



1 BACKGROUND

a Welcome to Central America

- 202,000 square miles
- 1/2% of the Earth's surface
- Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama

b The small-sized business of business

- 90% of the population
- 80% of the GDP
- 95% of the employment

2 Understanding users

a Inside the head of entrepreneurs & small-sized business owners

- Research and observation
- Contextual inquiries
- Interviews
- Focus groups
- Usability testing
- Learning journals

b Persona development

- A group of characteristics that describe a user or users who are expected to use the product
- A representation of a user's goals, behaviors, and needs
- A tool for understanding user requirements
- A tool for designing user-centered products

3 punto. PROPOSED SOLUTION

a Design Training Center

- Mission
- Vision
- Objectives
- Services
- Location
- Hours
- Contact

b Training Program

- Design Thinking
- Business Model
- Market Research
- User Experience
- Prototyping
- Testing
- Iteration

a Stage 1 Workshop

- Design Thinking
- Business Model
- Market Research
- User Experience
- Prototyping
- Testing
- Iteration

a Stage 1 Outcomes

- **Design Thinking** is a problem-solving mindset in the business world.
- **Design Thinking** involves a four-step process in the design process to create a solution that meets the needs of the user.
- Becoming part of a community of design thinkers, researchers, and/or writers, who publish content.
- **Design Thinking** is a process that helps you think about your business, then use that to drive your strategy.

4 CONCLUSION

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1

BACKGROUND



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b

The small-sized business situation

Average life: 10 years.
+10% don't make it to the third year.
- Salvador and Honduras

7% make it to their second year.
5% make it to their fifth year.
Argentinean Association for the Development of Small and Medium-sized Businesses

Why try to solve it?

- Small-sized businesses: 99.9% of GDP.
- Hard to value - responsibility of owners/manager - measure the economic viability of competing partners.

Why do they fail?



Lack of standardizing
5 main areas in CA

What is being done





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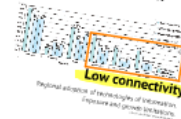
- Average life: six years.
 - +30%: don't make it to the third year.
- Samuelson and Nordhaus

- 7%: make it to their second year.
 - 3%: make it to their fifth year.
- Argentinean Association for the Development of Small and Medium-sized businesses

Why try to solve it?

- Small-sized businesses = **up to 50% GDP**
(2011, Economic Commission for Latin America and the Caribbean)
- Functionality value + marketability of commercial offerings = improve the economic viability of developing nations.

Why do they fail?

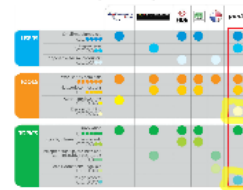


Lack of attention/training
5 main areas in C.A.

- Planning/marketing
- Management
- Quality control
- Production
- Finance

What is being done

Competitive analysis chart.



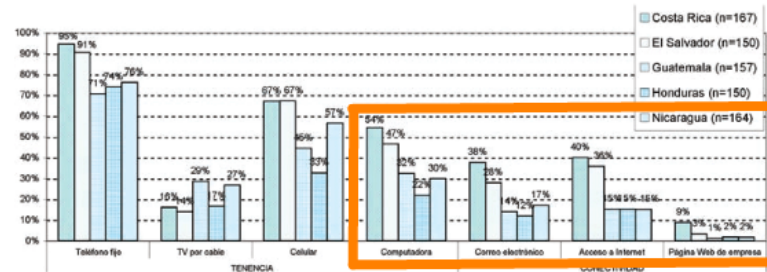
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Why do they fail?



Low connectivity

Regional adoption of technologies of information.
Exposure and growth limitations.

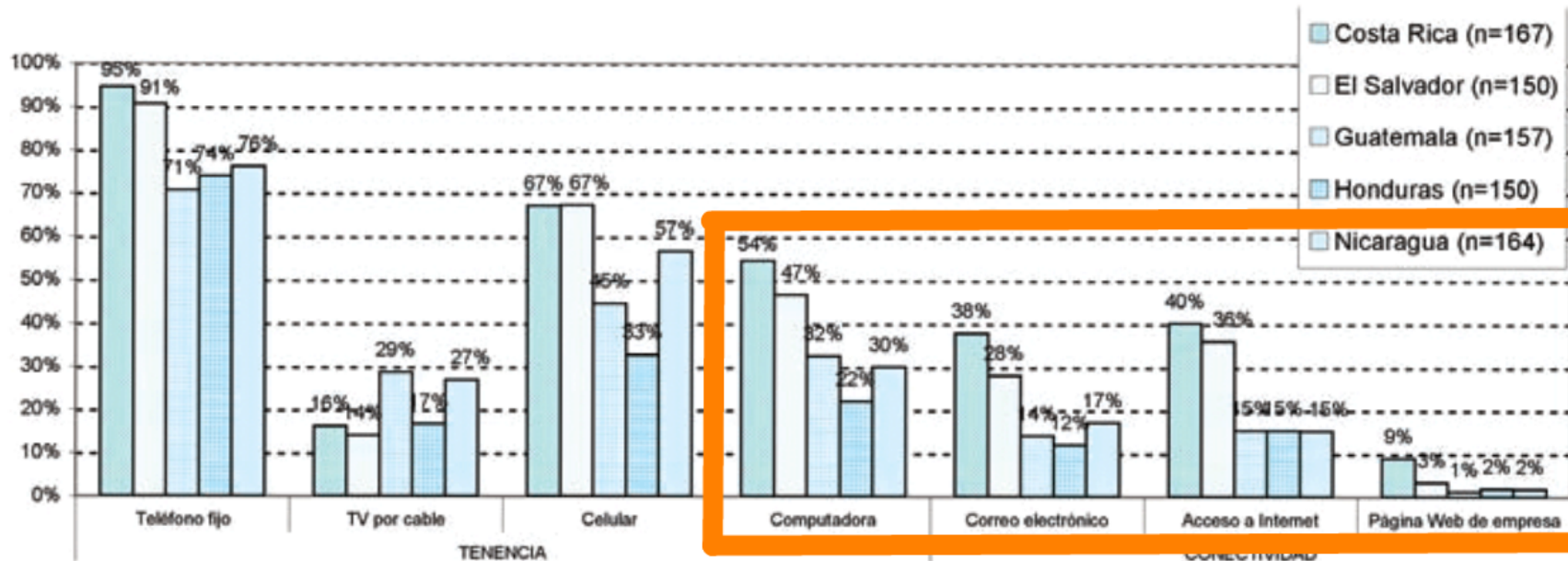
TICs en Las PYMES de Centroamérica.

