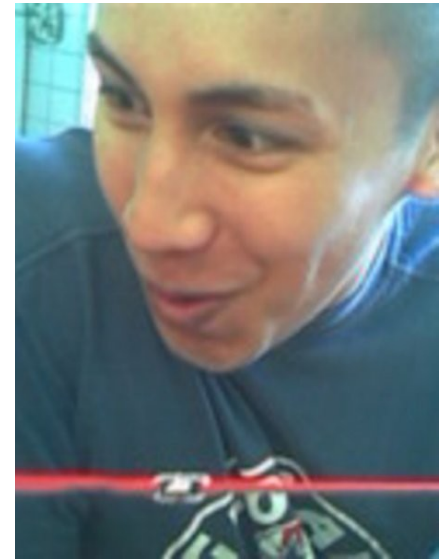




DESIGNING FOR NEW ENTREPRENEURS

Who are we?



Research so far

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

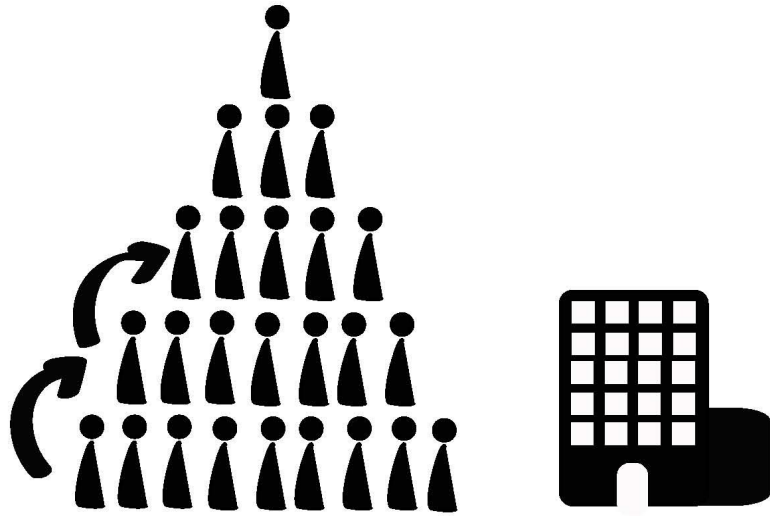
Overview

- Work
 - Conventional vs New Entrepreneurs
- Trends
- Keywords
- Design Opportunities



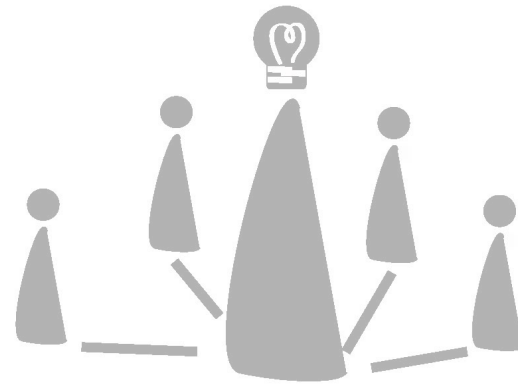
CONVENTIONAL STYLE OF EMPLOYMENT

Conventional style
of employment

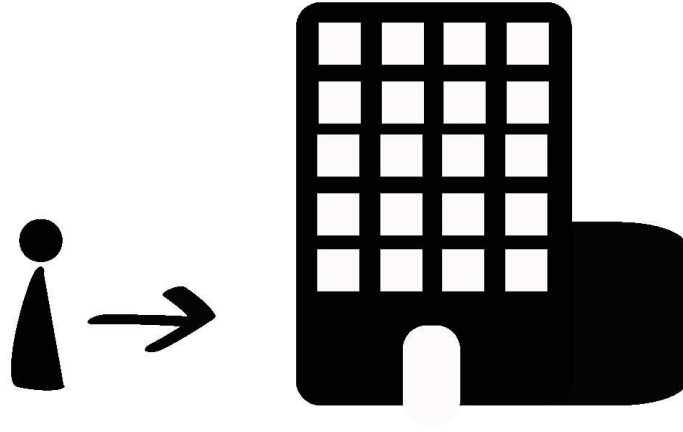


New Entrepreneurs
Approach

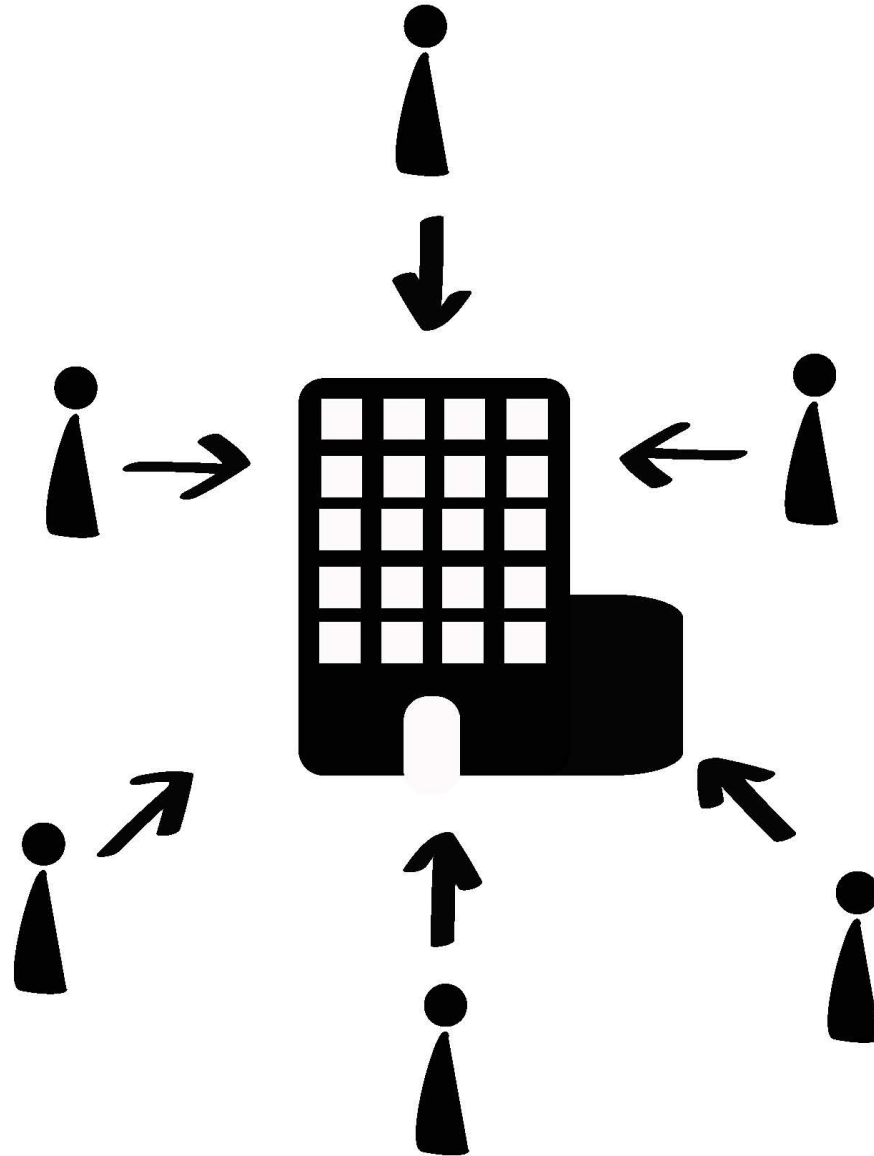
vs



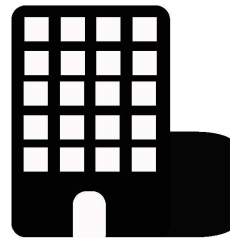
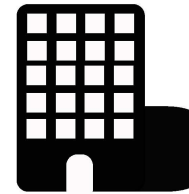
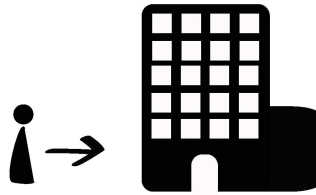
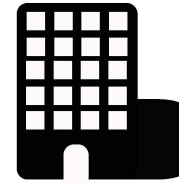
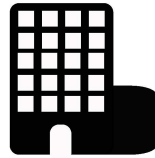
Conventional style of Employment



