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 gaps for disruption. This is made by exploring which the right questions to ask are.

- Customer - centricity
  The customer is at the center of the project. By understanding the underlying needs and motivations, opportunities are unfurled 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 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.

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.

- Traction
  Through the learning gained while developing the startup, the mother company’s trajectory can be directed precisely towards the newly discovered route while maintaining the startup as a sub-brand.

- Sub - brand
  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.

- Concurrent
  The startup can grow until it’s ready to fully replace the mother company.

- Replacement
  The startup can provide enable access for the mother company to shift progressively towards the newly discovered route.

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.

- 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.

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

- 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.