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CONAMYPE (National Commission of the Micro and Small-sized Business) from El Salvador

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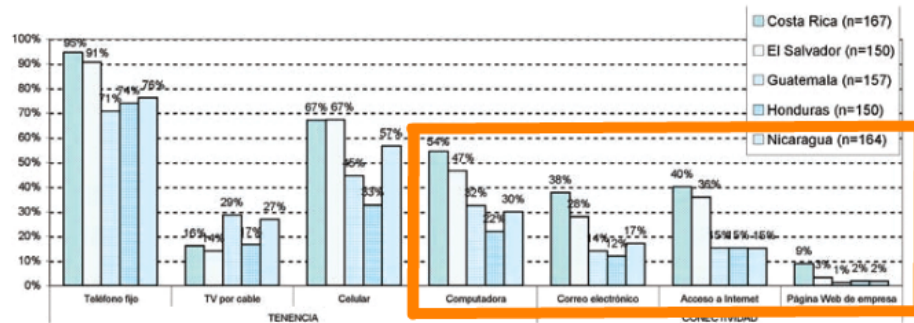
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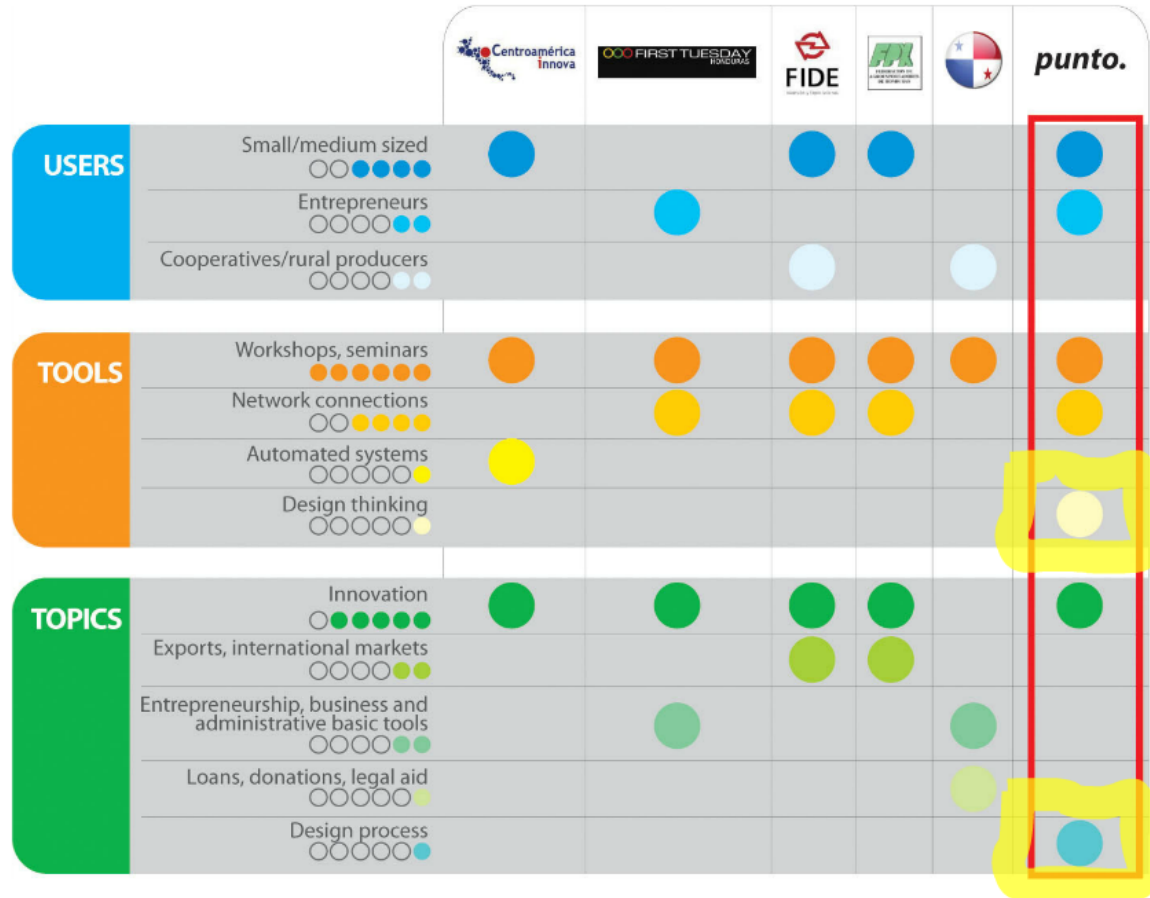
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2 Understanding users

3 Inside the head of entrepreneurs & small-sized business owners

- Research and analysis
- Design and usability
- Interview and survey
- Learning from users

4 Persona development

- User personas are fictional characters that represent different user types within your organization, based on their goals, behavior, and needs.
- User personas help you understand your users and their needs, and they can be used to guide the design and development of your product or service.