Conventional style of Employment

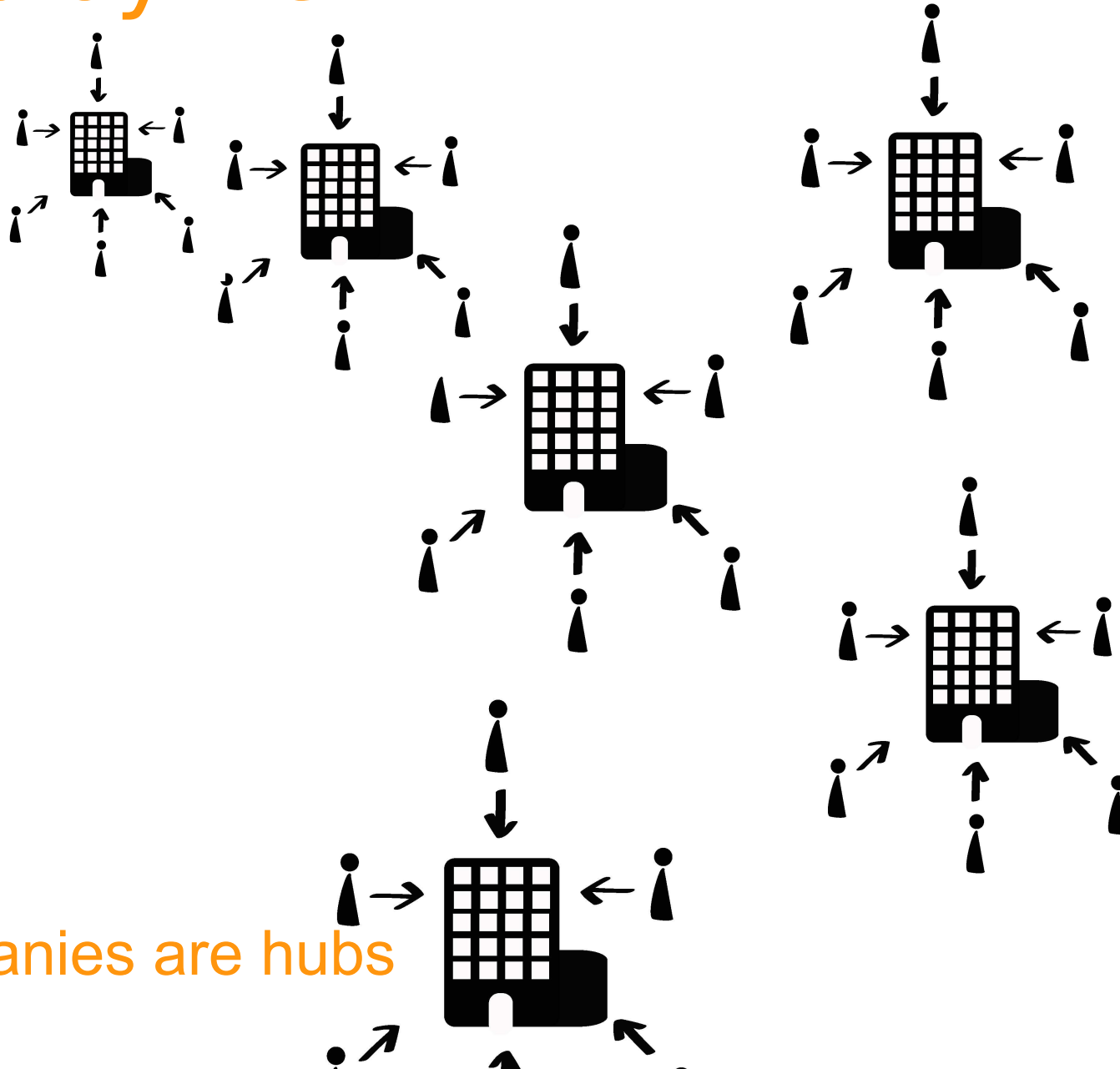


Conventional style of Employment



Companies are hubs

Conventional style of Employment



Companies are hubs





知るほどに深まる、旅達の魅力。
宝の島佐渡

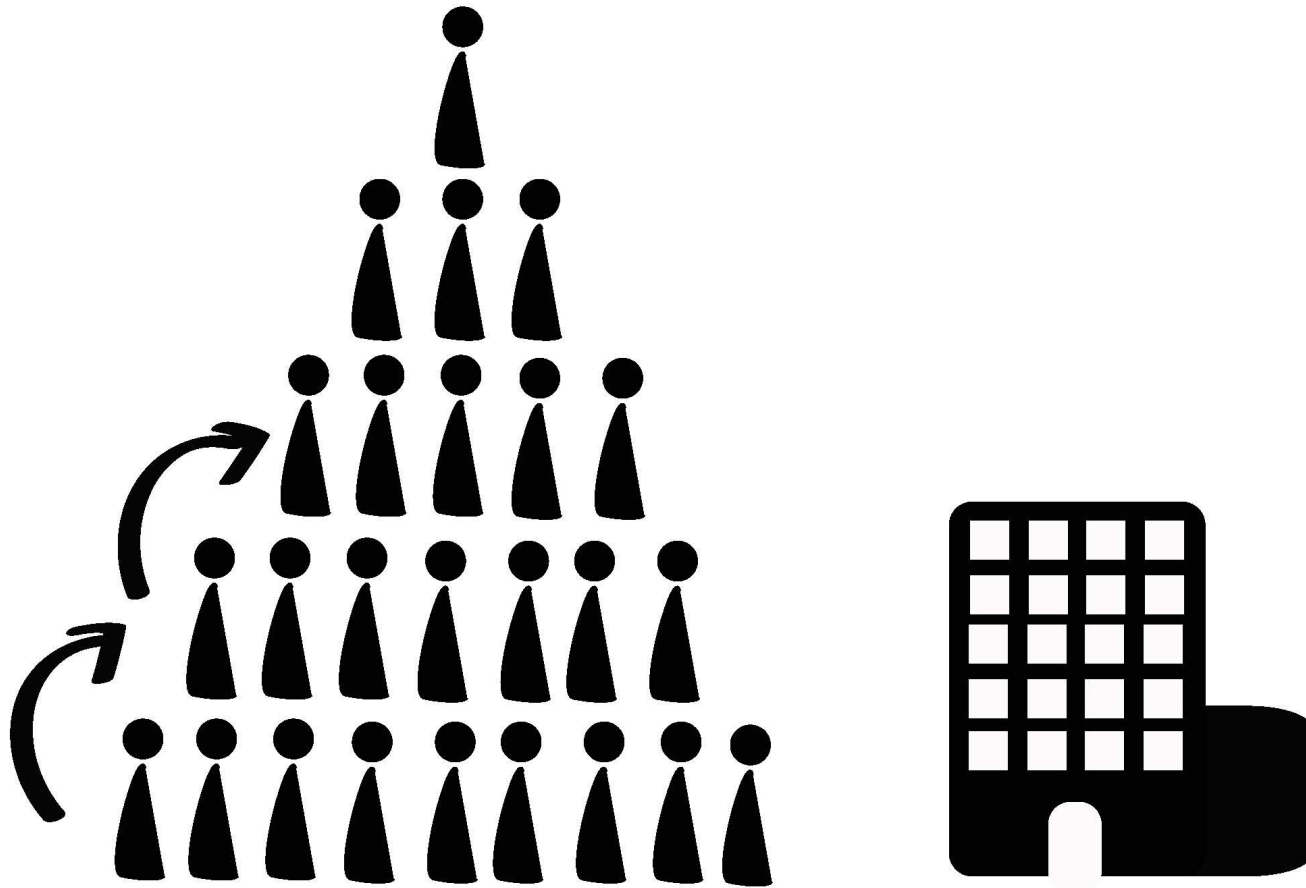
日本人のラヂオ
ラジオ・ワールドは、JRM日本とJALがすすめる

デジタル館

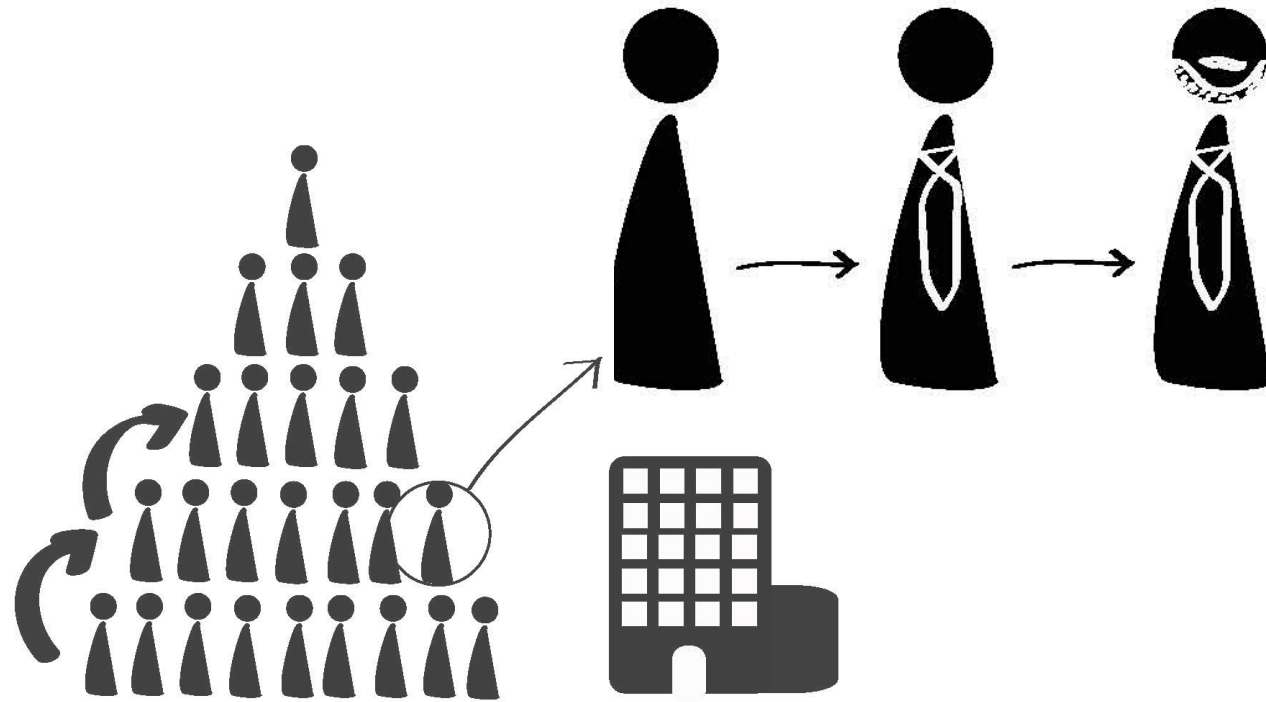
デジタル館
デジタル・ワールド
デジタル・ワールド
デジタル・ワールド

市工員 6/25
市工員 6/25
市工員 6/25

