



*Design by Design - A Structured Way To  
Build and Build Again*

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Managing Partner

# Business opportunity

From Wikipedia, the free encyclopedia



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A **business opportunity** (or **bizopp**) involves [sale](#) or [lease](#) of any product, service, equipment, etc. that will enable the purchaser-licensee to begin a business. The licensor or seller of a business opportunity usually declares that it will secure or assist the buyer in finding a suitable location or provide the product to the purchaser-licensee. This is different from the sale of an independent business, in which there is no continued relationship required by the seller.

Eckhardt and Shane (2003) <sup>[1]</sup> argue that when taking the path of [entrepreneurship](#), one of the most important indicators for future [entrepreneurship](#) is the skill of finding the business opportunity. This is seen as the lynchpin around which the promise of entrepreneurial venture is to be built <sup>[2]</sup>. Shane and Venkataraman state that individuals must possess prior knowledge and the [cognitive](#) properties necessary to value such [knowledge](#) in order to identify the new opportunity. This normally allows a triggering of the opportunity which can then move forward to scoping and validation.

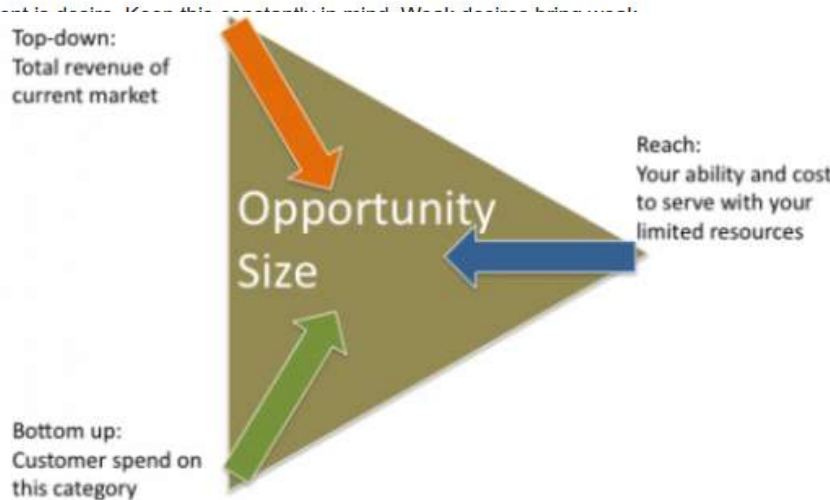
Napoleon Hill provided advice on achievement as necessary for success and within anyone's reach; "The starting point of all achievement is desire. From this point, the mind begins to move. It is the desire that energizes the vision and vision that leads to the creation of opportunity. Opportunity is not created by the market. It is created by the mind." <sup>[3]</sup> and Winston Churchill suggested similarly with a piece of inspiration: "The starting point of all achievement is desire. From this point, the mind begins to move. It is the desire that energizes the vision and vision that leads to the creation of opportunity. Opportunity is not created by the market. It is created by the mind."

In a business sense, it is an idea that has commercial potential.

Something you can make money with, develop a business around it, or create value with it.



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# Digital transformation

From Wikipedia, the free encyclopedia

Not to be confused with *Digital transform*.

!

**This article has multiple issues.** Please help [improve it](#) or discuss these issues on the talk page. (October 2017)

- This article is **written like a personal reflection, personal essay, or argumentative essay** or presents an original argument about a topic. (October 2017)
- This article **may be incomprehensible or very hard to understand**. (October 2017)
- This article's **tone or style may not reflect the encyclopedic tone used on Wikipedia**. (October 2017)

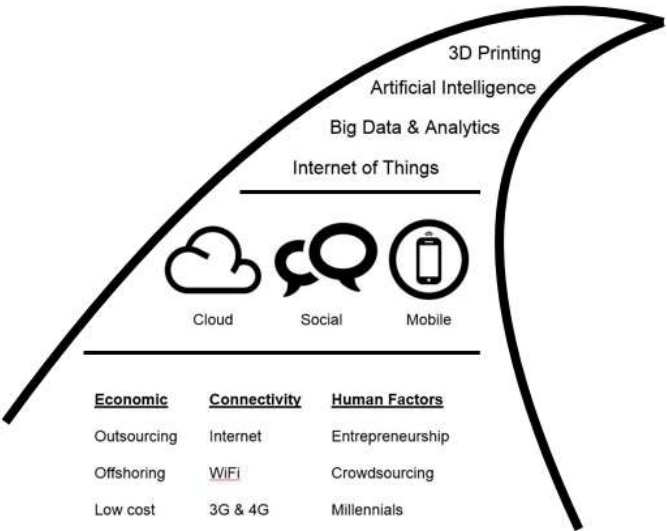
**Digital Transformation** (**DT** or **DX**<sup>[1]</sup>) is the use of new, fast and frequently changing [digital technology](#) to [solve](#) problems often utilising [cloud computing](#), reducing reliance on user owned [hardware](#) but increasing reliance on subscription based cloud services. Some of these digital solutions enhance capabilities of traditional software products (e.g. [Microsoft Office](#) compared to [Office 365](#)) whilst others are entirely cloud based (e.g. [Google Docs](#)).

As the companies providing the services are guaranteed of regular (usually monthly) recurring revenue from subscriptions, they are able to finance ongoing development with reduced risk (historically most software companies derived the majority of their revenue from users upgrading, and had to invest upfront in developing sufficient new features and benefits to encourage users to upgrade), and delivering more frequent updates often using forms of [agile software development](#) internally.