3 punto. PROPOSED SOLUTION

1 Design Training Center

- Mission
- Vision
- Objectives

2 Training Program

- Design Thinking
- Business Model
- Marketing Strategy
- Financial Plan

3 Stage 1 Workshop

- Design Thinking
- Business Model
- Marketing Strategy
- Financial Plan

4 Stage 1 Outcomes

- Design Thinking
- Business Model
- Marketing Strategy
- Financial Plan

4 CONCLUSION

- Design Thinking
- Business Model
- Marketing Strategy
- Financial Plan

2

Understanding users

a

Inside the head of entrepreneurs & small-sized business owners


- Reasons and motivations.
- Obstacles and worries.
- Mission statement.
- Looking forward.



b

Persona development

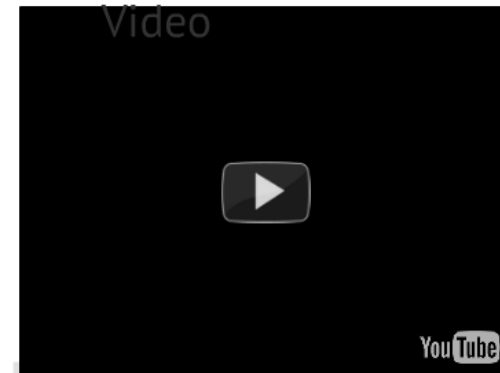
"A persona encapsulates and explains the most critical behavioral data in a way that designers and stakeholders can understand, remember, and relate to... personas use storytelling to engage the social and emotional aspects of our brains."
Goodwin in Designing for the Digital Age



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- Reasons and motivations.
- Obstacles and worries.
- Mission statement.
- Looking forward.



1 I started my own business because...	
2 My work philosophy is...	
3 My main concerns are...	In 5 years I would like to...

Video



You Tube

1 I started my own business because...

1

I want to have:

- Financial independence
- Personal and professional growth

By doing something:

- I'm passionate about
- Preferably, on-the-side while keeping my current job

2 My work philosophy is...

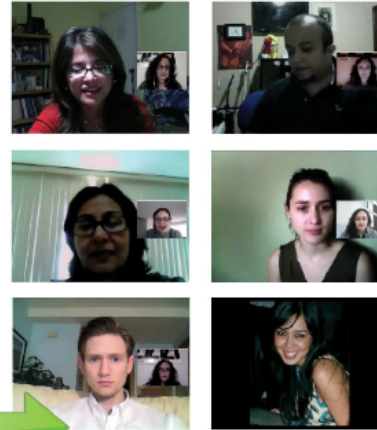
2

- Providing something I can enjoy
- Quality of product and service
- Keeping up with what's out there
- Satisfying my customer
- Being different

3 My main concerns are...

3

- Finding adequate channels of distribution for my business
- Getting exposure
- Targeting the right market
- Scaling up
- Certifications & licenses
- Funding & loans



In 5 years I would like to...

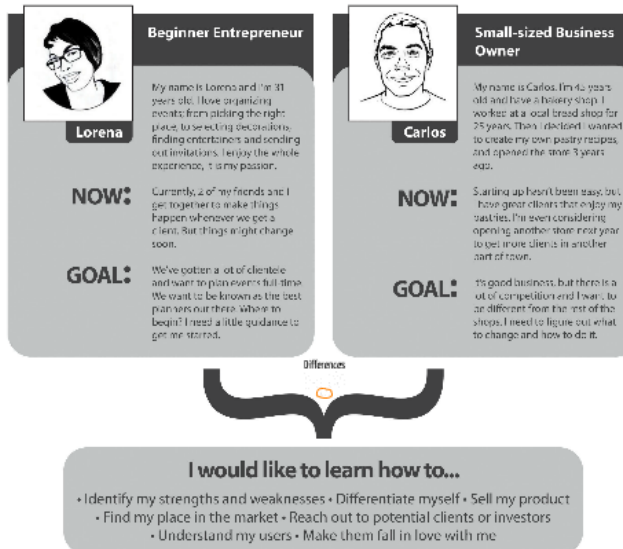
- Have my own production plant & delivery/distribution channel
- Be well positioned in the market
- Be financially stable and auto-sustainable

b

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Goodwin in Designing for the Digital Age





Lorena

Beginner Entrepreneur

My name is Lorena and I'm 31 years old. I love organizing events; from picking the right place, to selecting decorations, finding entertainers and sending out invitations. I enjoy the whole experience, it is my passion.

NOW: Currently, 2 of my friends and I get together to make things happen whenever we get a client. But things might change soon.

GOAL: We've gotten a lot of clientele and want to plan events full-time. We want to be known as the best planners out there. Where to begin? I need a little guidance to get me started.



Carlos

Small-sized Business Owner

My name is Carlos. I'm 45 years old and have a bakery shop. I worked at a local bread shop for 25 years. Then I decided I wanted to create my own pastry recipes, and opened the store 3 years ago.

NOW: Starting up hasn't been easy, but I have great clients that enjoy my pastries. I'm even considering opening another store next year to get more clients in another part of town.