Conventional style of Employment



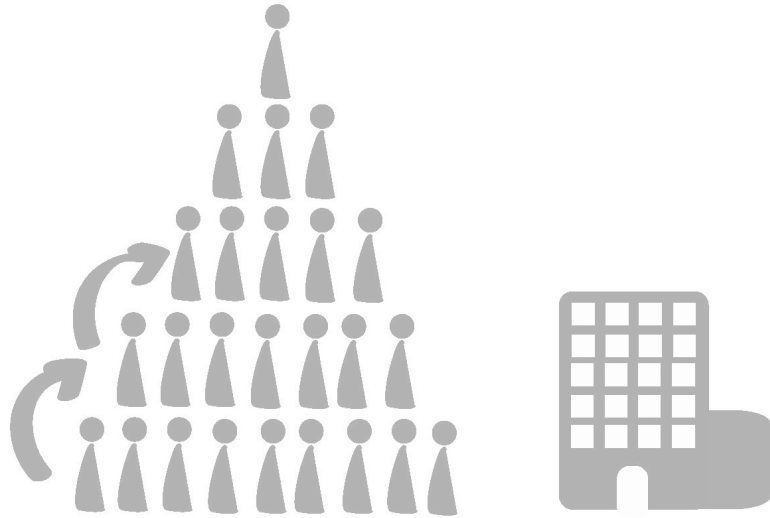
Conventional style of Employment



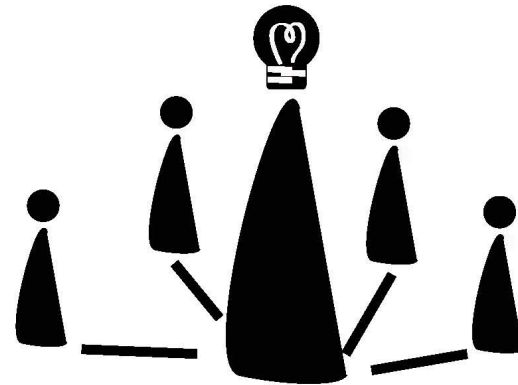


NEW ENTREPRENEURS
STYLE OF EMPLOYMENT

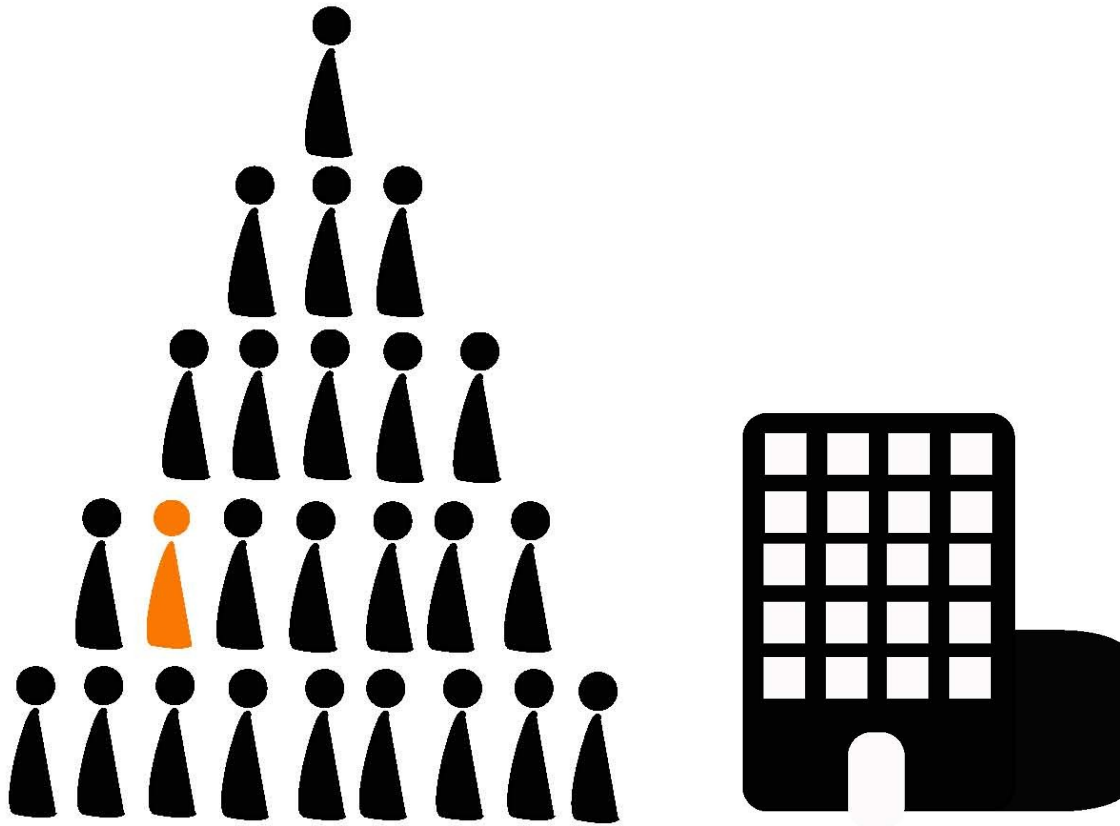
New Entrepreneurs approach



vs

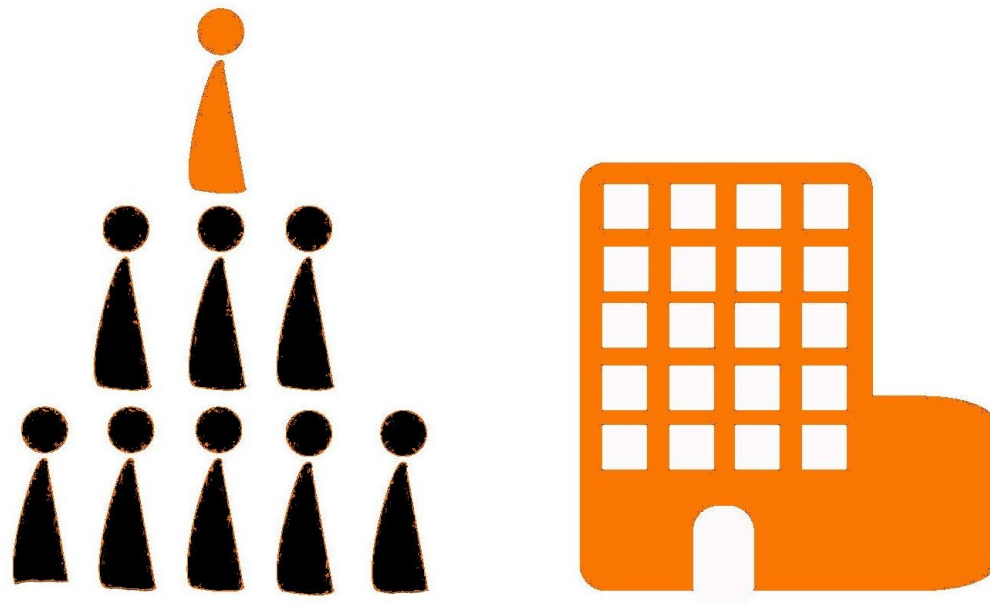


New Entrepreneurs approach



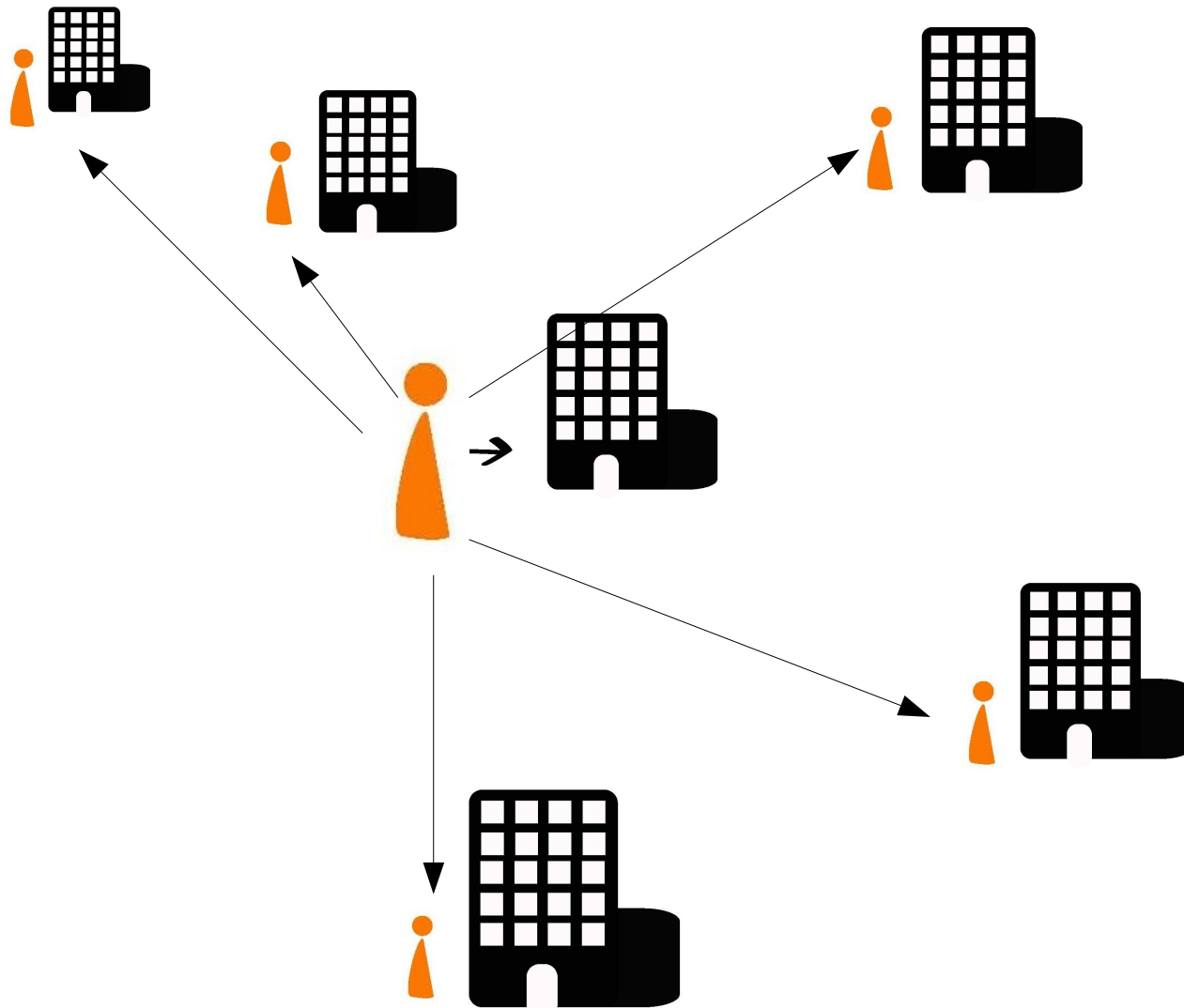
Work for a company

New Entrepreneurs approach

