

FUJIFILM FUTURE CHALLENGE 2020

Scale-up4
Sustainability



Midterm session 29 OCTOBER 2020

Co-funded by the
Erasmus+ Programme
of the European Union



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PRACTICALITIES

Enable your camera

Mute your mic (except during the Q&A and team sessions)

Questions via chat

Block 1: team presentations (3" each) + Q&A

Block 2,3,4: =plenary instruction (5"), -> breakout rooms w coach, ask for tech experts via chat (30"), plenary wrap-up (5")

Be in time after the breaks !!

Recording of the session



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PROGRAM

16:45	Welcome & registration
17:00	Block 1: Visualization your idea. Ask & give advice to the community (60")
18:00 - 18:30	SHORT diner break
18:30 - 19:10	Block 2: Pivoting your Business Model ASSUMPTIONS? (PBP - 5+30+5)
19:10 - 19:50	Block 3: how to ask the right questions to Users & Customers EXPERIMENTS (PBP 5+30+5)
19:50 - 20:30	Block 4: FEASIBILITY: HOW & HOW MUCH (PBP - 5+30+5)
20:30 - 21:00	Wrap up of evening, comments from coaches and Fujifilm - what's next



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PROGRESS MONITOR

WHO is ASSESSING your PROGRESS HIGHER?