GOAL: It's good business, but there is a lot of competition and I want to be different from the rest of the shops. I need to figure out what to change and how to do it.

Differences

I would like to learn how to...

- Identify my strengths and weaknesses
- Differentiate myself
- Sell my product
- Find my place in the market
- Reach out to potential clients or investors
- Understand my users
- Make them fall in love with me

Differences

Beginner Entrepreneur

- Full-time job + profits from his/her passion or hobby on the side.
- Not an established formal business, starting to define a business model or might be on his/her first year of operation.
- Eager to start their own ventures on the right foot.
- Financial independence doing something they enjoy.

Small-sized business owner

- Depends on business to make a living = full-time dedication invested in venture.
- Business formally constituted. Need differentiation + better market positioning to compete.
- More experience = know more about their competition + might have an understanding of target customers.
- Take venture to the next level.

- Professional background
- Have formal or informal experience in the field they wish to develop

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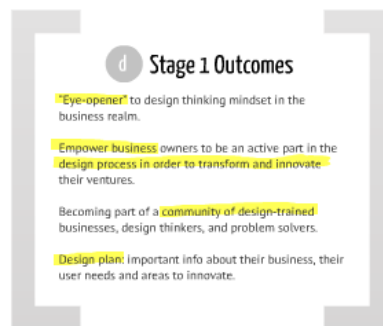
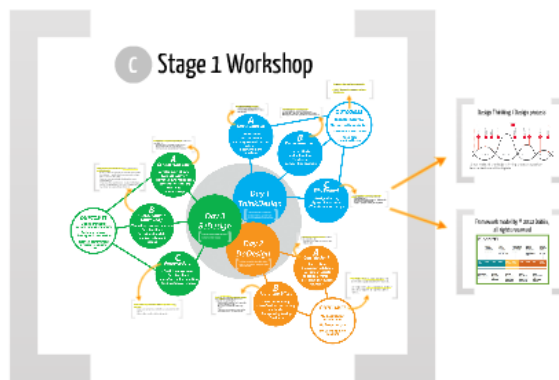
4 CONCLUSION

- Design Thinking is a problem-solving methodology that is used to create innovative solutions.
- Design Thinking is a process that is used to create innovative solutions.
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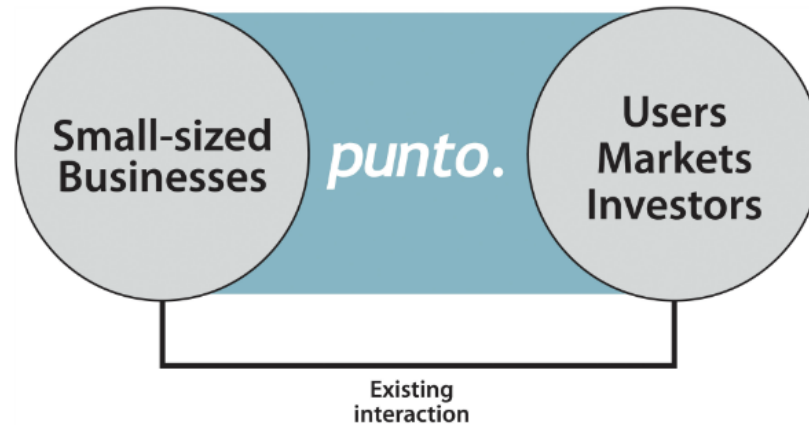
- Implement a different entrepreneurial approach in the context of design thinking.
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3

punto. PROPOSED SOLUTION



a Design Training Center



Mission

Training + empowering small-sized business owners and entrepreneurs to identify problems + develop solutions through design-thinking methods.

How?

User-centered approach to improve/develop product-customer relationships.

Participants will gain access to extended design guidance + networking through punto.'s website community of trained businesses.