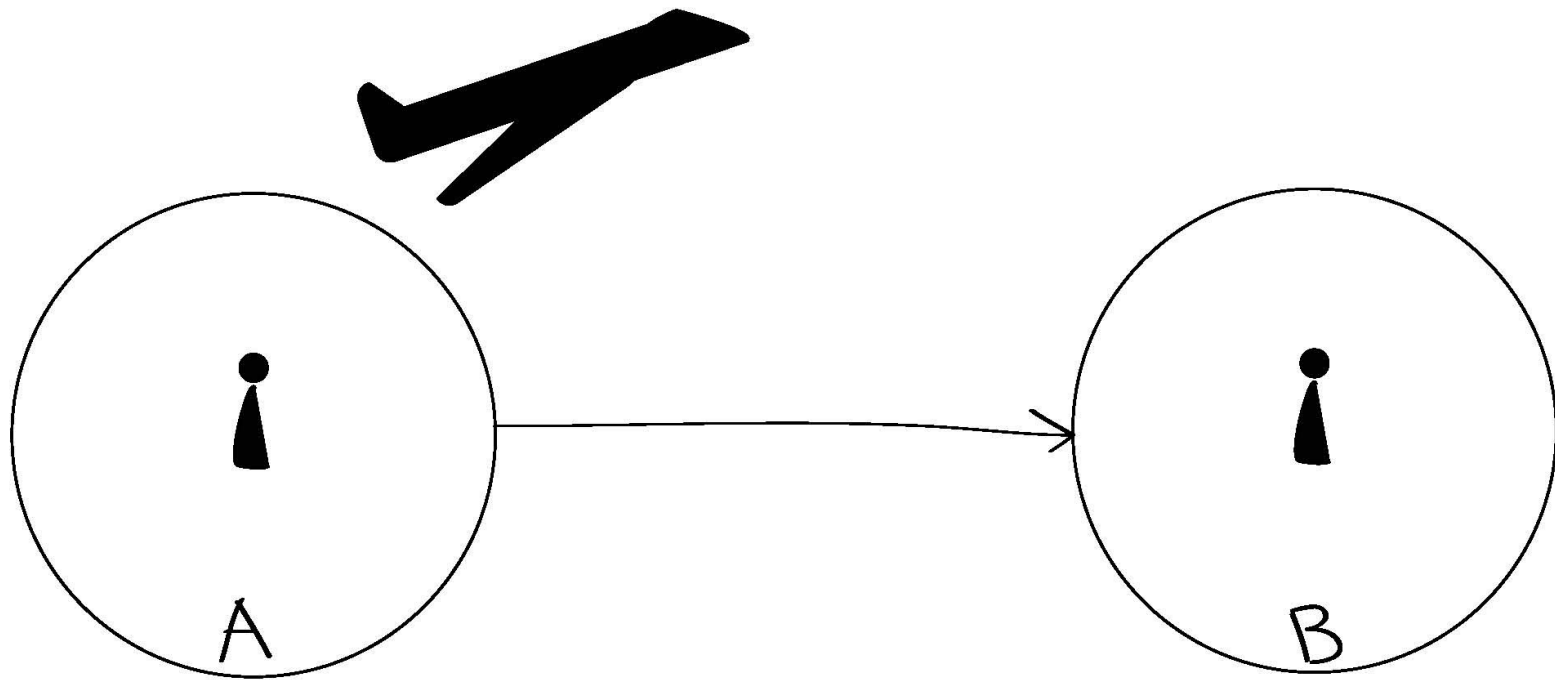


Have their own firm
with employees

New Entrepreneurs approach



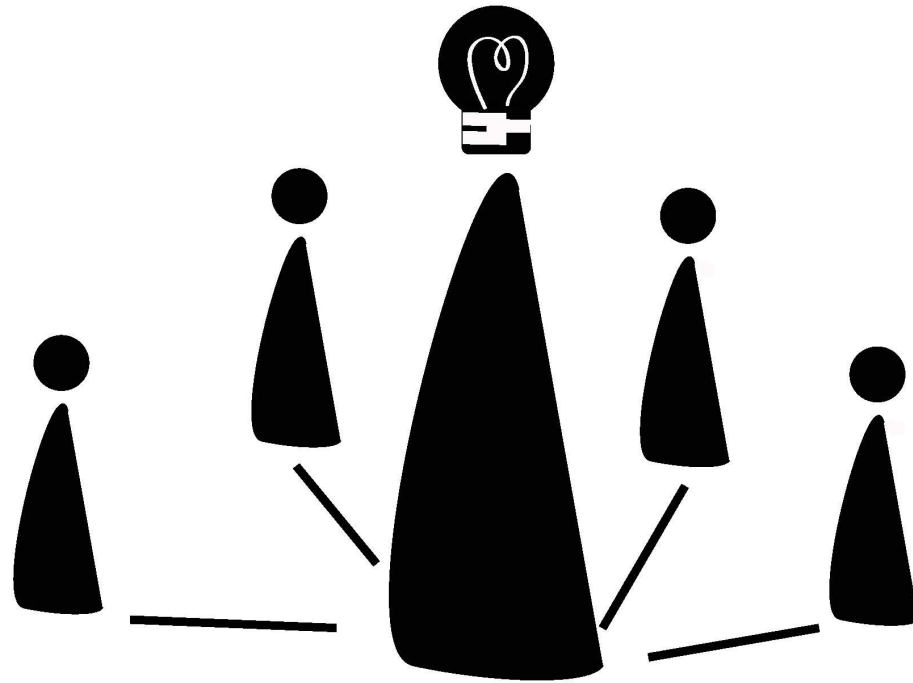
New Entrepreneurs: High mobility







What enables New Entrepreneurs to work?



What enables New Entrepreneurs to work?

- Mobile Workstation
- Business hub
- Social hub

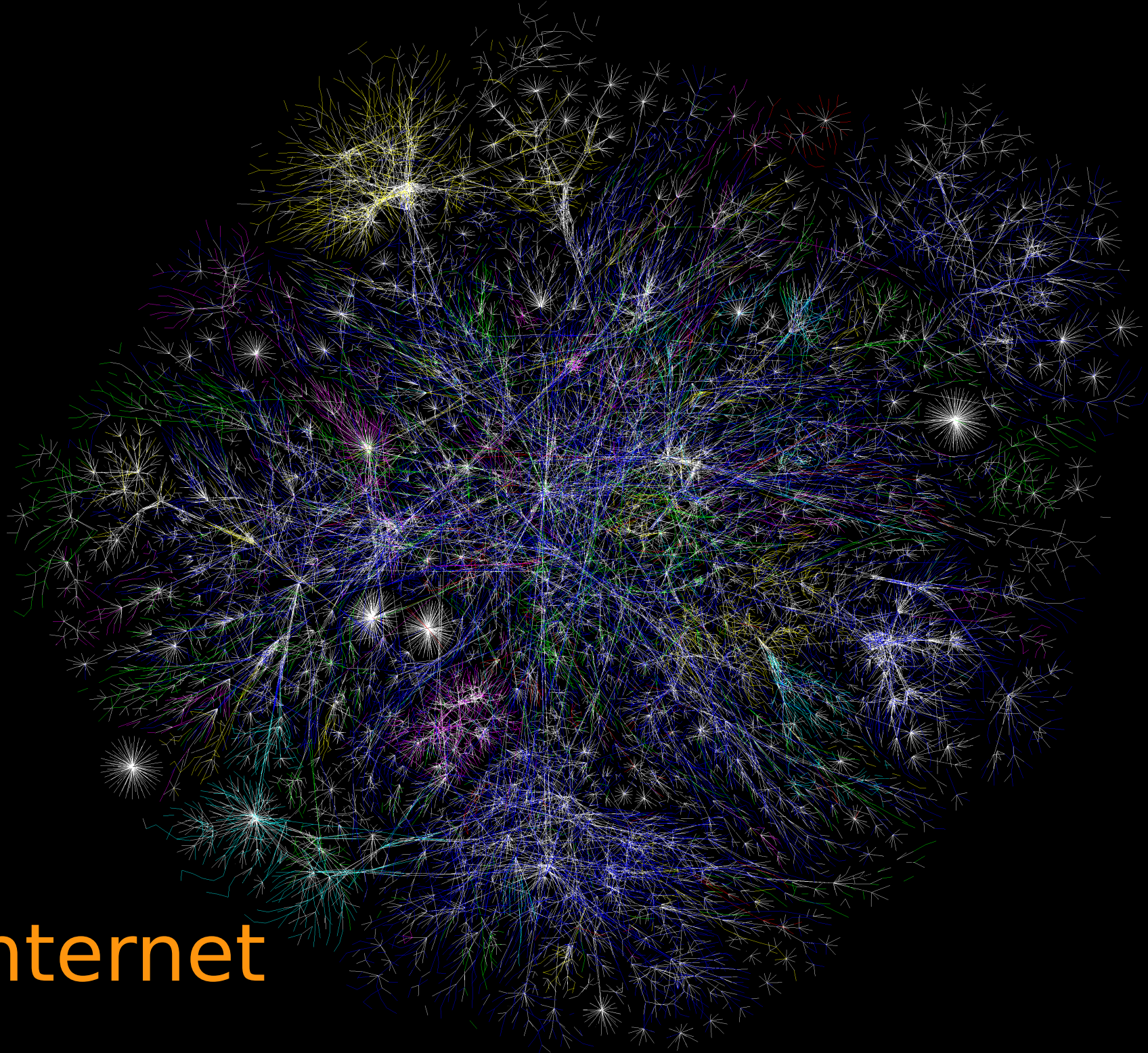


What enables New Entrepreneurs to work?

