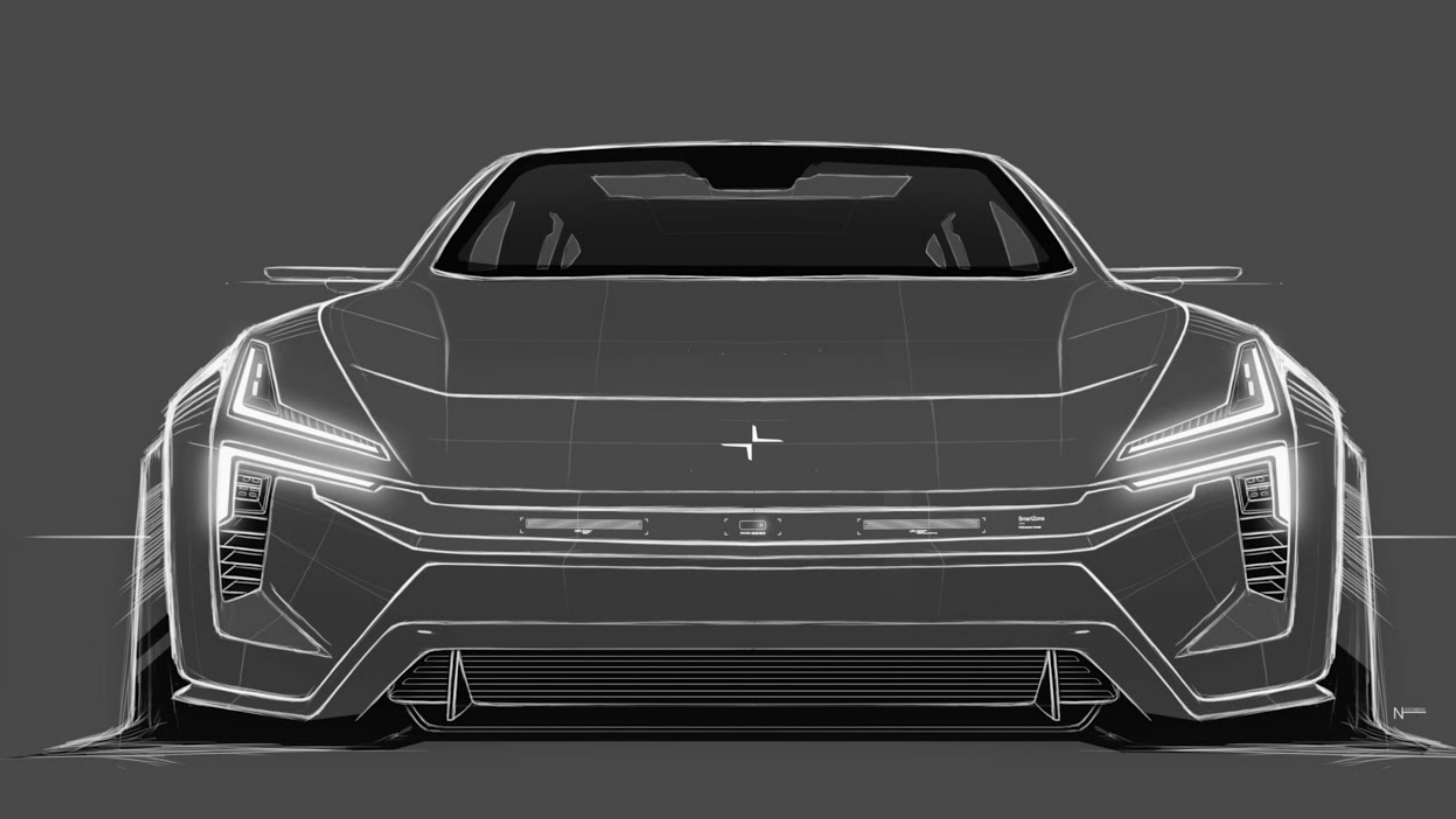


Google

“REINTERPRETING THE SUV”



VEHICLE FOOTAGE





Design, Driven.



Polestar 3: first look