Mission

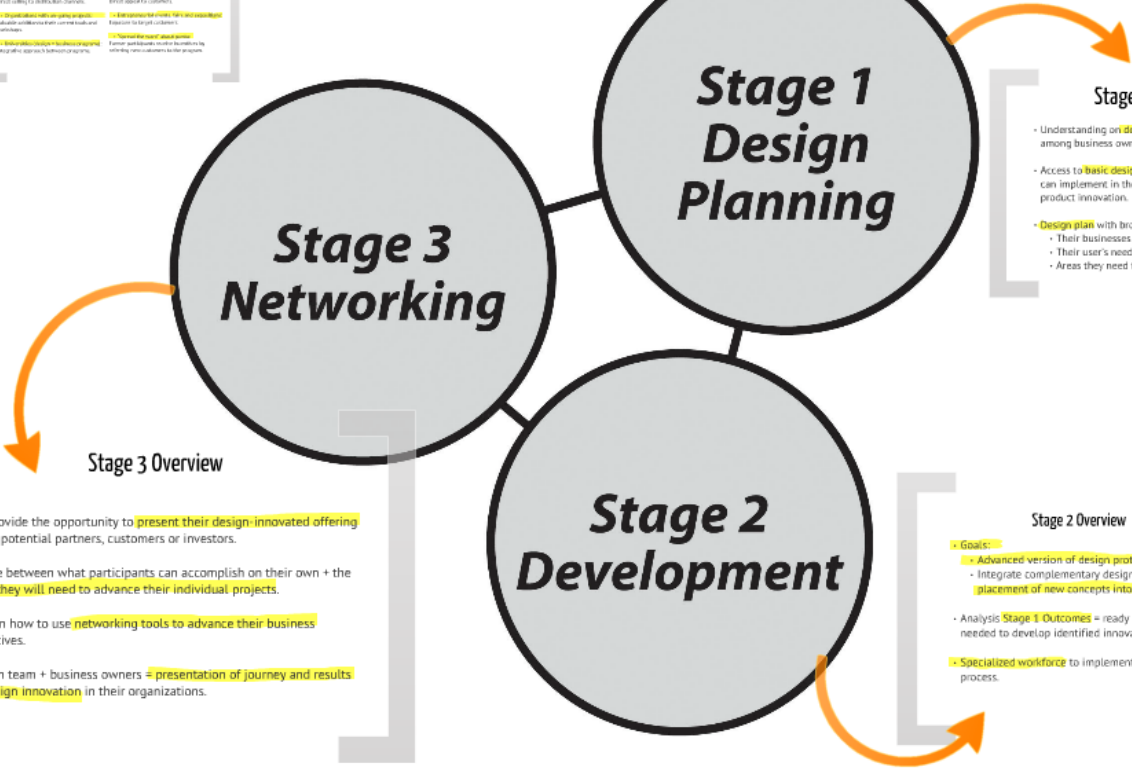
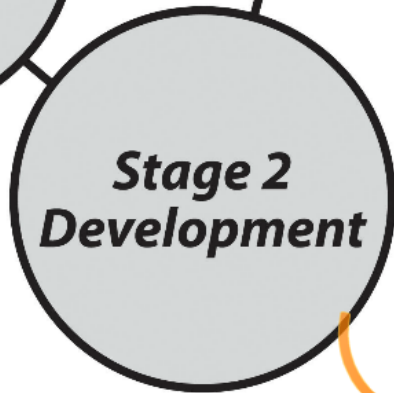
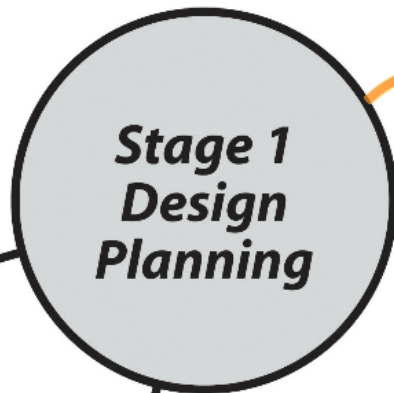
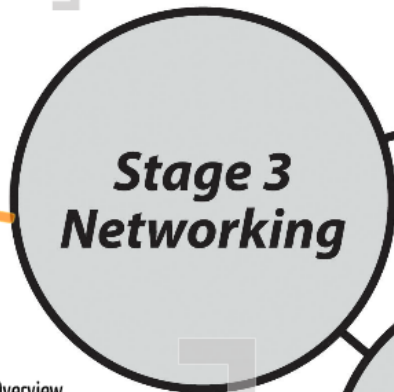
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b Training Program



Stage 1 Design Planning

Stage 1 Goals

- Understanding on **design concepts** and practices among business owners.
- Access to **basic design tools and methods** they can implement in their search for service and product innovation.
- **Design plan** with broader understanding about:
 - Their businesses
 - Their user's needs
 - Areas they need to innovate in

C Stage 1 Workshop



Framework model by [unclear] all rights reserved

INNOVATION				
Market	Process	Product	Platform	Business Model
Market	Process	Product	Platform	Business Model
Market	Process	Product	Platform	Business Model
Market	Process	Product	Platform	Business Model

Connect the dots

Development of ppt:
Business overview
Identified innovation area
Prototype/test/future
Iterations
Goal/next steps

Database

CS

C Presentations

Participants present
- Peer feedback
to.o's overall evaluation

- Competition analysis

Day 1 ThinkDesign

- Analysis of their businesses and their users.
- Introduction of design + types of innovation that can be implemented in their organizations.

Why D

- Design
- Types of
- Transform

Day 3 BeDesign

- Develop presentation on findings (design plan)
- Introduction to online community

Day 2 DoDesign

- Participants transform ideas into tangible solutions.
- Prototypes = users' feedback + develop better product and/or service models.

Goal: introducing designers as guides
business transformation.

- Brainstorm for identified areas to
- Filter to select.

A Can I design

- Co-creation
- Brainstorm solu
- Desirable/feas
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- Selecting best s

Day 3 ReDesign

Day 1 ThinkDesign

A Know yourself

- Motivation
- Mission/vision
- Strengths/weaknesses
- Goals:
Short/medium
long term

Goal: empowerment through self-awareness.

- Understand where the organization stands.
- Develop an outline for potential routes to achieve future milestones.

B Know your user

- User vs Market understanding
- Tendencies
- Competition analysis

Goal: identifying users + competitive matrix.

- Analyze tendencies that drive users' decision process.
- Find similarities + differences within their industry category.
- Identify gaps in the market = potential areas to enter or innovate.

C Why Design?

- Design thinking
- Types of innovation
- Transformation design

Goal: viewing design as a tool that drives innovation.

- Design-thinking tools.
- Innovation = impact on diverse processes + implementation in several levels of the organization.
- Designers + participants = identify and solve problems.

OUTCOMES

I need to improve...
My user really wants this.
I can innovate on these.
I need help changing these.

