

Launching Your Creative Enterprise

COURSE SUMMARY

You learnt about human centred design thinking, innovation and the problem solving process in the African context. To guide your value creation process, you also learnt how to prepare a Business Model.

FROM IDEAS TO MARKET

- Creation process through the lenses of human centred design thinking
- Human-Centred Design is a creative problem-solving process that begins with understanding human needs and ends with innovative solutions to address those needs

3 key stages of Design Thinking

1. Inspiration
2. Ideation
3. Implementation

- human-centred design thinking is founded on key mindsets including; empathy, optimism, learning from failure, embracing ambiguity, iteration etc

MY BUSINESS MODEL

- A business model describes the rationale of how an organisation creates, delivers and captures value, and can act as a guide for your team
- Developing alternative business models to the startup status quo has become a central moral challenge of our time.
- four alternative models for making money
 1. Employment-based Model
 2. Fee-for Service
 3. Market Intermediary Model
 4. Market linkage model

2 Bringing your idea to life