- ☒ coaches
- ☐ students
- ☐ equal

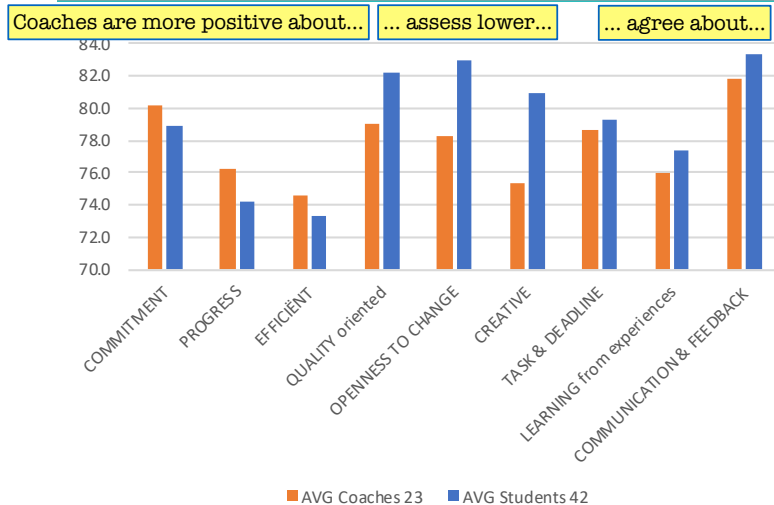


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COACHES & STUDENTS

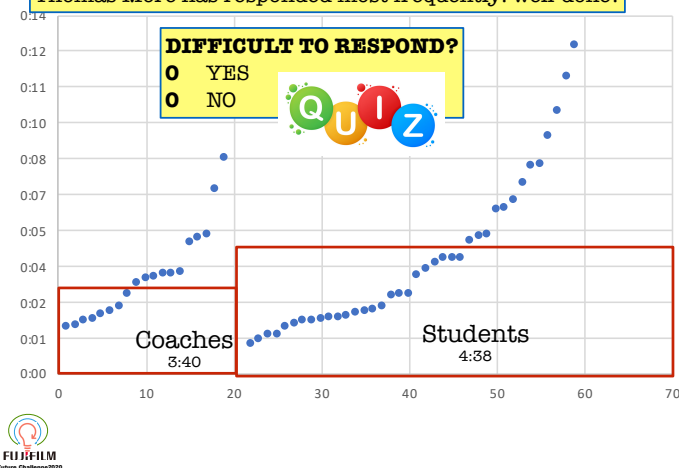


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RESPONSE TIME

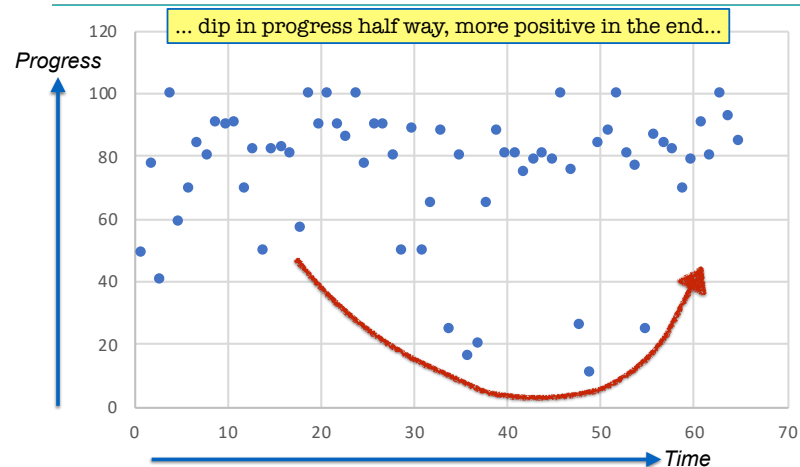
progress monitor

Thomas More has responded most frequently: well-done!



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PROGRESS & TIME



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- My main challenges / bottlenecks were ...
- My lessons learned / main achievements are..
- In the game, I enjoyed most ...

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MAIN ADVICES COACHES



IDEATION

- 🗣️ Broaden your scope - more ideas - diverge
- 🗣️ don't focus too much on the solution in this stadium

TEAM PROCESS

- 🗣️ work together, interact and communicate more - don't work individually
- 🗣️ give room to the different people in the team, with different interests and expertise.
- 🗣️ be more pro-active instead re-active. Keep on going and at once to Fujifilm.

comments Michiel de
Hair (Fujifilm)



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EYE OPENERS



IDEATION

- 🗣️ It's hard to find ideas with great potential: out-of-the-box thinking
- 🗣️ inventing a new product is a long and hard process (5x)
- 🗣️ we shouldn't too fast make choices: selecting ideas is difficult.

TEAM

- 🗣️ get inspired by each other: to think further, deeper. I've learned to respect other team members visions and opinions. being open to each other ideas: we can find a solution together (5x)
- 🗣️ hard to work in team. We need to communicate more in offline meetings



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CHALLENGES



IDEATION

- 🗣️ Overwhelmed. Seeing the bigger picture. Not to know how to start (12x).
- 🗣️ thinking outside the box in a field you don't have any expertise in (8x).
- 🗣️ difficult to find the best idea out of our many ideas (6x)
- 🗣️ we are not sure whether the ideas could be feasible and viable based on Fujifilm's core technology (2x)

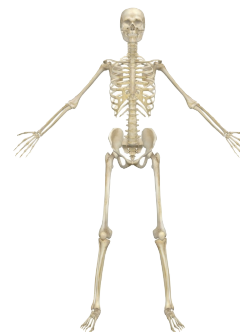
TEAM

- 🗣️ to handle a group member who isn't doing enough. lost team members (3x)
- 🗣️ time management



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DIFFERENCES



BUSINESS MODEL

BUSINESS PLAN

EVELATOR PITCH



detailed calculations
scenarios
risk analysis



content & commitment
"what's in for me..."



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Team 1: Fujivators

Avans Innovative Studios

avans
University of Applied Science

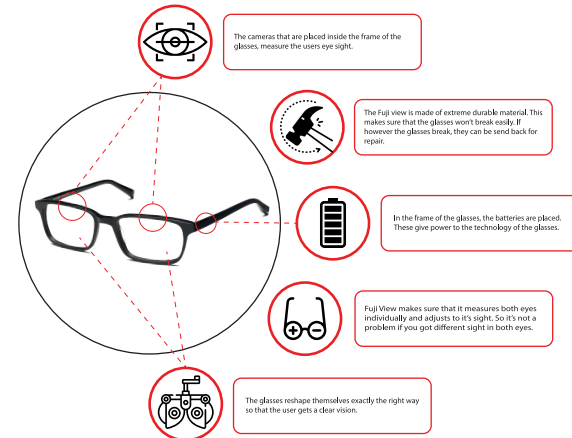
Jelle	Wels	integrale veiligheid
Kelvin	Wardenaar	commerciële economie
Sam	Bosma	foodinnovation
Vincent	Savelkouds	communicatie multimedia design