- Concrete ideas on their user needs.
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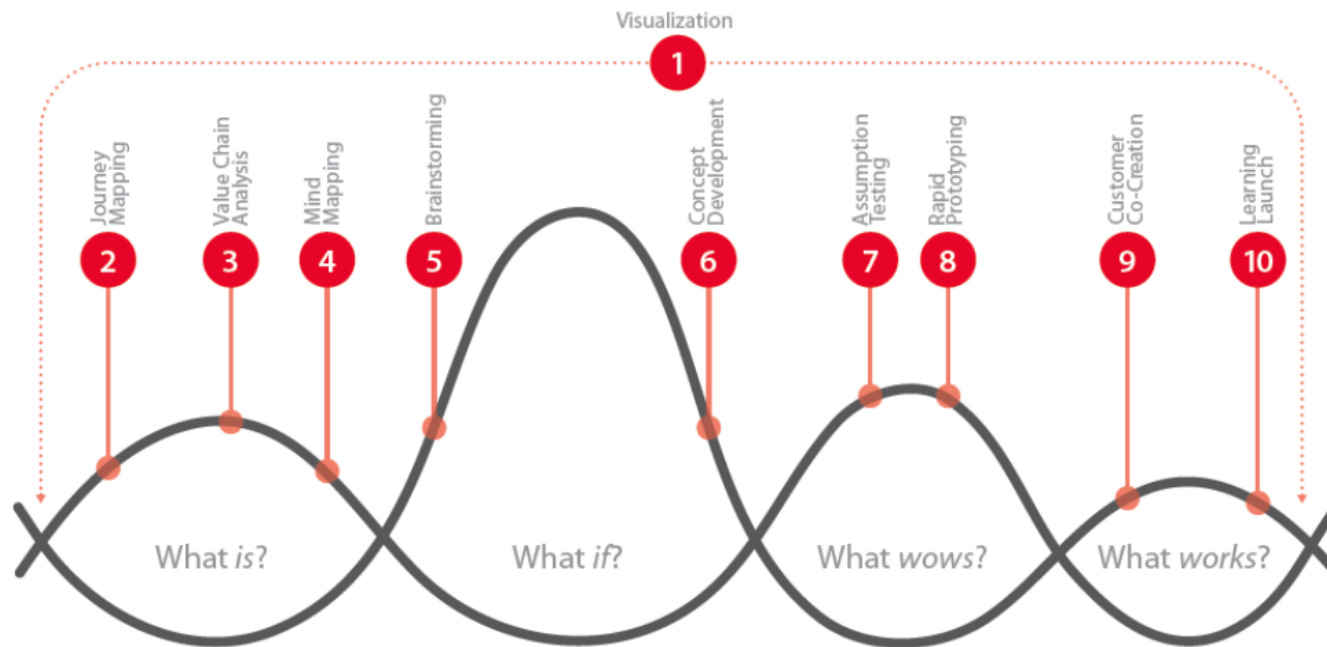
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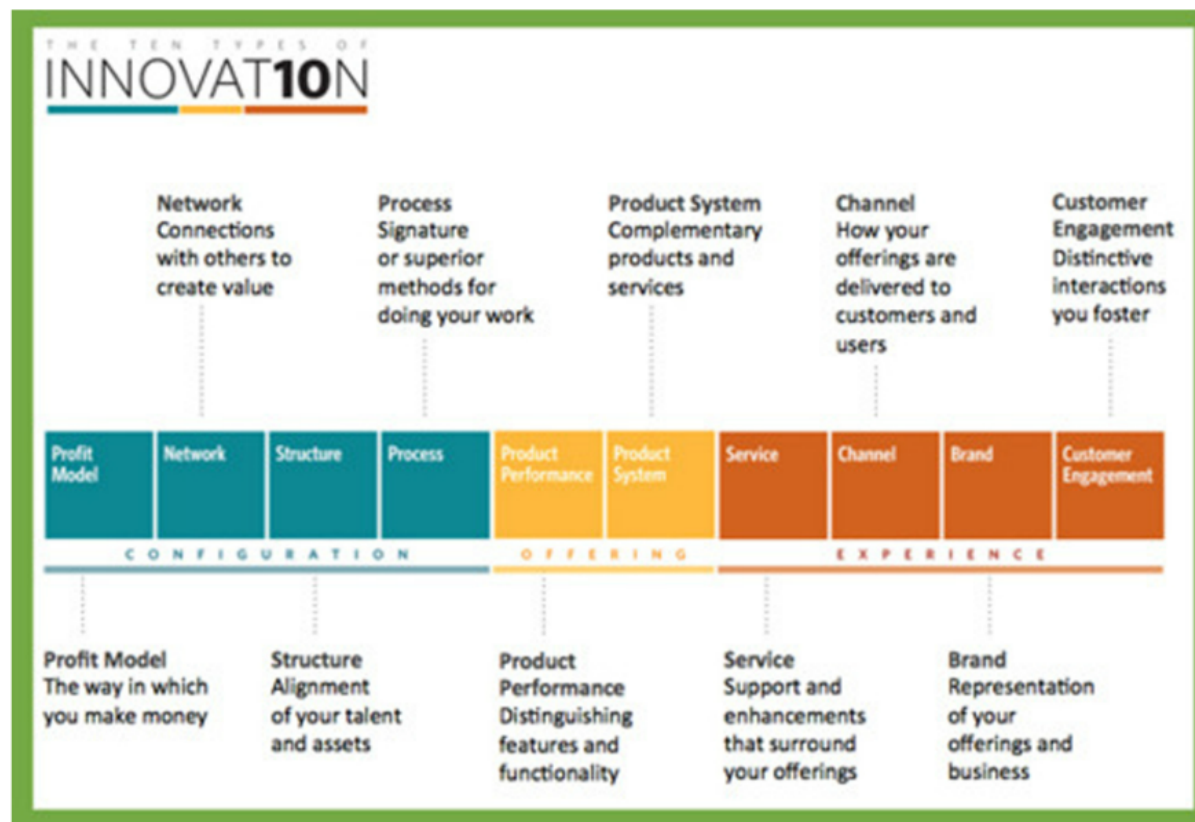
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Design Thinking / Design process



Linear model of the design-thinking process created by Jeanne Liedtka and Tim Ogilvie.

