

Business idea

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My idea at the moment is

An co-design agency. The customers would be architect offices, builders and cities/municipalities. The services would be 1) Coaching/Training programs both architects, builders, teachers and leaders to the co-design and service design methods, 2) Tool creation and ready made tools for sale (for example workshop tools, idea tools, change programs, sprints...) 3) Co-design partner for architect, builder companies as well as cities to do co-design strategically.

I have been thinking about how to include the sustainable goals into this and at the moment I am thinking this:

What if always some amount of the profit would be saved for pro-bono work? It could be used for improving education and life-long learning opportunities and/or support and develop the experience of wellbeing so that everyone could have a chance to live healthy lives throughout their entire lifetimes? These both sustainability goals could be also underlined in the company values so that everyone in the company are given resources to live balances lifestyle and embrace the lifelong learning.

For this I have actually even more ideas, what if there would be an exchange program for Finnish teachers for co-design and then we would send them abroad to develop schools or working environments for teachers together with our own designer? The pro-bono work could be used for these kind of projects.

Figure 1. First draft of the main message/front page for website >>