- Smart phone
- Business hub
- Social hub



Internet



Social Media

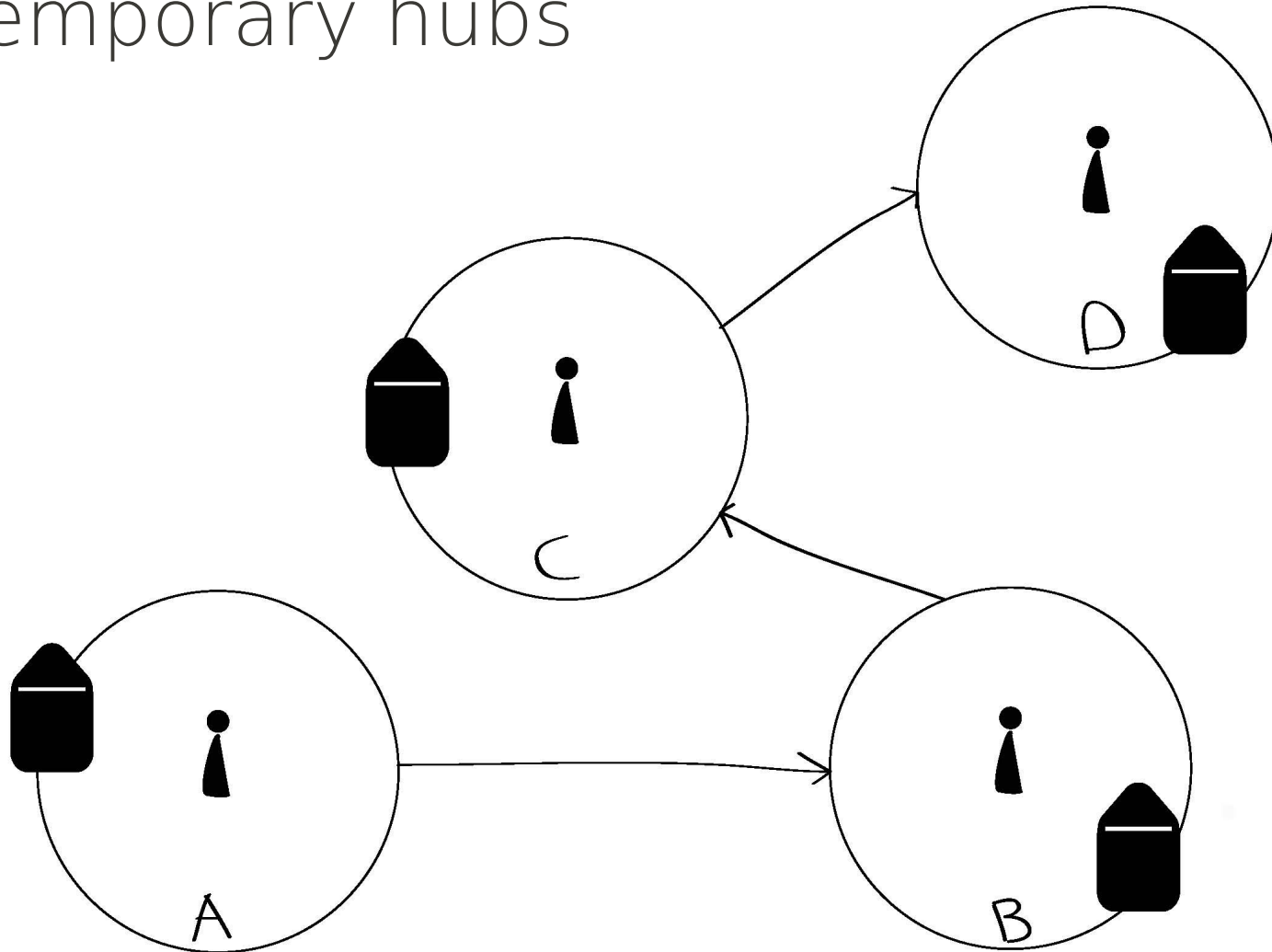
A photograph of a man sitting at a wooden table in a restaurant or cafe. He is seen from the back, wearing a dark shirt. The room has large windows in the background, letting in bright light. There are several potted plants, including a large fern and a tall, thin plant. A chandelier with multiple white globe lights hangs from the ceiling. The overall atmosphere is warm and professional.

Flexible Workspaces

- Stay connected
- Work anywhere, any time

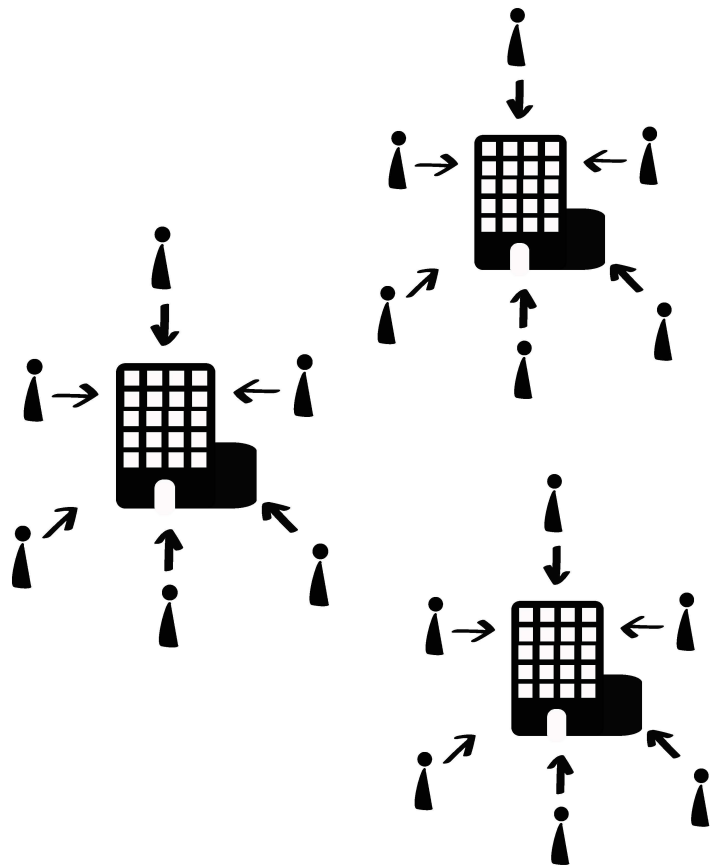
Flexible Workspaces

- Temporary hubs

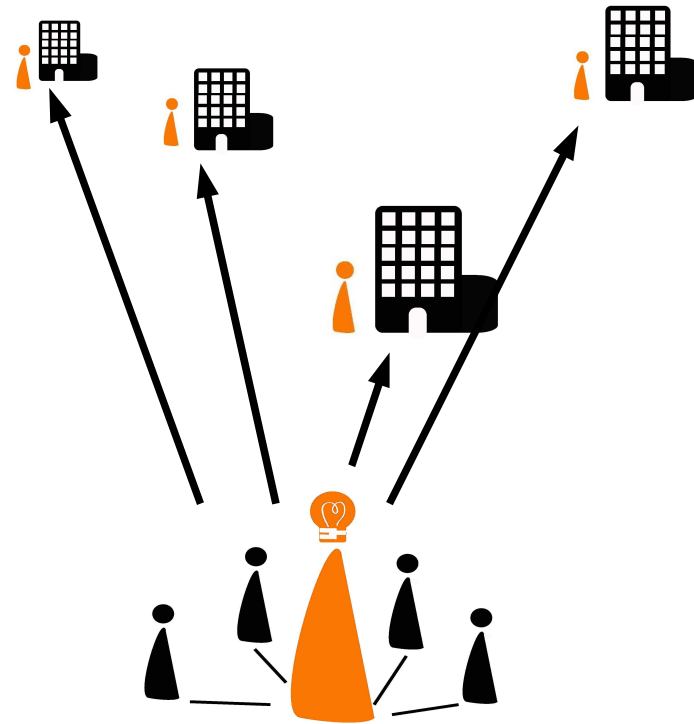


Shift in work approach

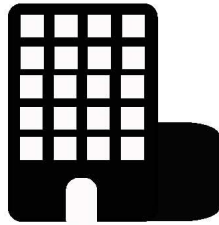
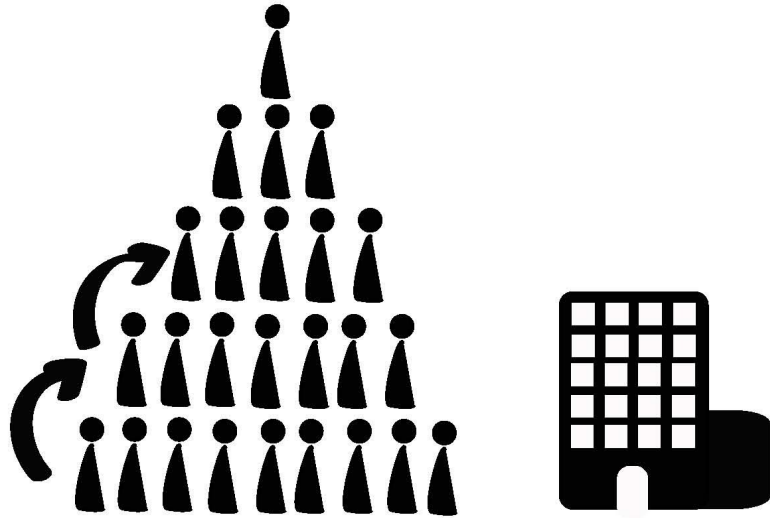
Companies are hubs



