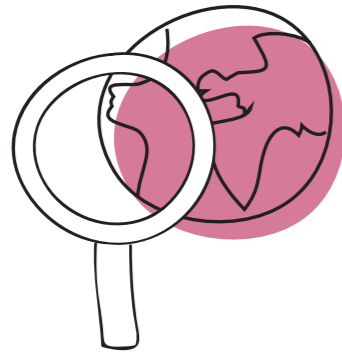


# The pillars

The four pillars are the founding and distinguishing characteristics of the Foundry and of its approach to startup design and development.



## Contextual Research

Research is conducted to help identify opportunities and possible room for disruption.

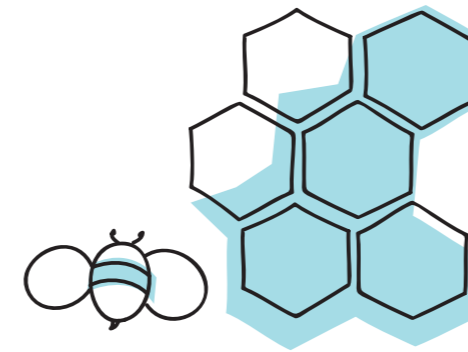
The ideas that trigger the client to initiate a Foundry project are essentially intuitions that need probing. Rather than using research to validate an answer, it is used to explore what the right question to ask is. Research is conducted to help identify opportunities and possible room for disruption. The Foundry makes the concepts emerge from real life observation, customer and market research. The research insights are then transformed into solid concepts.



## Customer -centricity

By understanding the underlying needs and motivations, new value for customers can be created.

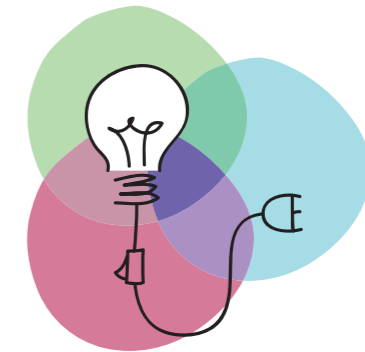
The customer is always at the center of the project. By understanding the underlying needs and motivations, opportunities are unfolded to create new value for customers. In the approach of the Foundry, the customer is present from the initial inspiration to the final validation. In fact the Foundry does not use the insights for the customer experience alone, but also for the development of the business and organization.



## Value creation

Design creates value by elaborating a brand vision, a concept and an integrated and holistic design.

Design is all about creating and nurturing value. Intuition and contextual research provide the seeds for a new brand vision that is then elaborated thoroughly into a concept and further evolved into an integrated and holistic design. A holistic customer-centered vision is created as an answer to the questions formulated in the research. This vision is then elaborated into concepts and following framed into the design of the ecosystem.



## Holistic design

The channels, the business and the organization are designed for a holistic customer experience.

Disruption for Livework does not only lie in the product, but also in the ecosystem that supports the customer experience. The Foundry pays attention to designing an appropriate business-organization system in support of the customer experience. Starting from the customer, the Foundry develops an internal organizational structure, aligning departments and processes and business models are designed so to capture value in a customer-centric way.