Framework model by © 2012 Doblin, all rights reserved



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- Brainstorm solutions
- Desirable/feasible functional matrix
- Selecting best suited solutions

• Actionable ideas vs. long-term goals that need further planning and consideration.
• Basic applicable tools to gain user insights + constantly improve their product and/or service.

B Prototype & Test

- Fast prototyping
- Test/feedback recording methods
- Role playing testing
- Feedback

Goal: work with design team to prototype a concept into a palpable representation that users can understand and give feedback on.
• Rapid prototyping unfinished look = comfortable to express their ideas visually.
• First step of several iterations in the design process.
• Work groups to test prototypes on one another, record testing process and gather feedback.

OUTCOMES

- My classified set of solutions
- My first prototype
- My user's opinion matters



Day 2

DoDesign

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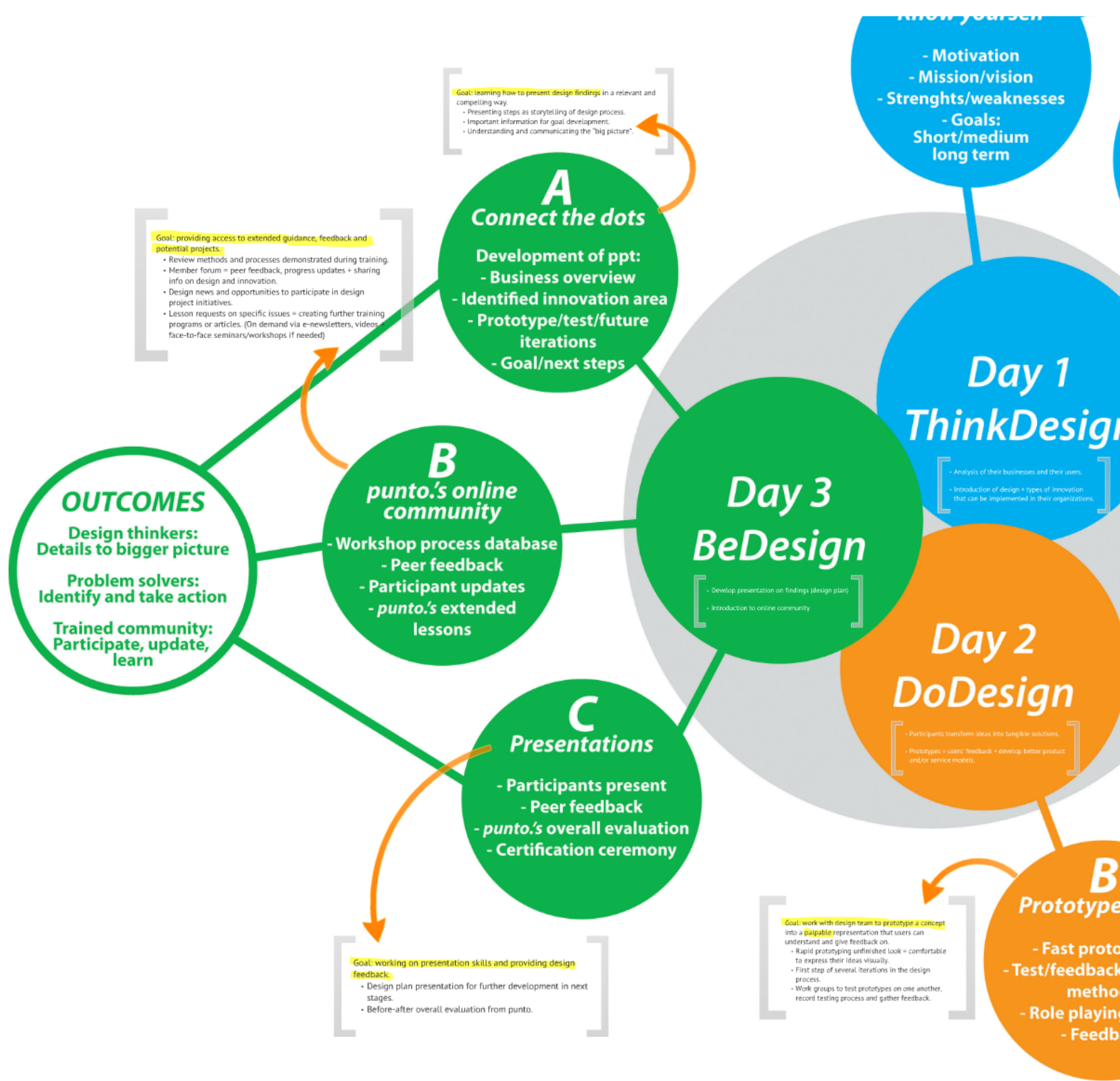
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Goal: learning how to present design findings in a relevant and compelling way.

- Presenting steps as storytelling of design process.
- Important information for goal development.
- Understanding and communicating the “big picture”.

A

Connect the dots

Development of ppt:

- **Business overview**
- **Identified innovation area**
- **Prototype/test/future iterations**
- **Goal/next steps**

Feedback and

during training.
slides + sharing

in design

further training
letters, videos +

Goal: providing access to extended guidance, feedback and potential projects.

