Co-creation workshop for the internet platform

INFO 4

INNOVATION

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KADIN & the Info 4 Innovation Team

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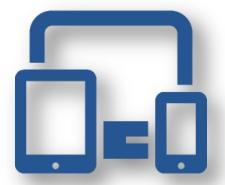Specialist

JOY PONIMAN
KADIN
Project Assistant

What is the project about?

Purpose

Sharing information and providing a save environment for business development

Stakeholder

Connecting financial institutes, business angels, etc. & entrepreneurs

Focus

**Financial support programs for entrepreneurs in
1. Jakarta
2. Indonesia**

Research Phase

Rosa

Research Specialist

Desk research

Who and where are important stakeholders?
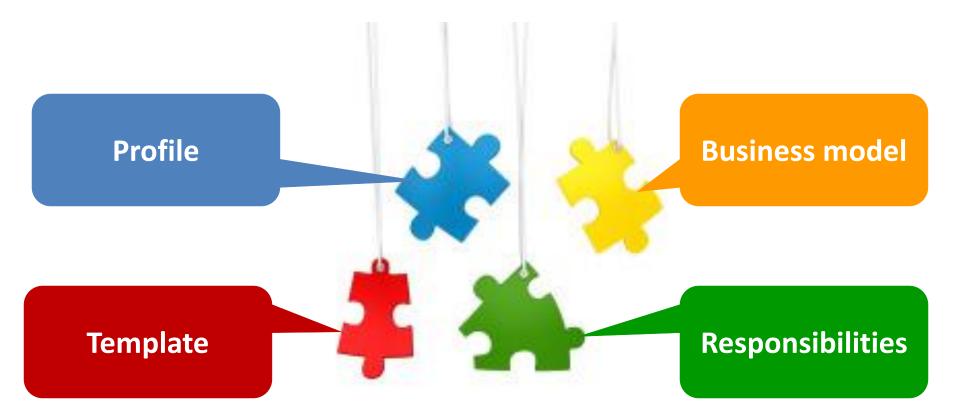
Interviews

Which needs do the stakeholders have?

Clues for the Info 4 Innovation internet platform

Profile

Business model

Template

Responsibilities

Co-creation

Clues

Ideation

Concept

Research: We developed a direction...

You get the chance to become part of the development process

New clues and concrete visualisations how the concept could look like

Agenda

Time	Task
10.00-12.00	Status Quo
12.00-13.00	Lunch
13.00-13.30	Ideation
13.30-14.30	Ideation & Concept
14.30-15.00	Concept
15.00-15.30	Coffee Break
15.30-16.30	Concept
16.00-17.00	Wrap-up

Status Quo
Case Studies

1. How would you describe the relationship between the financial institutes and entrepreneurs in the three case studies?

2. How can you relate to these case studies?

3. Do you have similar experiences?
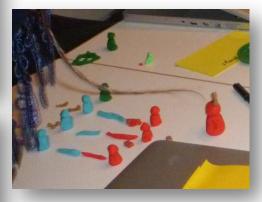
Mixed groups, Time: 30 min / 10.00-10.30 o´clock

Status Quo
Knead- briefing

Mixed groups, Time: 30 min / 10.30-11.00 o´clock

Status Quo
Presentation & Discussion

Mixed groups, Time: 60 min / 11.00-12.00 o´clock

Lunch Time

Time: 60 min / 12.00-13.00 o´clock

Ideation
Screen Shots & Persona

Please have a look for the screen shots and the persona:

Now it is:		We wish it will be:
• …	→	• …
• …	→	• …
• …	→	• …
• …	→	• …

Mixed groups, Time: 30 min / 13.00-13.30 o´clock

Ideation & Concept Visualization

Please draw some screen shots how your solutions could look like online:

1. Profile

Which function should it have?

Which content would make the profile interesting?

2. Template

Which information are relevant?

How can we make it easy for you?

3. New clues

- **What else did you discover?**
- **Please visualize!**
- **…**

Mixed groups, Time: 60 min / 13.30-14.30 o´clock

Concept
Business model

1. **For what are you willing to pay and how much? Green**

2. **Who might be a further relevant paying client? Orange**

On your own, Time: 30 min / 14.30-15.00 o´clock

Coffee Break

Time: 30 min / 15.00-15.30 o´clock

Concept Prioritize

We are going to prioritize the developed solutions.
Everybody gets stikers and you can distribute them:

0-not interesting   2-I like

1-ok   3-very good

On your own, Time: 30 min / 15.30-16.00 o´clock

Concept Responsibilities

1. **Which responsibilities are important for developing the platform?**

2. **Who is going to do what?**

3. **When will it be done?**

Mixed groups, Time: 30 min / 16.00-16.30 o´clock

Wrap-up

- What are the key learning for you
- What are the key learning for the Info 4 Innovation Team

Thank you for your participation!

Your Info 4 Innovation Team