The change to the subscription model also reduces [software piracy](#) - which is a major benefit to the vendor.

Some of these digital solutions enable - in addition to efficiency via automation - new types of [innovation](#) and creativity, rather than simply enhance and support tradition. One aspect of digital transformation is the concept of 'going [paperless](#)' or reaching a 'digital business maturity'<sup>[3]</sup> affecting both individual [businesses](#)<sup>[4]</sup><sup>[page needed]</sup> and government,<sup>[5]</sup> mass communications,<sup>[6]</sup><sup>[page needed]</sup> art,<sup>[7]</sup> medicine,<sup>[8]</sup> and science.<sup>[9]</sup>

Digital transformation is already underway, but is not proceeding at the same pace everywhere. According to the [McKinsey Global Institute's](#) 2016 Industry Digitization 12% of its digital potential, while the United States is operating at 18%. Within Europe, Germany operates at 10% of its digital potential, while the United Kingdom is at 10%.



<u>Economic</u>	<u>Connectivity</u>	<u>Human Factors</u>
Outsourcing	Internet	Entrepreneurship
Offshoring	WiFi	Crowdsourcing
Low cost	3G & 4G	Millennials

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# Cartography

From Wikipedia, the free encyclopedia

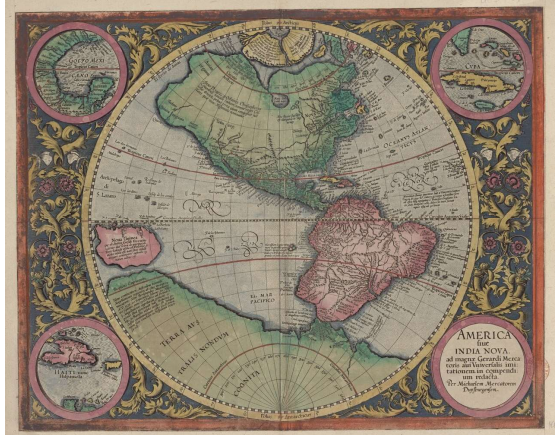
*Not to be confused with [Cartogram](#).*  
*"Cartographer" redirects here. For other uses, see [Cartographer \(disambiguation\)](#).*

**Cartography** (/kɑːrˈtɒɡrəfi/; from Greek χάρτης *chartēs*, "papyrus, sheet of paper, map"; and γράφειν *graphein*, "write") is the study and practice of making [maps](#). Combining [science](#), [aesthetics](#), and technique, cartography builds on the premise that reality can be modeled in ways that communicate spatial information effectively.

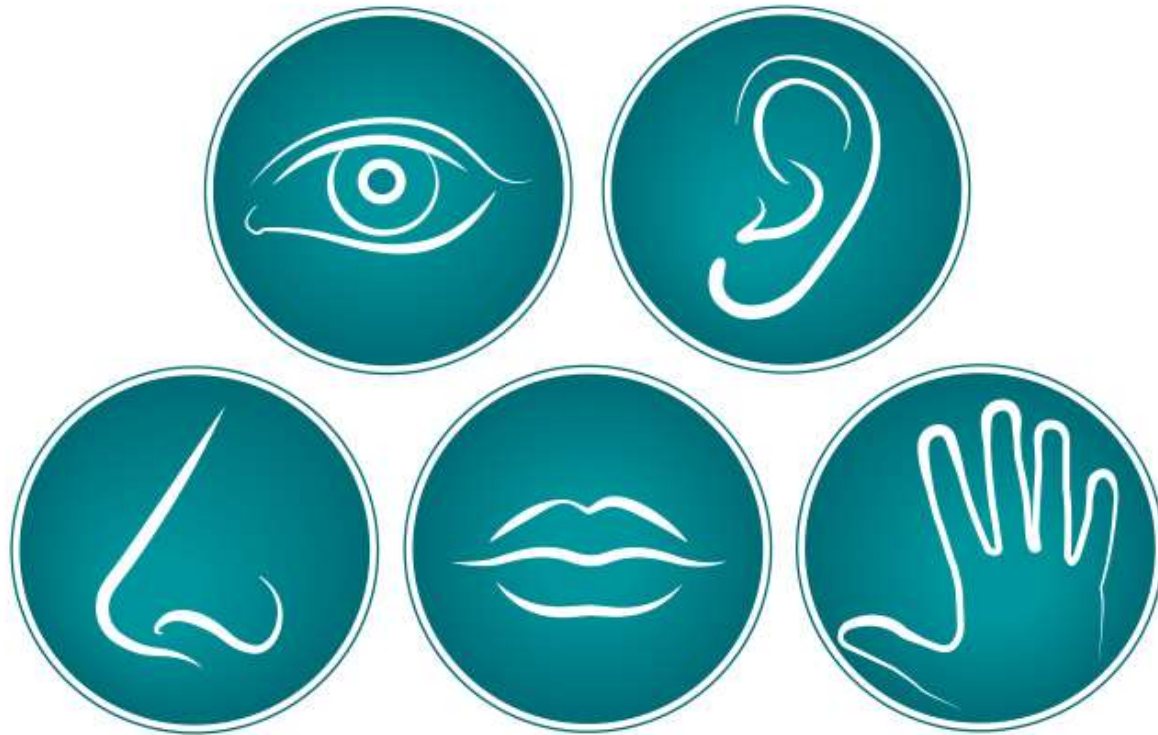
The fundamental problems of traditional cartography are to:

- Set the map's agenda and select traits of the object to be mapped. This is the concern of map editing. Traits may be physical, such as roads or land masses, or may be abstract, such as [toponyms](#) or political boundaries.
- Represent the terrain of the mapped object on flat media. This is the concern of [map projections](#).
- Eliminate characteristics of the mapped object that are not relevant to the map's purpose. This is the concern of [generalization](#).
- Reduce the complexity of the characteristics that will be mapped. This is also the concern of generalization.
- Orchestrate the elements of the map to best convey its message to its audience. This is the concern of [map design](#).