- Review methods and processes demonstrated during training.
- Member forum = peer feedback, progress updates + sharing info on design and innovation.
- Design news and opportunities to participate in design project initiatives.
- Lesson requests on specific issues = creating further training programs or articles. (On demand via e-newsletters, videos + face-to-face seminars/workshops if needed)

Connect the dots

Development of ppt:

- Business overview
- Identified innovation area
- Prototype/test/future iterations
- Goal/next steps

B punto.'s online community

- Workshop process database
 - Peer feedback
 - Participant updates
 - punto.'s extended lessons

OUTCOMES

Design thinkers:
Details to bigger picture

Problem solvers:
Identify and take action

Trained community:
Participate, update, learn

C

Presentations

- Participants present
- Peer feedback
- *punto.'s* overall evaluation
- Certification ceremony

Goal: working on presentation skills and providing design feedback.

- Design plan presentation for further development in next stages.
- Before-after overall evaluation from punto.

OUTCOMES

**Design thinkers:
Details to bigger picture**

**Problem solvers:
Identify and take action**

**Trained community:
Participate, update,
learn**

- Wo



Stage 1 Outcomes

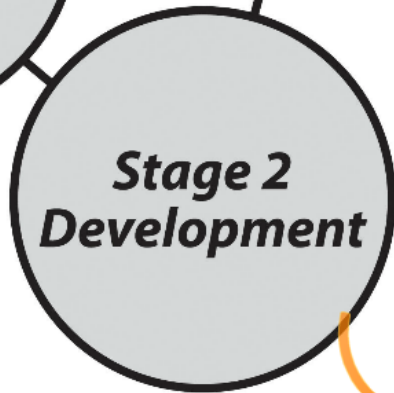
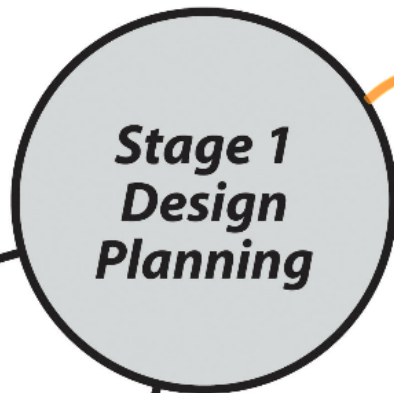
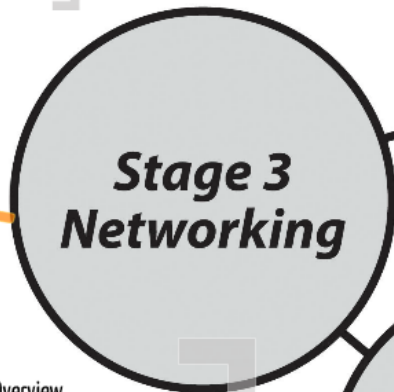
“Eye-opener” to design thinking mindset in the business realm.

Empower business owners to be an active part in the design process in order to transform and innovate their ventures.

Becoming part of a community of design-trained businesses, design thinkers, and problem solvers.

Design plan: important info about their business, their user needs and areas to innovate.

b Training Program



Stage 2 Development

Stage 2 Overview

- Goals:
 - Advanced version of design prototype.
 - Integrate complementary design tools = placement of new concepts into the market.
- Analysis Stage 1 Outcomes = ready resources needed to develop identified innovations.
- Specialized workforce to implement the training process.

Stage 3 Networking

Stage 3 Overview

- Goal:
 - Provide the opportunity to present their design-innovated offering to potential partners, customers or investors.
- Bridge between what participants can accomplish on their own + the links they will need to advance their individual projects.
- Info on how to use networking tools to advance their business objectives.
- Design team + business owners = presentation of journey and results of design innovation in their organizations.

Stage
Develop

Marketing Plan Summary

Direct selling to distribution channels.

- Organizations with on-going projects:
Valuable addition to their current tools and workshops.
- Universities (design + business programs):
Integrative approach between programs.

Direct appeal to customers.

- Entrepreneurial events, fairs and expositions:
Exposure to target customers
- “Spread the word” about punto:
Former participants receive incentives by referring new customers to the program.

1 BACKGROUND

a Welcome to Central America

- 202,000 square miles
- 1/2% of the Earth's surface
- Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama

b The small-sized business of business

- 90% of the population
- 80% of the GDP
- 95% of the employment

2 Understanding users

a Inside the head of entrepreneurs & small-sized business owners

- Research and analysis
- Design and usability
- Interview and survey
- Learning from users

b Persona development

- User personas are fictional characters that represent different user types within your organization, based on your knowledge of actual users and combining that knowledge with research and speculation.

3 punto. PROPOSED SOLUTION

a Design Training Center

- Mission
- Vision
- Objectives
- Services
- Location
- Hours
- Contact

b Training Program

- Design Thinking
- Business Model
- Market Research
- User Experience
- Prototyping
- Testing

a Stage 1 Workshop

- Design Thinking
- Business Model
- Market Research
- User Experience
- Prototyping
- Testing

b Stage 1 Outcomes

- Design Thinking
- Business Model
- Market Research
- User Experience
- Prototyping
- Testing

4 CONCLUSION

- Design Thinking is a problem-solving methodology that is used to create innovative solutions.
- Design Thinking is a process that is used to create innovative solutions.
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CONCLUSION

- punto. is an effort to:
 - Integrate design thinking into different areas of business.
 - Create a new mindset, in which co-creation and design = identify innovation areas.
 - Accomplish coherent solutions that meet real needs.
- Implement a different entrepreneurship approach in the Central American region, hoping to increase success possibilities for small-sized businesses.