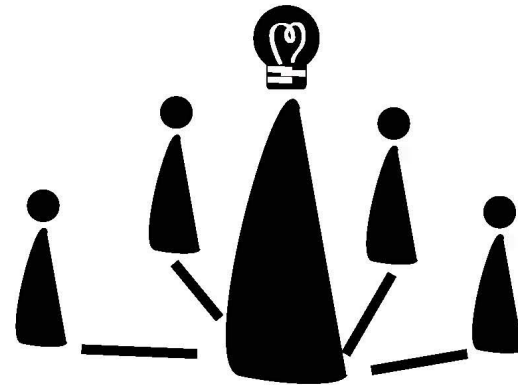
New Entrepreneurs
are hubs



Trend behind this Shift

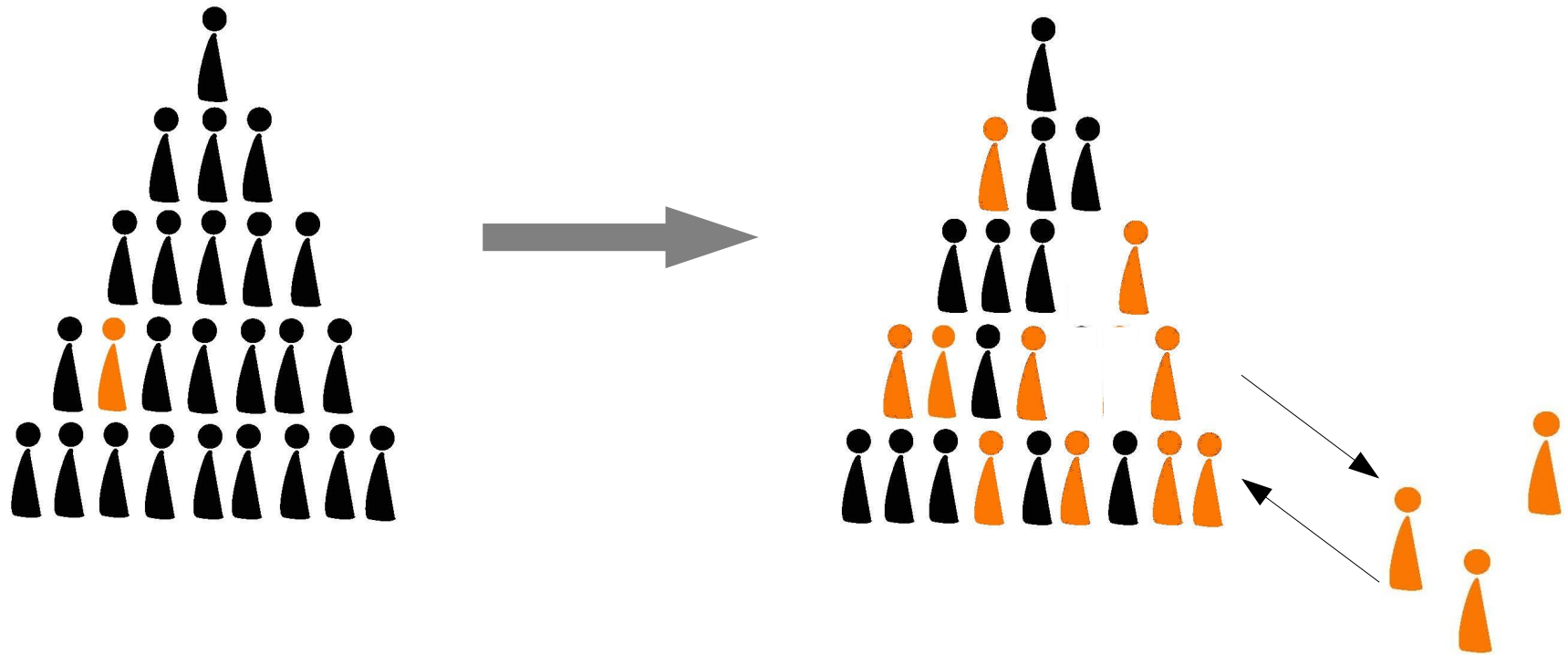


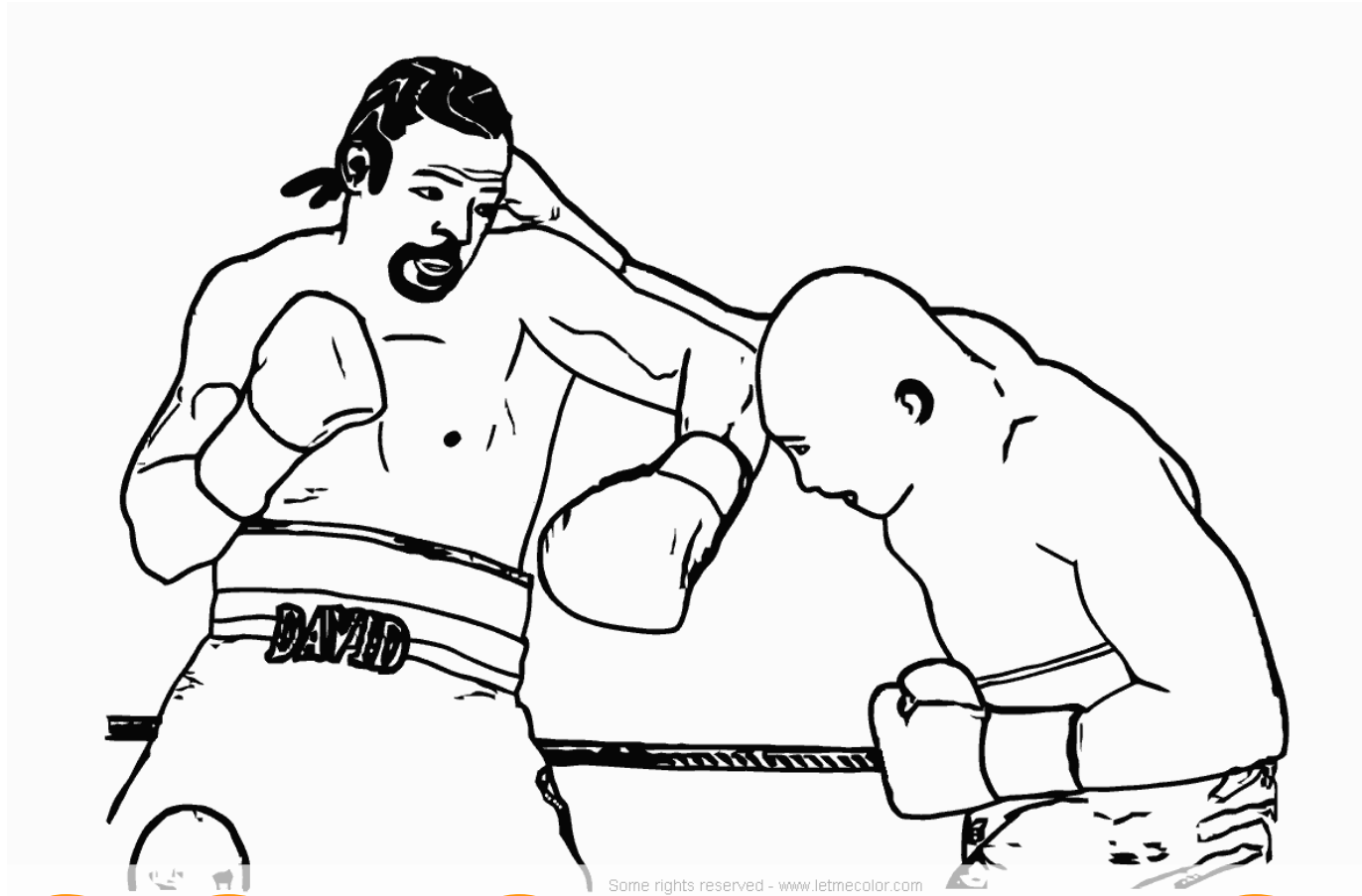
vs



Trend behind this Shift

- Lifetime employment: rare
- Flexible workforce increases





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DESIGN CHALLENGES FOR NEW ENTREPRENEURS

