



Experience the novel Impact Canvas[®] tool

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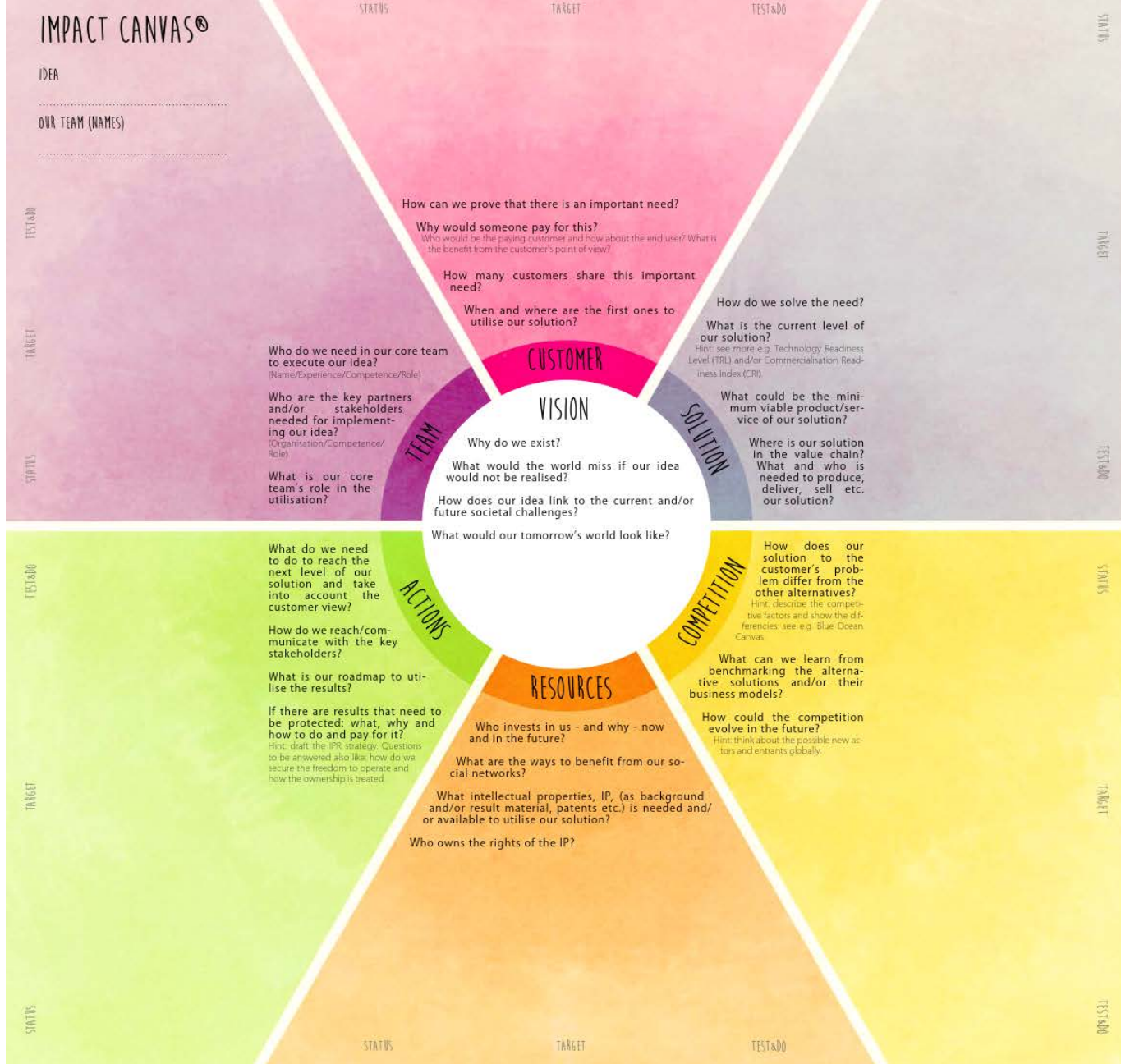
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IMPACT CANVAS®

IDEA

OUR TEAM (NAMES)

NOTES:



IMPACT CANVAS®

IDEA **Fashion - local**

OUR TEAM (NAMES) **fromROLLtoBag**

Amer Sports/Salomon sport goods

3D-modelling AluGroup

3D-avatar MiraLab

3D virtualization, mobile user

interface Cyberlightning

digital printed textiles Bivolino

custom shirts internet shop Bivolino

3D sw, physical prototype, fashion

construction system producer

Lectra

European Creative industries SMEs, sport goods,
e-commerce, consumers' Individualism
50% returned clothes in e-commerce
40% sold at discount
25% sales lost due to out of stock

How can we prove that there is an important need?

