

the Foundry

- a Livework startup service -



The Foundry is a service that helps companies to design and develop startups through a service design approach.



The pillars

There are four pillars that are the founding and distinguishing characteristics of the Foundry's approach to startup development.



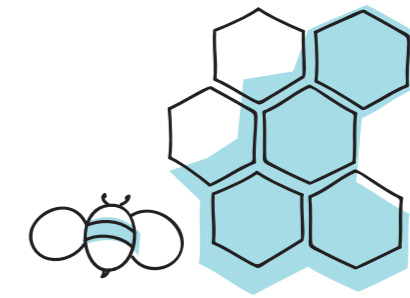
Contextual Research

Research is conducted to help identify opportunities and possible room for disruption. This is made by exploring what the right questions to ask are.



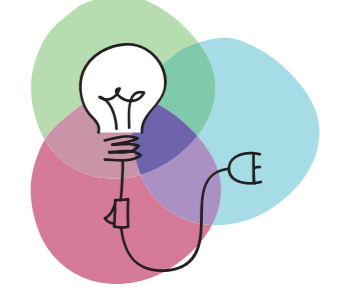
Customer - centricity

The customer is always at the centre of the project. By understanding the underlying needs and motivations, opportunities are unfolded to create new value for customers.



Value creation

Design creates value by elaborating the research results into a brand vision, a concept to be conveyed through an integrated and holistic design.

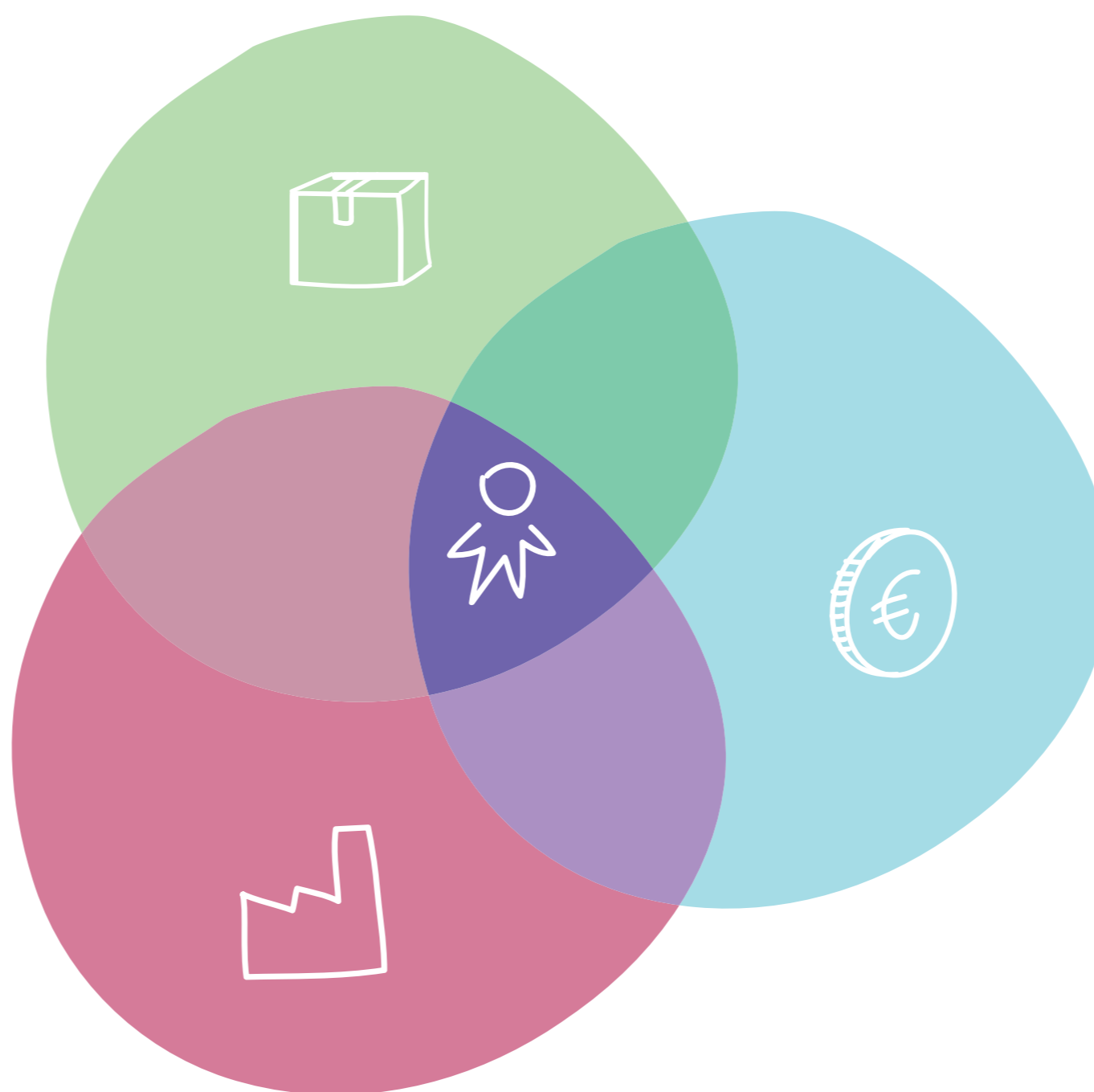


Holistic design

The whole startup ecosystem, front and the back end, the business and organization are designed to provide a holistic and integrated experience.

The approach

The Foundry designs all the aspects of the ecosystem in an integrated holistic solution. The approach used in the Foundry always starts and ends with the customer.



Customer experience

the result from the Foundry includes all the channels and touchpoints needed to deliver an integrated and holistic customer-centric experience, from the product to the online experience.