Modern cartography constitutes many theoretical and practical foundations of [geographic information systems](#).



# 5 Human Senses



合気道



*"Aikido is the way of nonresistance and is therefore undefeatable from the start.*

*Fast and slow are of no consequence.*

*Merely by having the intention to fight with one who embodies the universal law, they have fixed their mind on violating the harmony of nature itself.*

*The person with evil or malicious feeling is defeated before he makes the first move.*

*The contest has already been decided"*

# The Learning Curve

守 破 離

*Shu*

*Ha*

*Ri*

*embracing the kata*

*diverging from the kata*

*discarding the kata*

Enter Sandman (Vol I)

The

**AGILE**  
MANIFESTO

**CUSTOMER**  
**COLLABORATION**  
over contract negotiation

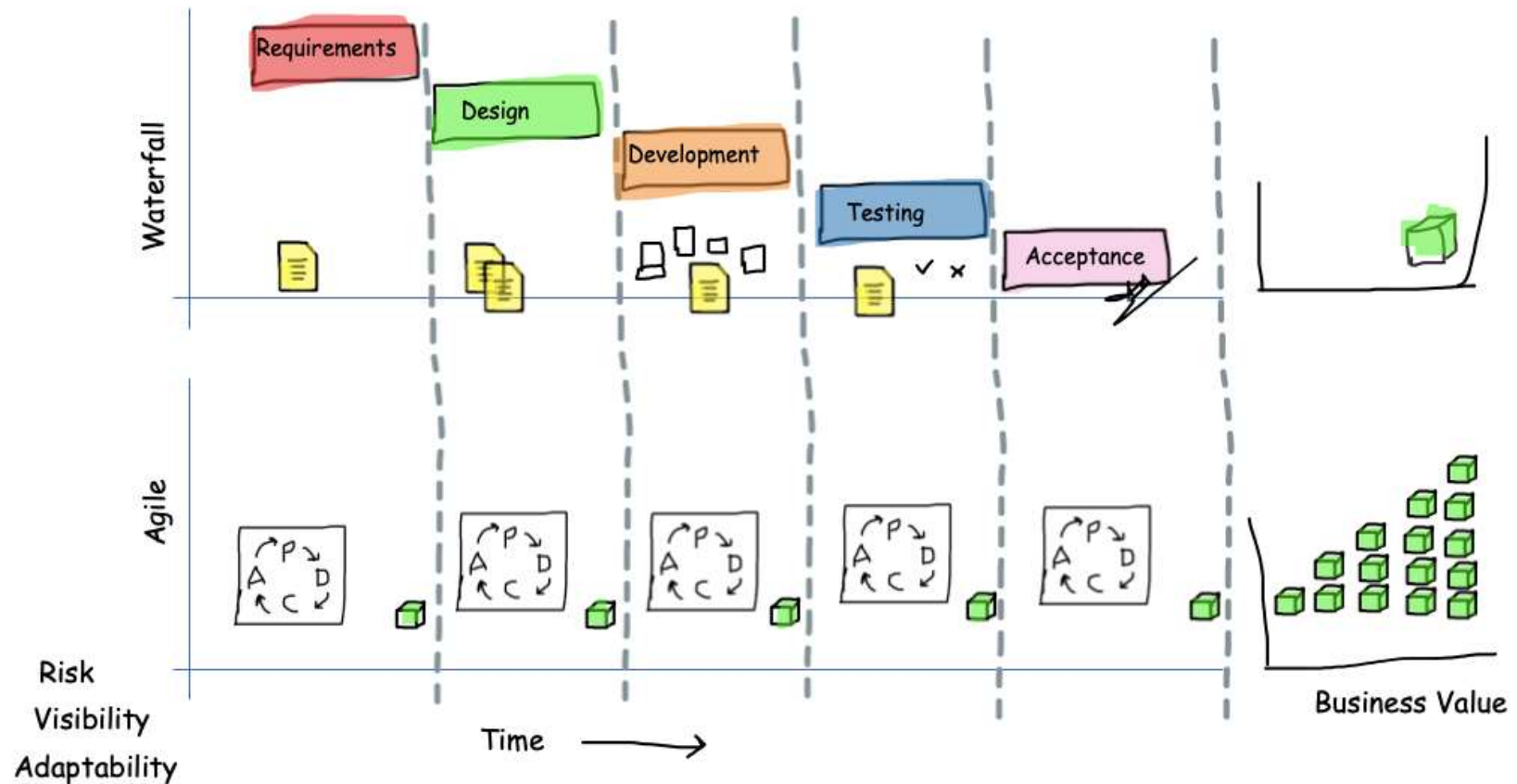
**INDIVIDUALS**  
**INTERACTIONS**  
over processes and tools

**RESPONDING**  
**CHANGE**  
over following a plan

**WORKING**  
**SOFTWARE**  
over full documentation



# OLD vs NEW S/W development



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# Shu Ha Ri and Agile Learning

守  
Shu

At the *shu* stage you are beginning to learn the techniques and philosophies of disciplined agile development. Your goal is to build a strong foundation from which to build upon.

