



Designing a Business

Course Syllabus

Course Calendar

April 9 - May 17

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
ORIENTATION				APRIL 9 <i>Orientation Materials Open</i>			
LESSON 0 <i>Introduction</i>							APRIL 19 <i>Assignment 0 Due</i>
LESSON 01 <i>Creating Value</i>							APRIL 26 <i>Assignment 1 Due</i>
LESSON 02 <i>Capturing Value</i>							MAY 3 <i>Assignment 2 Due</i>
LESSON 03 <i>Delivering Value</i>							MAY 10 <i>Assignment 3 Due</i>
CONCLUSION			MAY 13 <i>Final Reflection Due</i>				MAY 17 <i>Course Closed</i>



Designing a Business

Course Syllabus

Learn to build a better business through design.

*Your Instructors,
Teaching Team & Community* **03**

*Planning for a Successful
Learning Experience* **04**

COURSE SYLLABUS

Designing a Business **07**



Your Instructors, Teaching Team & Community

A wide range of individuals are stakeholders in your success in learning design thinking. As a learner, you'll interact with...

INSTRUCTORS

IDEO U courses are taught by IDEO practitioners who have honed their skills over many years in the field bringing new ideas to market. They bring real-world case studies and examples into their recorded video lessons, pulling from IDEO's 40+ years of work with global organizations across diverse industries.

TEACHING TEAM

Receive support from a team of design thinking practitioners with teaching and facilitation expertise. These experienced professionals are present to guide discussions, foster peer connection, and provide feedback on your assignments.

COURSE COMMUNITY

Learn alongside a cohort of hundreds of passionate professionals from around the world seeking to bring innovation and creativity to their work. The IDEO U community spans 120 countries and countless professions and industries. Build your professional network by making valuable connections in each course.



Meet Your Instructors



AMY BONSTALL

Senior Design Director of Venture Design at IDEO

At IDEO, Amy helped clients and design teams approach innovation from a holistic, go-to-market perspective, using business design to bring new ventures successfully to market. Amy earned an MBA from IMD in Switzerland and

holds a master's degree in electrical engineering from Carnegie Mellon University and a bachelor's degree in electrical engineering from the University of New Hampshire.



DAVID SCHONTHAL

Senior Portfolio Director in the Business Design practice at IDEO

David has helped develop initiatives such as the Startup-in-Residence program as well as other novel approaches and instigations around venture design and corporate entrepreneurship. Outside of IDEO, David is a Clinical Associate Professor of Innovation & Entrepreneurship at Northwestern University's Kellogg School of Management and a Venture Partner at Pritzker

Group Venture Capital. He is the Co-Founder of MATTER, Chicago's 25,000 square foot healthcare technology incubator which is home to over 150 startups and corporate ventures. David earned his MBA from The Kellogg School of Management at Northwestern University and his B.A. in International Relations from Boston University.



KERRY O'CONNOR

Design Director and Business Designer at IDEO

As a leader in the Business Design discipline, Kerry develops new and sustainable ways to monetize innovations. Her training in linguistics and anthropology gives her a unique understanding of people and the cultural context in which they live. Passionate about designing for women, Kerry co-founded Materna Medical, a medical device startup focused on maternal

health. She holds a B.A. in Anthropology, with Honors, from Boston University and an MBA from Stanford University. She completed a fellowship at the d.school at Stanford, and continues to be involved there through lecturing, coaching and mentoring students.



Planning for a Successful Learning Experience

The IDEO U learning experience centers on four key ways of engaging, all designed to help you understand and retain new knowledge. In each lesson you have the opportunity to see, try, share, and reflect. This isn't a passive experience—to get the most out of each course, we recommend that you plan to engage with your fellow learners and practice your new skills with others in real-world settings.

To be successful in a course, we recommend planning for a minimum of 4 hours of work per week, including time to watch videos and read articles, complete assignments, and engage in discussion and reflection.



SCHEDULE TIME FOR ASSIGNMENTS

Some assignments will require you to engage with others outside of the course—hosting a brainstorm, for example. It may be helpful to plan these sessions in advance. Find more information on assignments and activities in the lesson breakdowns in this syllabus.

PARTICIPATE IN VIRTUAL VIDEO CALLS

These optional sessions offer the chance to engage with your peers, dive deeper into course concepts, and broaden your perspective. If you can't attend each week, try to participate in at least one of these video chats.

GIVE FEEDBACK

We believe that asking for and giving feedback play crucial roles in learning. Use our in-course feedback guide to give constructive feedback and make valuable connections with your peers and the Teaching Team.

MEET DEADLINES

Put the deadline for each assignment on your calendar during your first week. These deadlines are suggestions to help you stay on track. The only hard deadline is the day your course closes, by which time you must submit all required course work to receive your certificate of completion.

STAY IN TOUCH

Your learning isn't over when the course closes. Tune in to hear from today's leading innovation experts and change makers on the IDEO U Creative Confidence podcast, get access to our LinkedIn alumni group, and consider guiding others through their IDEO U learning experience as an Alumni Coach or Teaching Lead.



Designing a Business

Course Syllabus

COURSE OBJECTIVES

- Learn how to design the parts of your business to better meet the needs of customers, and to create a sustainable, new business.
- Explore techniques to generate new ideas around a business' value proposition, offer, revenue model, and sales channel.
- Understand and put into practice a three-step process for prototyping parts of a business: frame a question, build a prototype, collect evidence.

TIME COMMITMENT

- We recommend a minimum of 4 hours per week.