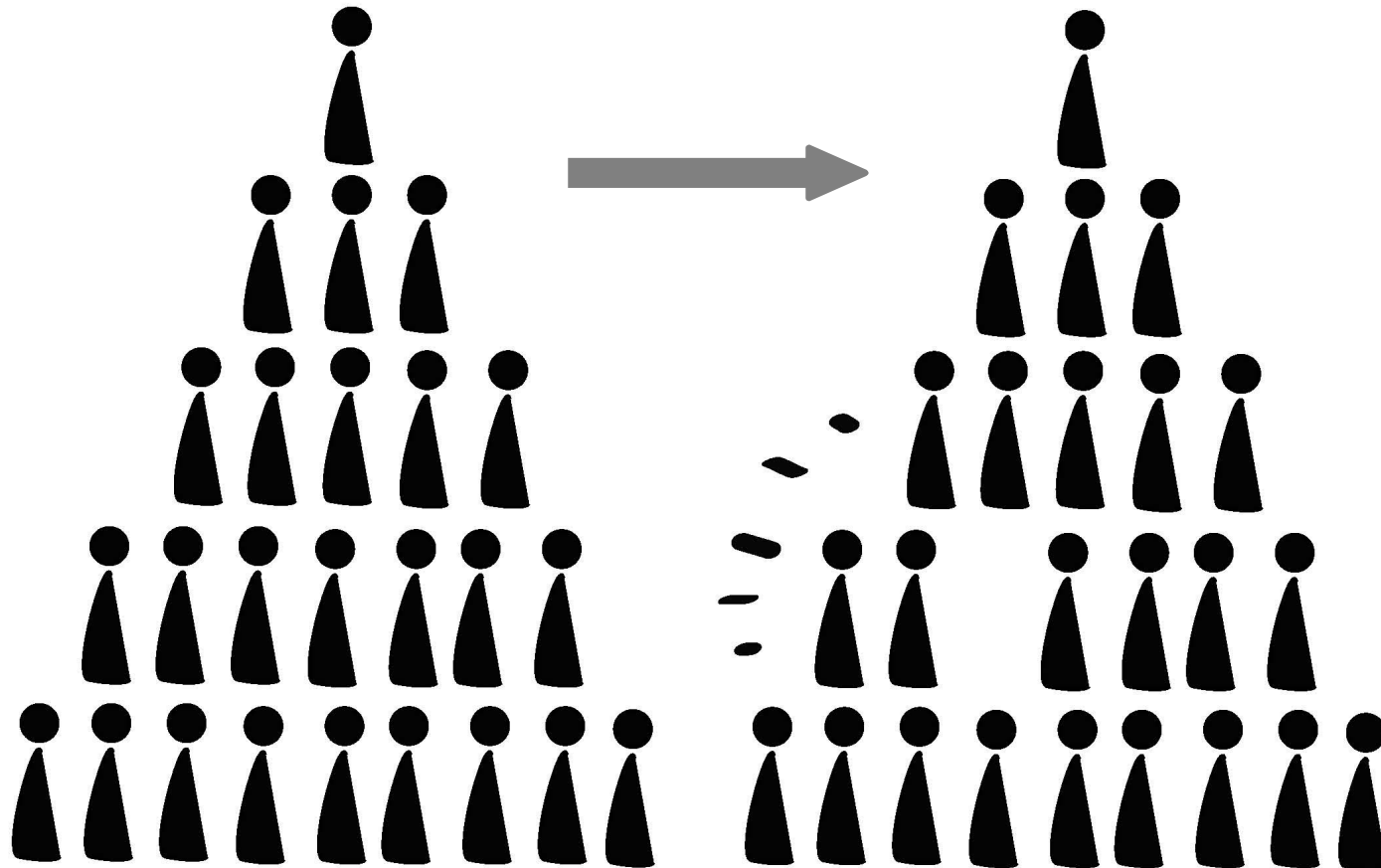
Design Challenges for New entrepreneurs

- Insecurity
- Collaboration
- Trust



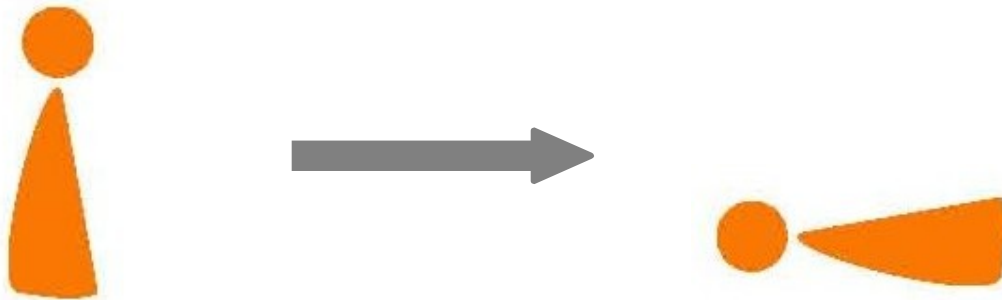
Challenge: Insecurity

- Continuation company possible
 - Large buffer



Challenge: Insecurity

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



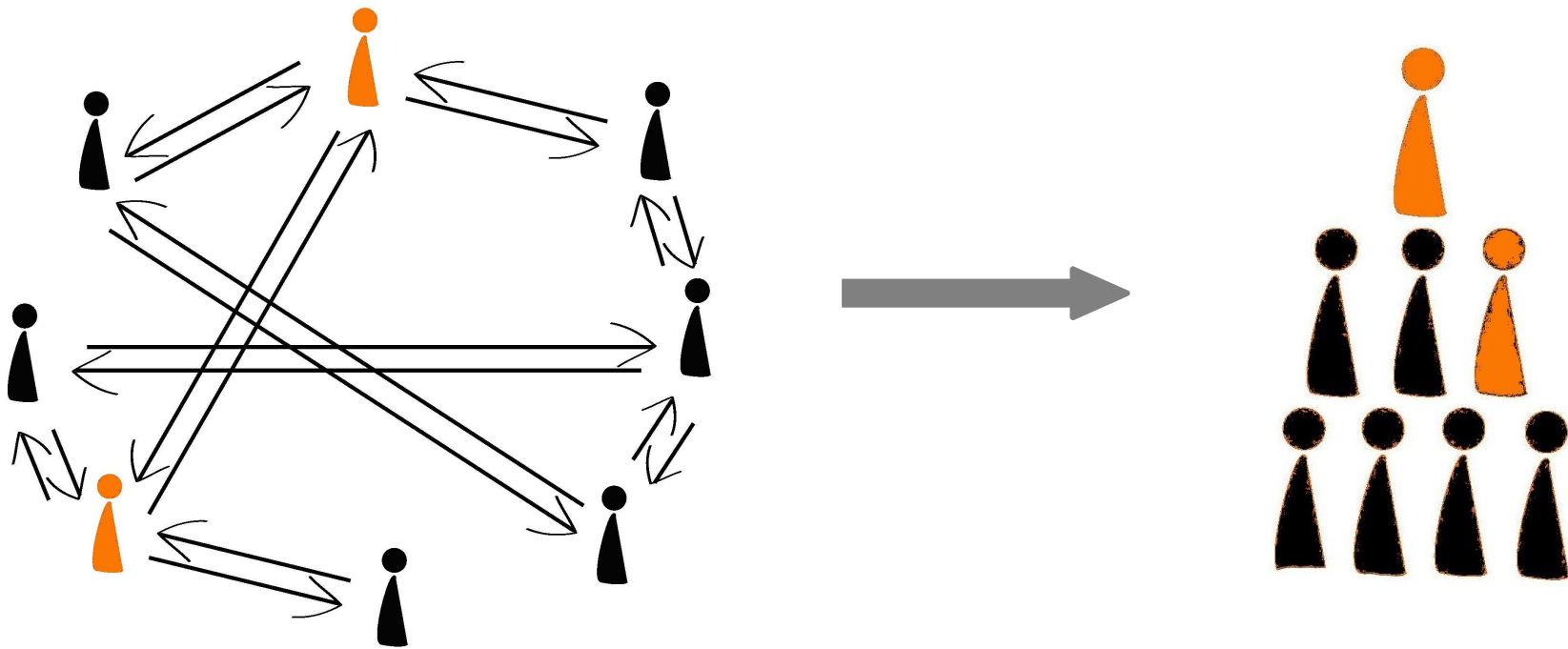
Challenge: Insecurity

- How to get noticed?
- Freelancer:
- You are your own brand!



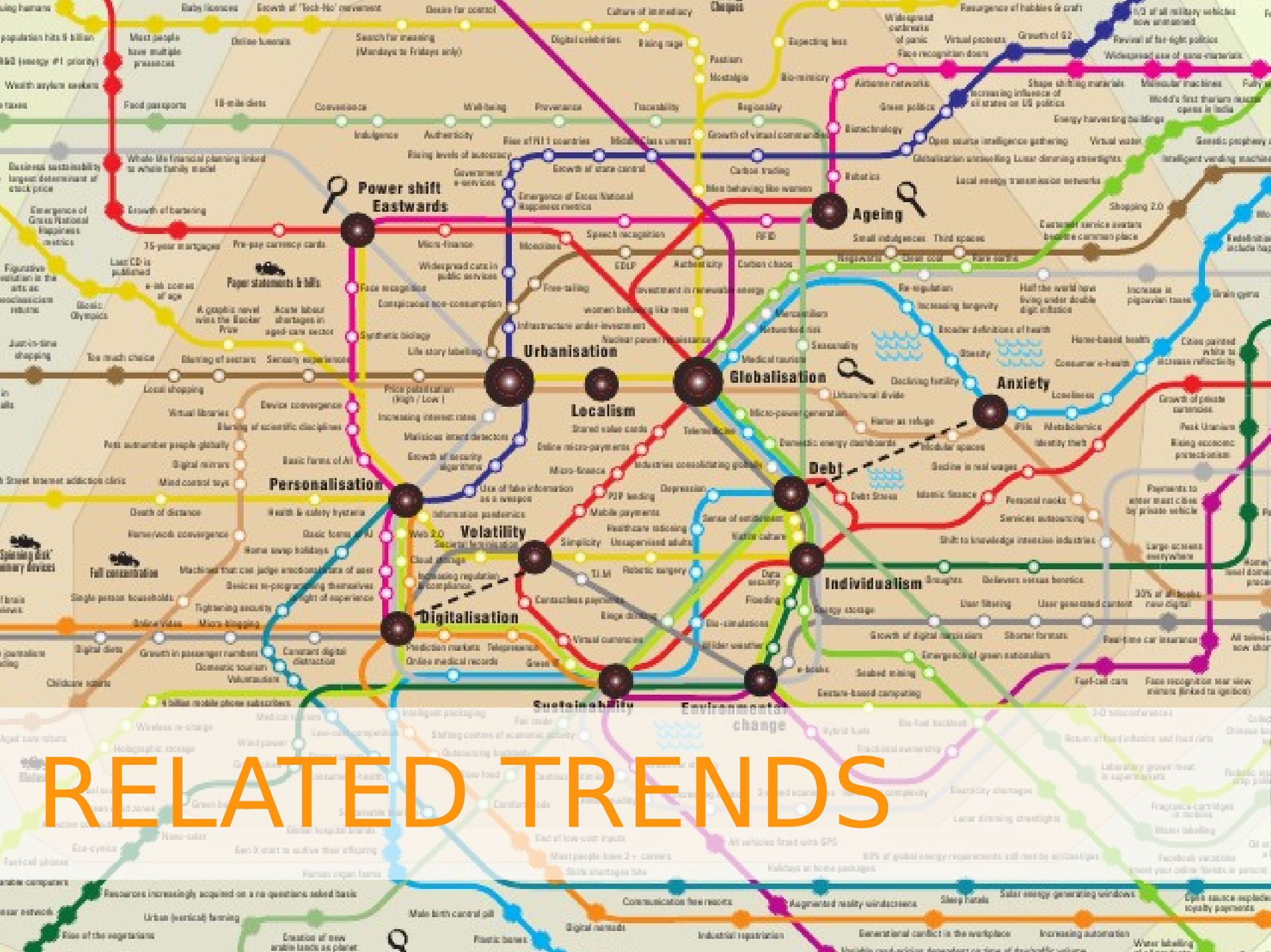
Challenge: Collaborations

- 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



Find
a Meetup Group

Start
a Meetup Group

Sponsor
Meetup Groups

[What's new](#) [Help](#) [Log in](#) [Sign up](#)



Do something • Learn something
Share something • Change something



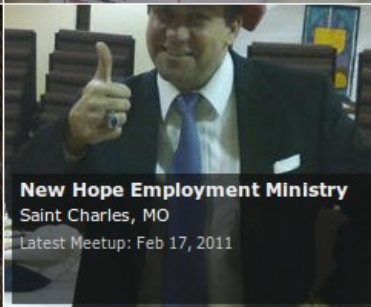
Vision Toastmasters Hyderabad
Hyderabad, IN
Latest Meetup: Feb 20, 2011



BogoTech
Bogotá, CO
Latest Meetup: Feb 16, 2011



Jersey Shore Raw Foods & Wellness Community
Bradley Beach, NJ
Latest Meetup: Feb 20, 2011