破  
Ha

At the *ha* stage you reflect upon and question why disciplined agile strategies work, seeking to understand the range of strategies available to you and when they are best applied.

離  
Ri

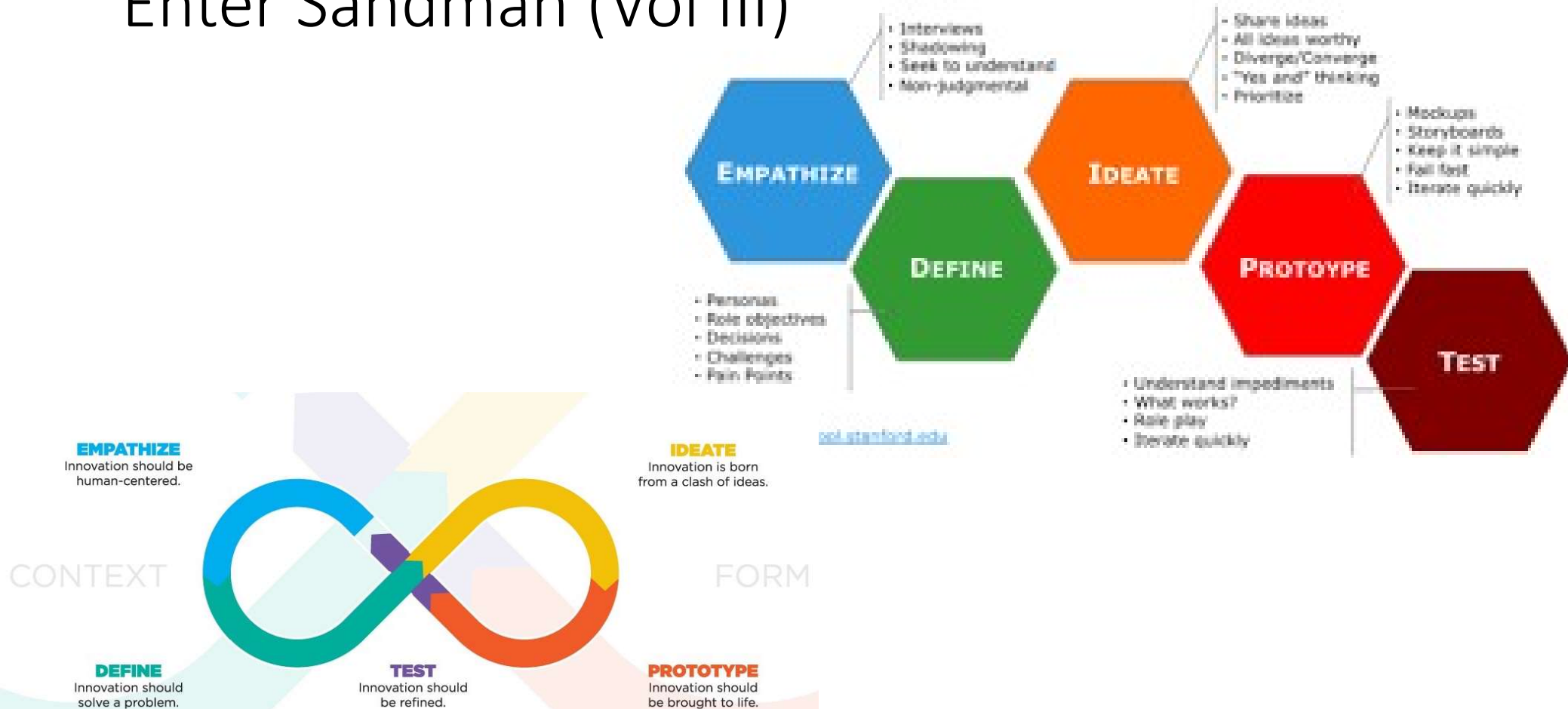
At the *ri* stage you seek to extend and improve upon disciplined agile techniques, sharing your learnings with others.