In this course, you'll combine traditional business strategy with the methods and mindsets of design thinking, and prototype three parts of a business—value proposition and offer, revenue model, and sales channel. You'll unite the analytical with the creative, prototype to get tangible early, and focus on people to uncover new opportunities and unlock more value from existing offers.

To get the most out of this course, come prepared with a customer need and an idea for a new business, product, or service.

[VIEW COURSE](#)

Week 1	INTRODUCTION <i>Choose Your Challenge</i>	Use design thinking to stay generative, prototype, and test your assumptions early.
Week 2	LESSON 01 <i>Creating Value</i>	The Value Proposition: Design the essence of your business.
Week 3	LESSON 02 <i>Capturing Value</i>	What revenue model is right for your business?
Week 4	LESSON 03 <i>Delivering Value</i>	Designing the Last Mile: Deliver value through the channel.
Week 5	COURSE CONCLUSION	Complete a final project to synthesize your learnings and plan the next steps for your business.



Introduction

In this lesson, you will:

- Understand what Business Design is: utilizing design thinking to create new businesses or lines of business.
- Understand the key mind-sets of business designers: uniting the creative and analytical, prototyping to get tangible early, and focusing on people.
- Learn to utilize a tool like the Business Blueprint to visualize the different parts of a business that you can design.
- Hear about a three-step process for prototyping different components of a business: frame a question, build a prototype, and collect evidence.

VIDEO

Designing a Business

Learn how you can use the principles of business design to reduce risk and test assumptions early and build a business that truly meets the needs of the people you serve.

RESOURCE

Business Basics

A reference guide for key business terms and concepts.

VIDEO

The Business Blueprint

Get an introduction to a framework that reveals how the different elements of a business work together.

VIDEO

Prototyping Your Business

Learn a three-step prototyping process to help you learn about your business and the people you're serving.

ARTICLE

Prototyping Primer

Understand the basics of prototyping and how it helps to answer questions early, increase confidence, and reduce risk.

ASSIGNMENT

Identify Your Business

Choose the new business or business line that you want to work on throughout the course.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 01

Creating Value

In this lesson, you will:

- Design the essence of your business—your value proposition.
- Identify different forms of your value proposition that are insightful, unique, and targeted.
- Come up with an idea for a compelling product or service (offer) that ties closely to your value proposition.

VIDEO

The Value Proposition

Learn how to craft your value proposition, the essence of your entire business.

VIDEO

What People Want

See how one business unified customer needs with the business's value proposition to create the best offer possible.

GALLERY

*Value Propositions &
Offer Prototypes*

See different prototypes learn how they were tested to answer questions and collect evidence.

ASSIGNMENT

Creating Value, Part 1

Stretch your thinking about your business's value proposition, build prototypes to test different ideas out, and collect evidence to refine it.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

ASSIGNMENT

Creating Value, Part 2

Build a tangible prototype of your offer—what your business will do or produce—then collect evidence about it by sharing it with others.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 02

Capturing Value

In this lesson, you will:

- See that the way your business makes money is made of two connected parts: how people will pay (your revenue model) and what they're willing to pay (your price).
- Learn how your business's revenue model and price can be designed to provide even more value for your customers.
- Surface the most important costs related to the parts of your business that fulfill your business's value proposition to customers.

VIDEO

Capturing Value

Explore different revenue models to help you make it easier and more appealing for people to pay for your offer.

ARTICLE

Breaking Down Costs

Understand and prioritize which costs are most important to making your business viable.

VIDEO

Building Revenue

Consider the different ways you can innovate your revenue model to capture more value from customers, and look beyond your sector for "analogous inspiration."

GALLERY

Revenue Models & Pricing
Prototypes Prototyping
Your Business

See different prototypes that helped companies answer questions and collect evidence.

ASSIGNMENT

Capturing Value

Take stock of other businesses that produce a similar offer as yours, review some of your business's most important costs, and stretch your thinking about your revenue model and price using prototyping.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



LESSON 03

Delivering Value

In this lesson, you will:

- Learn why the sales channel is an excellent place to apply the principles of Business Design.
- Expand your thinking about the ways you can use channel to improve how your business delivers value.

VIDEO

Designing the Last Mile

Explore the factors that go into designing a truly excellent channel.

VIDEO

Getting to 'Yes'

Learn four mindsets to help you add value to your business by thinking about what else your channel might do.

GALLERY

Channel Prototypes

See examples of prototypes real companies used to answer questions about how a sales channel can deliver more value.

ASSIGNMENT

Delivering Value

Sketch a storyboard prototype that captures key moments around your channel, and collect evidence about which ideas most resonate with people.

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

VIDEO

Conversations with Kerry

Kerry answers questions from learners, including advice for getting started on a new business idea and tips for live prototyping.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



Course Conclusion

Complete a final project to synthesize your learnings and plan the next steps for your business.

VIDEO

Get advice to stay generative and keep your focus on people.

Parting Thoughts

ASSIGNMENT

Plan for the future of your business and update your Business Blueprint and narrative.


Final Reflection

PEER FEEDBACK

Provide feedback on the work of at least two of your peers' assignments.

EXPLORE MORE

Additional resources with more tips, tricks, and perspective.



“Designing a business isn’t a one-time activity; it’s a continuous and evolving pursuit. Every component of a business can be tested, and all components must work elegantly together to successfully sustain your offer out in the world.”

KERRY O’CONNOR
IDEO Design Director

For any additional questions, reach out to us at hello@ideou.com