Business set up

The business setup is developed with an outside-in perspective. This means that customer insights are used to design a business model that generates value through the development of customer-centric solutions and delivering customer satisfaction.

Organization

The organizational structure is also set up from the outside-in. The internal processes, systems and capabilities are aligned to deliver accordingly to the designed customer journey.



Traction

Through the learning gained while developing the startup, the mother company's trajectory can be directed towards the new route opened by the startup and replace it.



Sub - brand

The startup can provide enable access for the mother company to shift progressively towards the newly discovered routes while maintaining the startup as a sub brand.



Concurrent

The startup can be used as an exercise and a demonstration of how design can be used for disruptive innovation while the startup keeps on growing independently.



Replacement

The startup can grow until it's ready to fully replace the mother company.

The goals

The ultimate purpose of the Foundry is to help the client's company to get closer to their strategic goals. Four types of strategic goals have been hypothesised, and the Foundry can be used as a vehicle to reach them.



Vision & concept manager

Is responsible for the evolution and development of the vision into a concept and into a design.



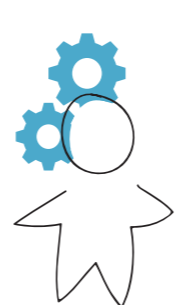
Vision & concept manager

Is responsible for the organizational and operational management and for the business aspect.



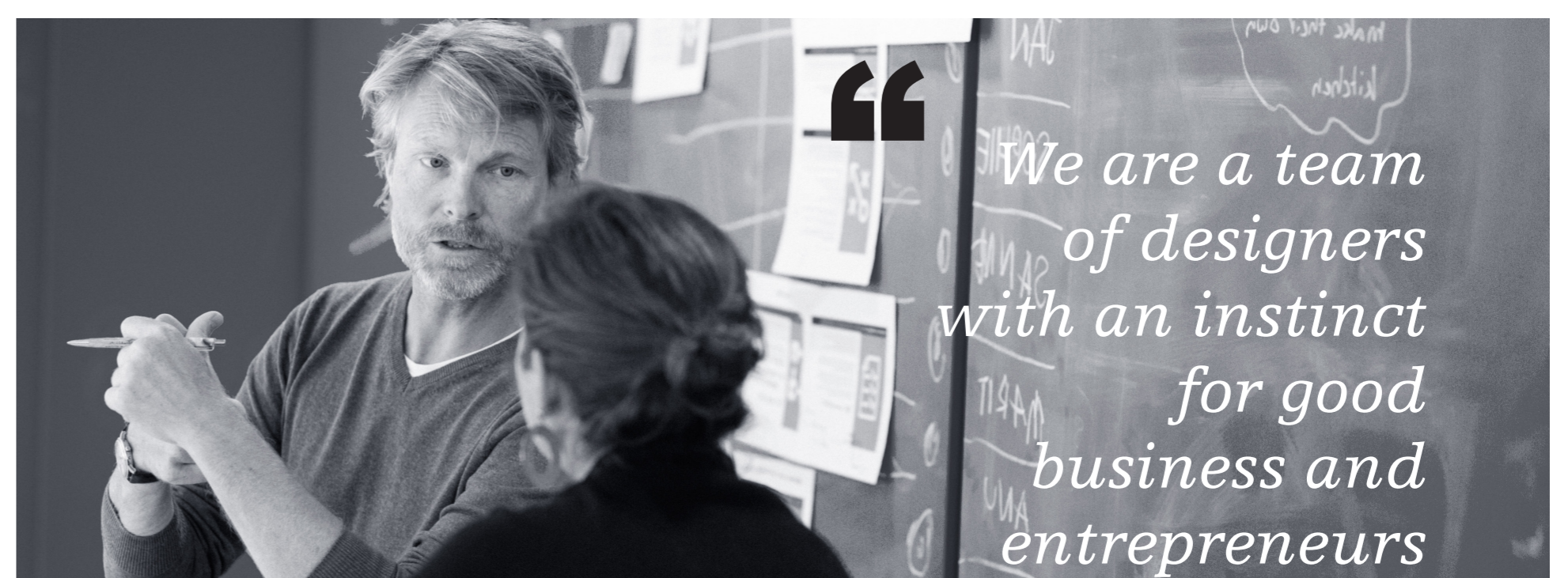
Customer researcher

Takes care of the LCP, of the communication and insights flow between customer and the Foundry.



Builder

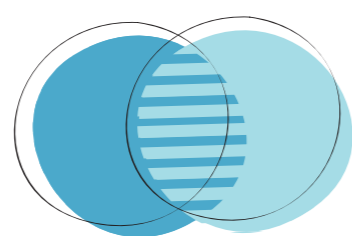
Is the one that transforms the concepts into tangible solutions that convey the message of the vision.



We are a team of designers with an instinct for good business and entrepreneurs with a soft spot for design.

The team

The team is multidisciplinary with hybrid expertise between design and business. The team always advocates for the customers, from the problem analysis to the design of the solution.



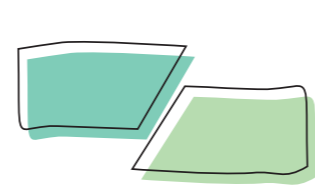
Hybrid expertise

The Foundry is composed by a hybrid team of service designers and business thinkers.



Entrepreneurial mindset

The team tackles projects with a proactive attitude taking ownership of the projects.



Balance of skills

The team has the ability of solving opposites, balancing long term vision and short term results.



Innovation methods

The Foundry has a broad knowledge of innovation process methods and tools.

Capabilities

The Foundry combines their innovation process, design and business methods competences to the client's expertise.

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