# Enter Sandman (Vol II)



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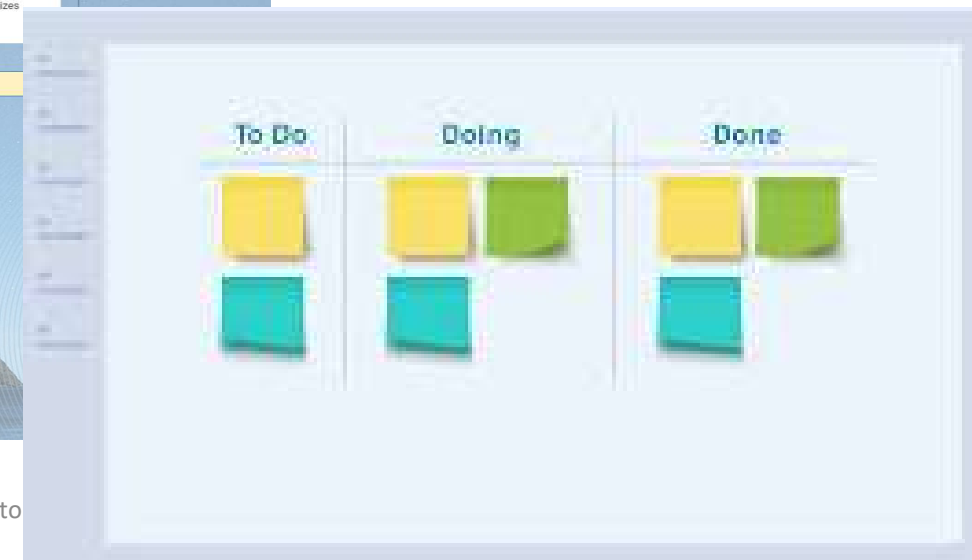
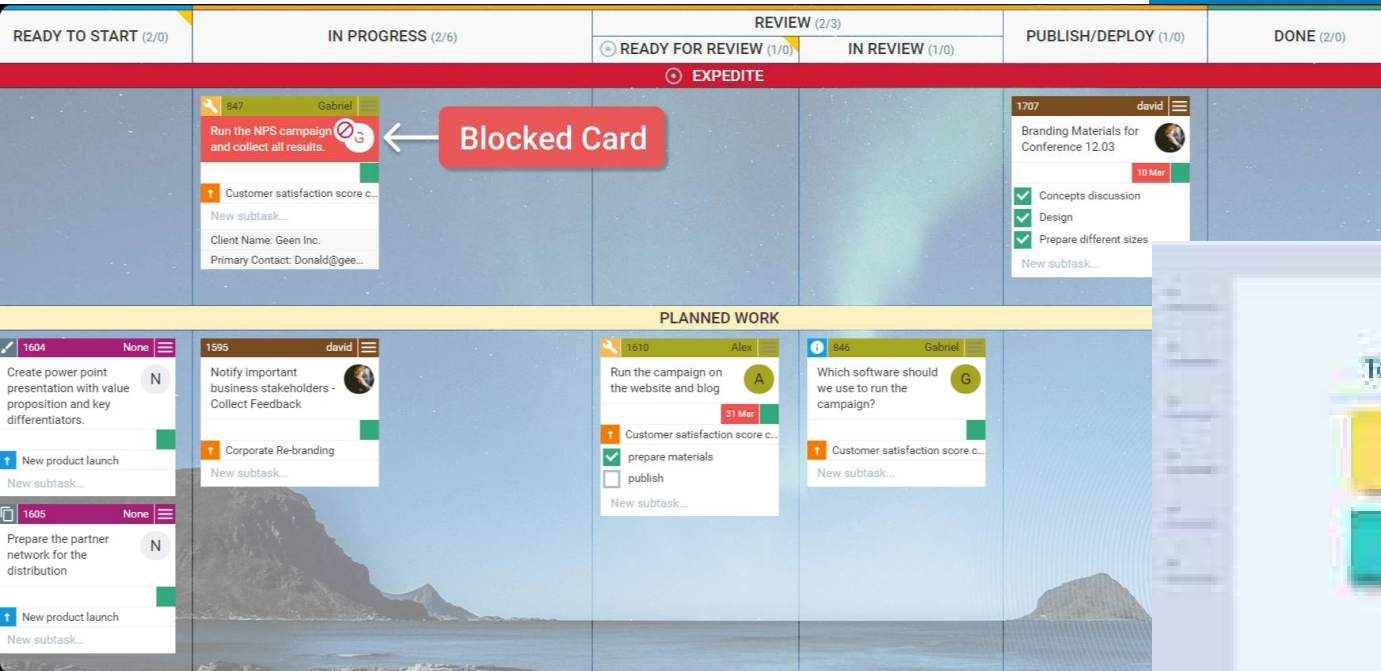
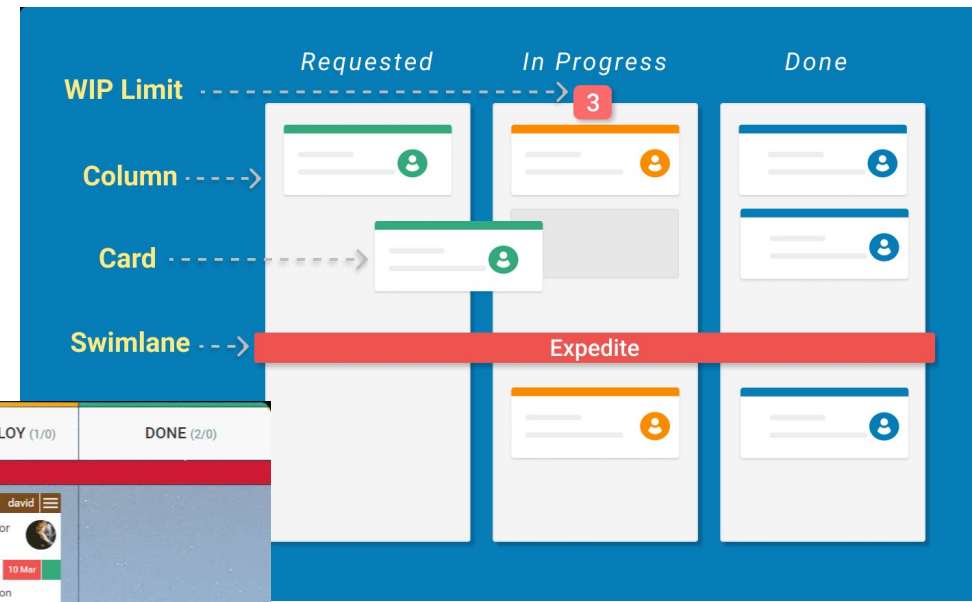
# Enter Sandman (Vol III)



