DESIGNING FOR NEW ENTREPRENEURS
Who are we?
Research so far

• Literature study
  • Cross-cultural collaborations
  • Trends
• Symposium: Wireless stories
• Various apps
Overview

- Work
  - Conventional vs New Entrepreneurs
- Trends
- Keywords
- Design Opportunities
CONVENTIONAL STYLE OF EMPLOYMENT
Conventional style of employment vs New Entrepreneurs Approach
Conventional style of Employment
Conventional style of Employment
Conventional style of Employment

Companies are hubs
Companies are hubs

Conventional style of Employment
Conventional style of Employment
Conventional style of Employment
NEW ENTREPRENEURS
STYLE OF EMPLOYMENT
New Entrepreneurs approach
New Entrepreneurs approach

Work for a company
New Entrepreneurs approach

Have their own firm with employees
New Entrepreneurs approach
New Entrepreneurs: High mobility
What enables New Entrepreneurs to work?
What enables New Entrepreneurs to work?

- Mobile Workstation
- Business hub
- Social hub
What enables New Entrepreneurs to work?

- Smart phone
- Business hub
- Social hub
Flexible Workspaces

• Stay connected
• Work anywhere, any time
Flexible Workspaces

- Temporary hubs
Shift in work approach

Companies are hubs

New Entrepreneurs are hubs
Trend behind this Shift
Trend behind this Shift

- Lifetime employment: rare
- Flexible workforce increases
DESIGN CHALLENGES FOR NEW ENTREPRENEURS
Design Challenges for New entrepreneurs

- Insecurity
- Collaboration
- Trust
Challenge: Insecurity

- Continuation company possible
- Large buffer
Challenge: Insecurity

- Continuation *not* possible
  - Small buffer
- New entrepreneurs often Freelancers
- Sickness
- Bankruptcy
Challenge: Insecurity

- How to get noticed?

- Freelancer:
- You are your own brand!
Challenge: Collaborations

- How to aid in New Entrepreneurs in forming own collaborations?
Challenge: Trust

- Often only online contact
- No meeting in real life
RELATED TRENDS
Related Trends

- Mass Mingling
- Generation G
- Urban Nomads
- Power of the Crowd
- Ownerless
Mass Mingling

- **Twitter**
  100 million+ users, with 50 million tweets sent each day.

- **Facebook**
  nearing 500 million users.

- **LinkedIn**
  over 65 million members

- **Meetup**
  6.1 million members (mass mingling engine)

- **FourSquare / Gowalla**
  over 1 million users (explore the city through quests)
Mingle locally

- Geo-location functionality upcoming in apps
- MeetUp
- Foursquare / Gowalla
- Geonium
- Unsocial
- Likeourselves
MeetUp

Do something • Learn something
Share something • Change something

Find a Meetup Group near you

Topic or interest
- e.g. book clubs, skiing, small business, Italian

City or ZIP/postal code

Search

Upcoming Meetups

386 Meetups happening right now
- The Light Worker Empowerment Meetup Group
- 514 Poker League of Pasadena
- The Power of Now LIVELY FRIENDS of South Bay/LA
- and 382 more

79 Meetups starting soon
- Osho Meetup Group
- iluvEM (NYC Electronic Music Meetup Group)
- Los Angeles Girls' Night Out!! <3
- North Pinellas Photography Forum
- and 75 more

10 Meetups starting in an hour
- Volunteering UAE
- VELVET KITTEN'Z
- The Austin Energy Healing And Alternative Health Community
FourSquare / Gowalla
Geomium

- Finds nearby friends, events and deals
Unsocial

• Get in touch with business professionals and events nearby
Likeourselves

- Similar to MeetUp, but phone app
Power of the Crowd

- Group Buying
  - Groupon
  - Living Social
  - LetsBuyIt
- Pay with a Tweet
- Crowd sourcing
  - Wikipedia
  - Youtube
  - Kickstarter (funding platform)
  - 99Designs
Groupon
Generation G

• Generation Generosity

• “78% of Indian, 77% of Chinese and 80% of Brazilian consumers prefer brands that support good causes, compared to 62% of global consumers” (Trendwatching.com, 11-12-2010)
Urban nomads

• Flexible work spaces
  • Star Bucks
  • Mc Donalds
  • Nothing (design company)
Starbucks
McDonalds
Nothing
Ownerless

- Accessibility instead of Ownership
- Spotify
- BikeDispenser of Springtime
- Rent the runway
- Flexible work spaces
Keywords New Entrepreneurs

- Trust → Collaboration
- Connecting business people
- Branding
- Travelling
- Hubs
DESIGN OPPORTUNITIES

- Planner-based Local Recruitment
- Power of the Crowd
- Flexible Work Spaces
Planner-based Local Recruitment

- Meeting place over meeting time
  - Paradigm shift: calendars
- Extends functionality of Unsocial
- Contains info: place /events (Geomium)
Planner-based Local Recruitment

- Current apps search: only nearby
- App linked to planner: connects places.
- Estimated time arrival in area included in search
- Contains local job offers as well
Power of the Crowd

- Group-buying platform for entrepreneurs
- Save money
Flexible workspaces

- Citizen M approach
- Pre-fab environments
Next steps team?

- Meet informally
- Discuss Design Directions
- Provide resources
- Go through research phase
- Brainstorm