New Hope Employment Ministry
Saint Charles, MO
Latest Meetup: Feb 17, 2011



SAN DIEGO DANCERS
San Diego, CA
Latest Meetup: Feb 24, 2011



The Santa Fe Hiking Meetup Group
Santa Fe, NM
Latest Meetup: Feb 24, 2011

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**

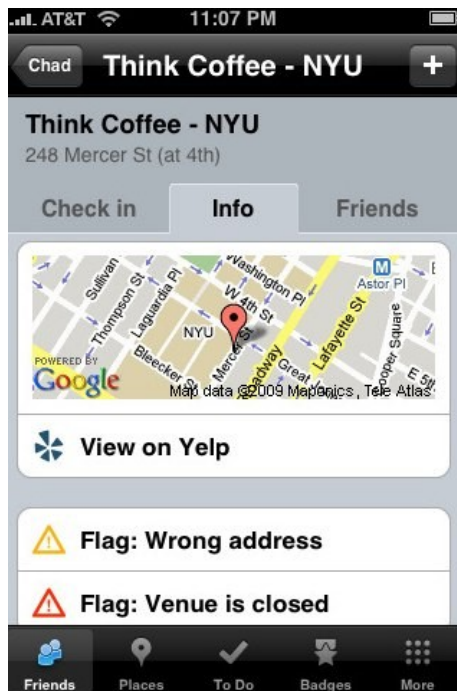
79 Meetups starting soon

[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



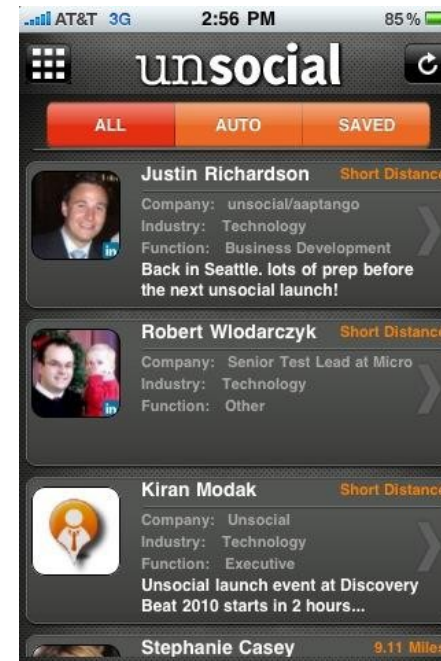
Geomium

- Finds nearby friends, events and deals



Unsocial

- Get in touch with business professionals and events nearby



Likeourselves

- Similar to MeetUp, but phone app

The screenshot shows the Likeourselves website. At the top, the logo "likeourselves" is displayed with a red pin icon over the 'o'. To the right, there is a login section with the text "Already a member? Login now" followed by input fields for "Email" and "Password", and a "Login" button. Below this is a link: "Oh no! Did you forget your password?".

The main content area has a blue header with the text "Going out? Spontaneously plan with large groups" and a large orange "GO" button. Below the header is a map of a city area with several blue callout boxes indicating group locations and sizes:

- 6 Journalists inside
- 18 Culture seekers inside
- 32 Students inside
- 5 Ex-pats inside
- 27 Singles inside

The map also shows landmarks like "Royal Gallery", "Brunch Bowl Cafe", "City hotel", and "Three Tuns bar". A central illustration shows a person holding a smartphone displaying the Likeourselves app interface.

Below the map, there is a blue bar with three white text elements: "Choose groups you belong to", "see where they'll be later", and "and use the anonymous 'hi'".

Below the blue bar, a message states: "We have temporarily removed the iphone and android app links in order to update them to our new service process. Please use [Mobile website](#) for now".

At the bottom, there are two sections:

- How?**: "Spontaneous planning can bring together students, expats, artists and members of any group, blog or website in bars across the city in a single day".
- Want more info**: A button labeled "Click through a fast demo".

Power of the Crowd

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

Groupon

Groupon

How It Works

St John's ▾



1

Confirm your city:

St John's ▾

Continue

[Sign In](#) | [Privacy Policy](#)



Featured Locations

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

Rent the Runway

RENTHERUNWAY

Join Now | Already a member? Sign in

DRESSES ACCESSORIES DESIGNERS OCCASIONS RTR INSIDER

Search the Collection



LOVE

Find a Look: Search the dresses and accessories you love from the top designers in the world!

WEAR

Pick a Date: Schedule a delivery date. Select a FREE backup size for the perfect fit. The dresses and accessories are yours for 4 or 8 days!

RETURN

Send it Back: Put your order in our pre-paid package and drop it in the nearest mailbox. We take care of the dry cleaning!

*Join now
for free »*

Designer Dress Rentals

ALL DRESSES

▼ BY COLOR

Black dresses
Blue dresses
Brown dresses
Cream dresses
Gold dresses
Green dresses
Grey dresses
Nude dresses
Orange dresses
Pink dresses
Print dresses

1 2 3 4 5 6 7 8 9 ... ▶



Yumi Kim
Daydreamer Dress

rental \$40

retail \$258



Yumi Kim
Girl Next Door Dress

rental \$40

retail \$248



Yumi Kim
By the Lily Pond Dress

rental \$40

retail \$248



Preen
Beverly Hills Mansion Dress

rental \$200

retail \$1,600

DESIGN
OPPORTUNITIES

Keywords New Entrepreneurs

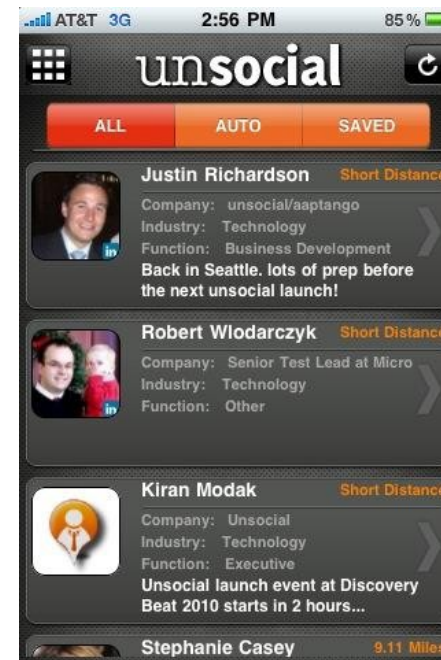
- Trust → Collaboration
- Connecting business people
- Branding
- Travelling
- Hubs

DESIGN OPPORTUNITIES

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

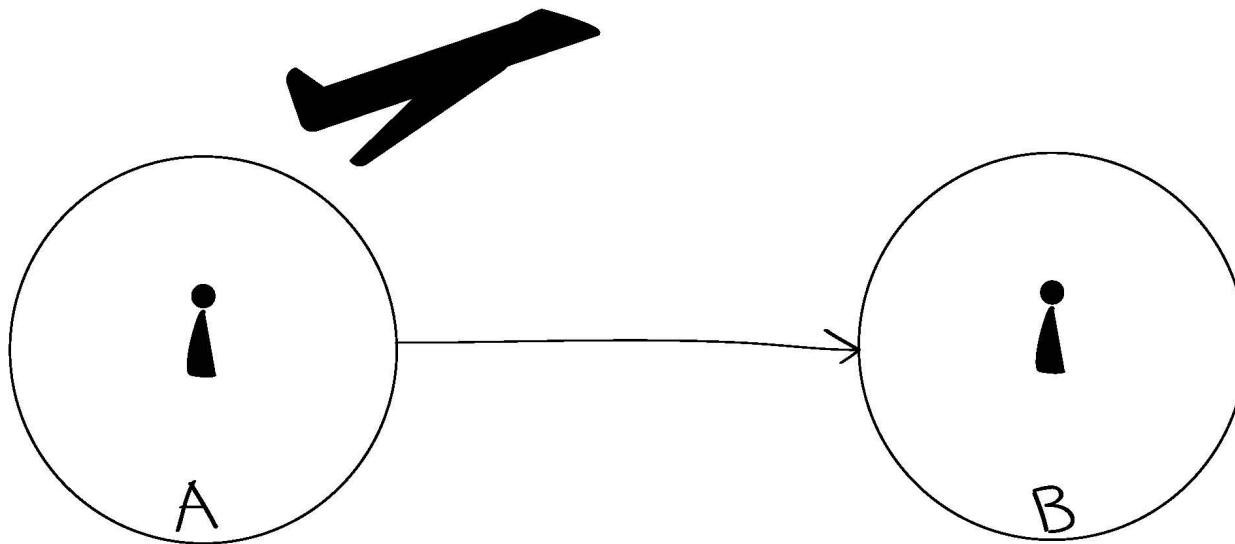
Planner-based Local Recruitment

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



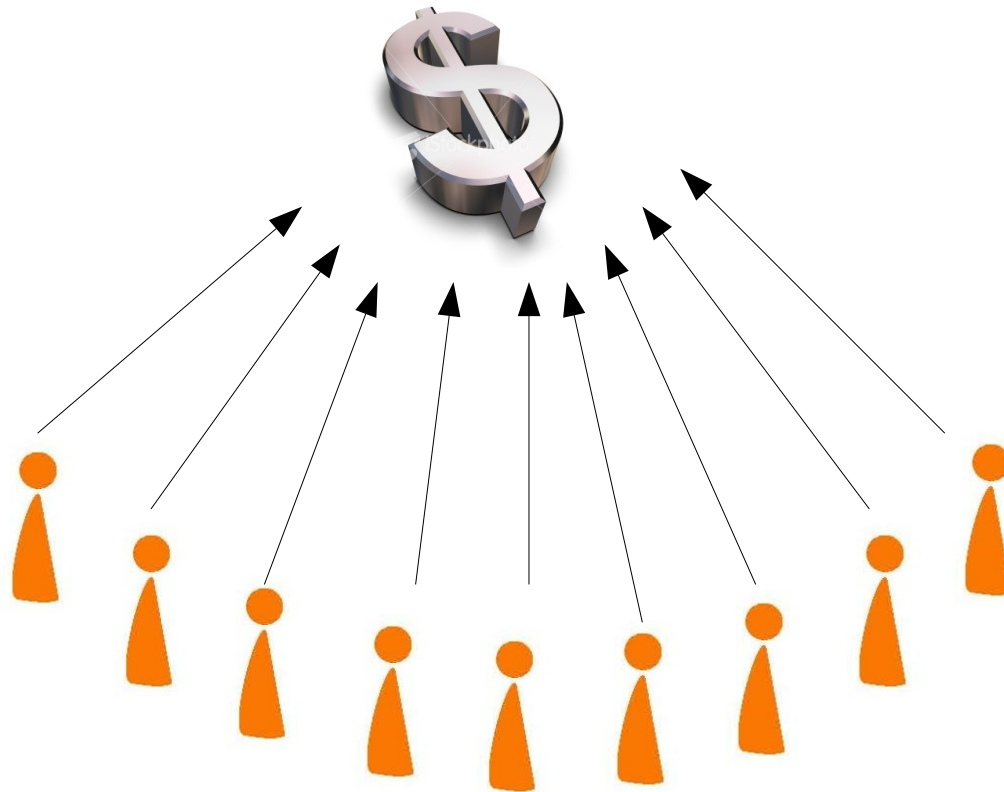
Planner-based Local Recruitment

- 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