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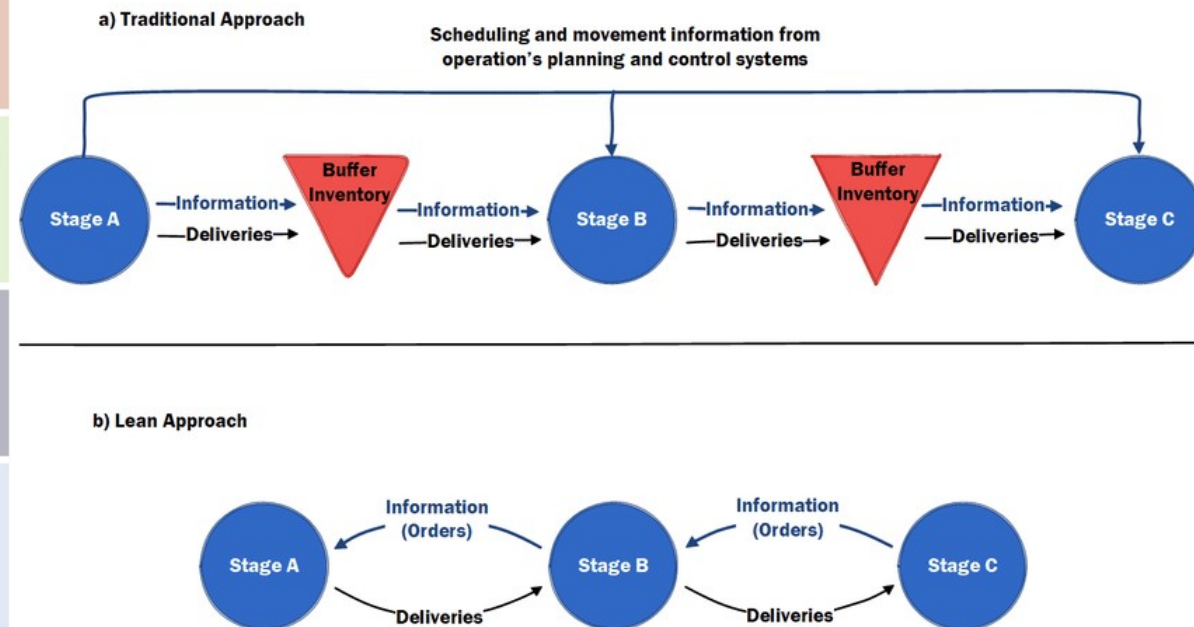
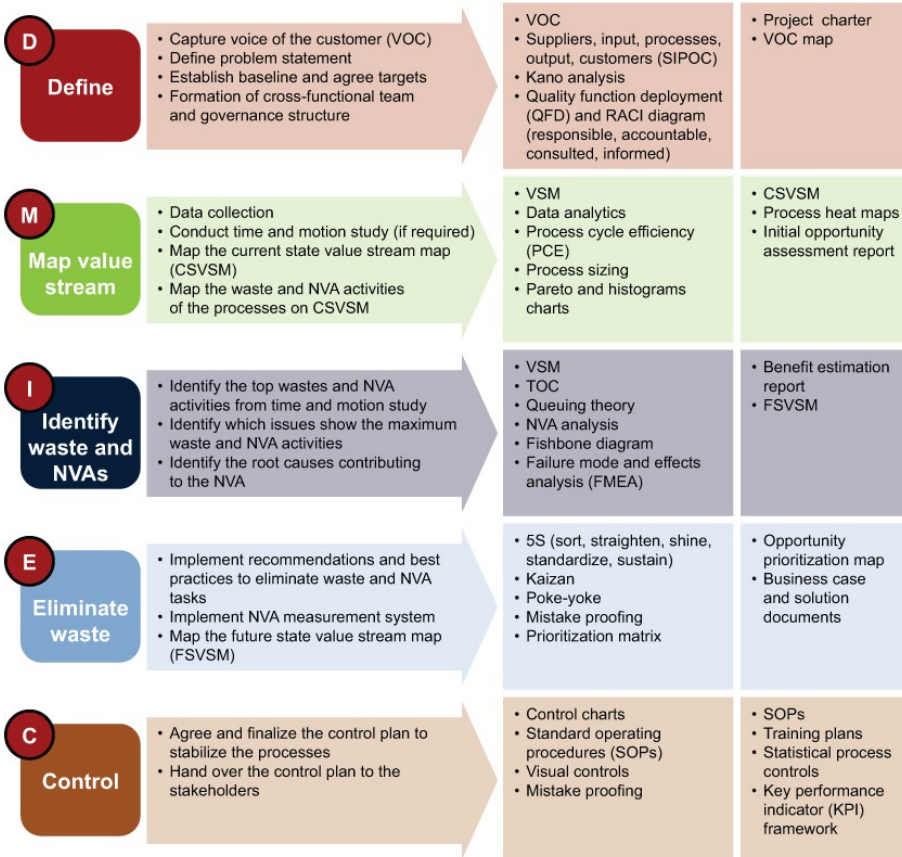