Why would someone pay for this?

Who would be the paying customer and how about the end user? What is the benefit from the customer's point of view?

How many customers share this important need?

When and where are the first ones to utilise our solution?

How do we solve the need?

What is the current level of our solution?

Hint: see more e.g. Technology Readiness Level (TRL) and/or Commercialisation Readiness Index (CRI).

What could be the minimum viable product/service of our solution?

Where is our solution in the value chain? What and who is needed to produce, deliver, sell etc. our solution?

CUSTOMER

VISION

Why do we exist?

What would the world miss if our idea would not be realised?

How does our idea link to the current and/or future societal challenges?

What would our tomorrow's world look like?

Digital Fashion in EU:
consumer-driven local
production

COMPETITION

How does our solution to the customer's problem differ from the other alternatives?

Hint: describe the competitive factors and show the differences: see e.g. Blue Ocean Canvas.

What can we learn from benchmarking the alternative solutions and/or their business models?

How could the competition evolve in the future?

Hint: think about the possible new actors and entrants globally.

*Virtual consumer driven design

*Digital manufacturing
interactive avatar
*New product construction system

*Continuous from textile roll to shopping bag production
Local online factories

NOTES:

Demo, batch production
Customer market analysis
Trade secret

What do we need to do to reach the next level of our solution and take into account the customer view?

How do we reach/communicate with the key stakeholders?

What is our roadmap to utilise the results?

If there are results that need to be protected: what, why and how to do and pay for it?

Hint: draft the IP strategy. Questions to be answered also like: how do we secure the freedom to operate and how the ownership is treated

ACTIONS

Who invests in us - and why - now and in the future?

What are the ways to benefit from our social networks?

What intellectual properties, IP, (as background and/or result material, patents etc.) is needed and/or available to utilise our solution?

Who owns the rights of the IP?

VR SW

Digital printer

IPR owned by SMEs

Companies developing digital fashion

Automated digital fabric cutter, sewing,

stitching

RESOURCES

Improved avatar
More customized clothes
Social media – customers exchange of trends

Explore the Impact Canvas[®] tool



1. Warming up with a small competition – co-create the tool even better!

- Get to know the guiding questions of the segment VISION
- Which is the most important and best question and WHY?
→ Suggestions + reasonings and voting for the best reasoning

2. Explore the Impact Canvas[®] -tool by developing an example idea:

- Read the short idea description
- VISION: start here
- SOLUTION: ...read the questions and sketch your answers, ideas...
- TEAM: ...read the questions and sketch your answers, ideas...
- And select one more segment on the tool to iterate the given idea

Group work – The idea



”Eye exam: traditional by clinicians vs. mobile on a smartphone by non-clinicians

Peek Retina is a smartphone based ophthalmoscope that enables portable retinal imaging using a mobile phone. Peek Vision, <http://www.peekvision.org/>.

TRADITIONAL EYE EXAM Vs PEEK VISION



TNFIS
The Nordic Frugal Innovation Society



What do you want to share to all of us - right now, right here?

- **How were your expectations met?**
- **How about your experiences of a novel tool?**
 - What was easy/fun/pleasant?
 - What was laborious/unclear/confusing?
- And what did you learn? What will you take home with you?

Feedback for our research project: *'The process of creating of an innovation tool'*



We'd be very happy if you could fill in and return the feedback form, thank you.

Please leave your business card to stay tuned on the Impact Canvas, to collaborate with us, or to order an in-house Impact Canvas workshop.

We hope to see you at *Open Innovation 2.0* in Cluj-Napoca, Romanian, 13th-14th June 2017.

THANK YOU!

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