# Enter Sandman (vol IV)

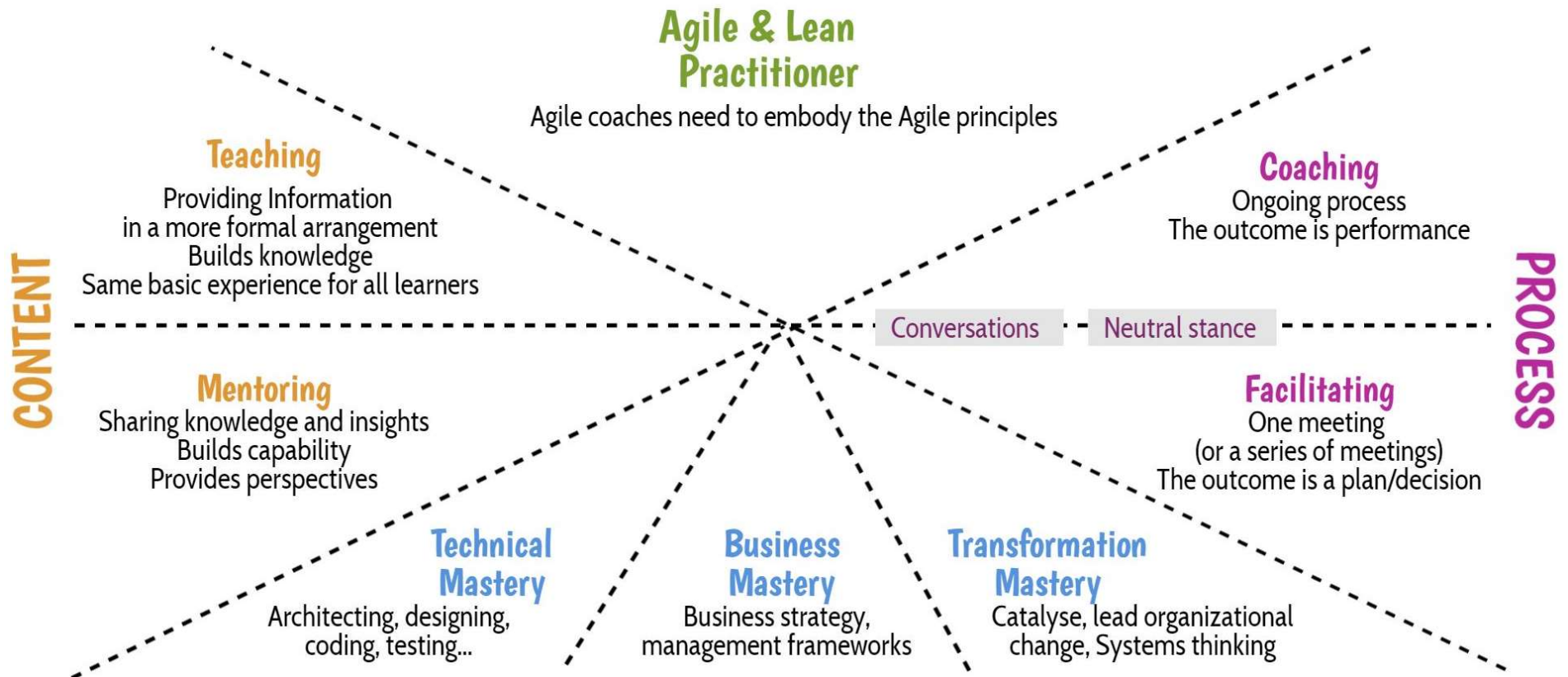


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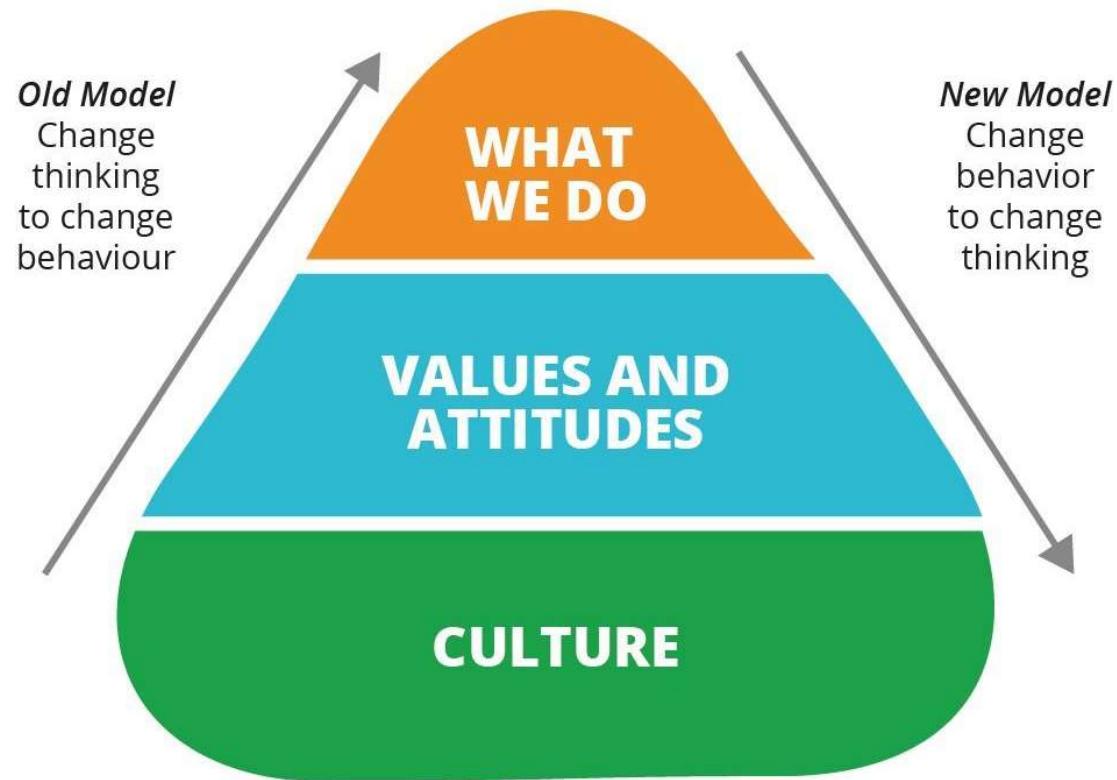
# Enter Sandman (vol V)



# Putting it all together, now...

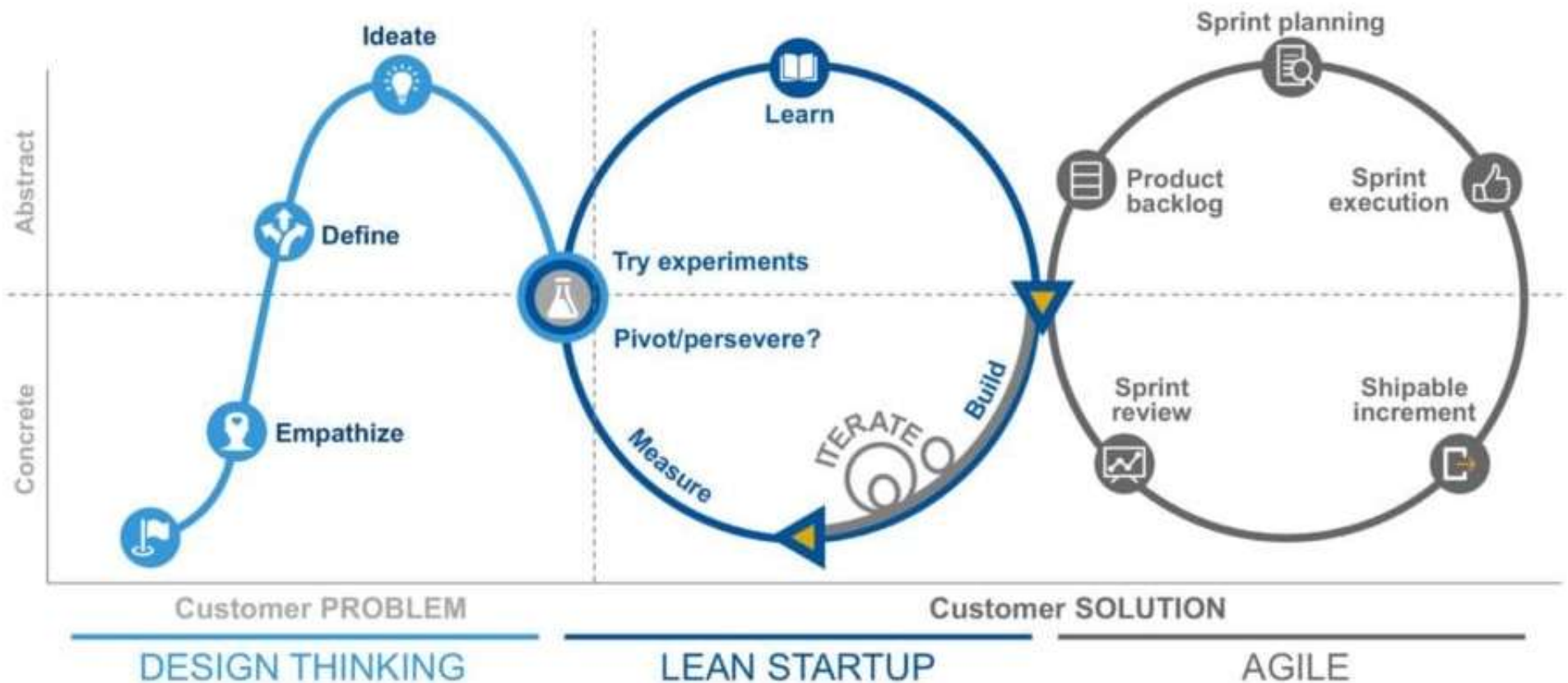


# Means a Change in Mindset





# Putting it All Together Now by Gartner®



«ROI, γιατί το παιδί τρώει»

$$\frac{\text{Return (Benefit)}}{\text{Investment (Cost)}} = \text{ROI}$$

# Who we are and what we do

- 1 We are an **innovation consultancy** re-shaping industries, ecosystems, and mindsets.
- 2 We work with the most forward thinking **Corporations, Organizations** and **Startups** in the Southern and Central Eastern Europe to find and build together the paths of disruptive innovation across industries and ecosystems.
- 3 We deliver innovation by embedding our startup mindset and culture into everything we do.
- 4 We have a unique mix of experience from both sides of the table as former corporate executives and entrepreneurs ourselves allowing us unique empathy with our corporate and startup clients and partners.

# Thank you



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