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Team 1: Fujivators

FUJI VIEW



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Team 2: Prototypers

Avans Innovative Studios

avans
University of Applied Science

Boaz	Frey	business it en management
Daan	van Egmond	communicatie multimedia design
Lynn	van Sundert	industriële product ontwerp
Wesley	Aarden	bestuurlijke informatica

Missing documents:
1. visual,
2. initial Business Model



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Team 3: The Lost Astronauts

Avans Innovative Studios

avans
University of Applied Science

Jasper	de Veer	communicatie multimedia design
Kas	Peters	communicatie multimedia design
Sanne	van de Plas	chemical technology
Yvonne	de Rijk	food innovation

Missing documents:
initial Business Model



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Team 3: The Lost Astronauts



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Team 4: Swaggerlicious

Avans Innovative Studios



Lauren		Berting	building construction
Sam	van	Lieshout	communicatie multimedia design
Tom	de	Leeuw	communicatie multimedia design
Wessel		Clarijs	business it en management

Missing documents:
1. visual,
2. initial Business Model



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Team 5: Spyoneers

Avans Innovative Studios



Jasmin		Einollahi Shakiba	product design
Renske	de	Korte	business innovation
Sander	de	Ridder	chemical technology
Tim		Herwig	communicatie multimedia design

Missing documents:
1. visual,
2. initial Business Model



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Team 5: Spyoneers

Fujifilm
Future
Challenge
2020

Our mission:
Find a way to use residual material as the solution to a problem that affects the world.



Our problem:

Plastic packaging is one of the most polluting products in the world.

Plastic produced every year:
400,000,000 tons

of which:



Our challenges:

- abundant and residual materials
- Serve the plastic industry

Our concept:
Cellulastic

Packaging made from plant based cellulose.



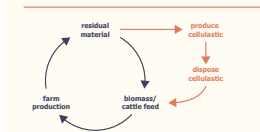
Cellulose is earth's most common natural polymer

Why cellulastic:

- Biodegradable
- Made from waste
- 3 billion tons of plant waste (annually)
- High yield

Costs:

- More expensive
- New profit for farmers
- MIA
- Subvention for Fuji



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Team 6: InPrimis

Avans School of International Studies (ASIS)

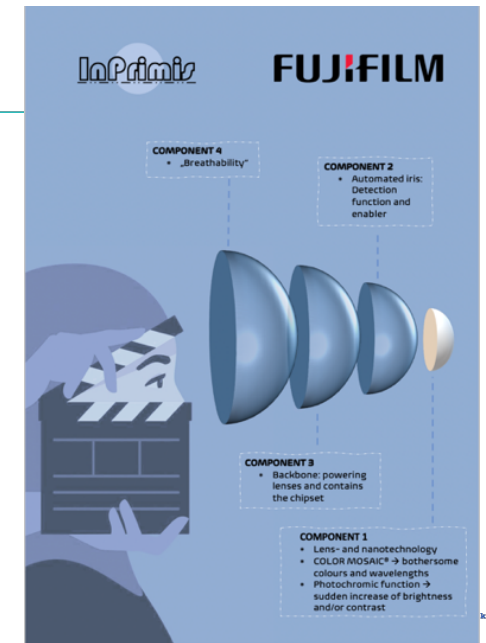
avans
University of Applied Science

Bas	van	Schajjk	international finance & control
Kelly		Shan	international business
Luiza		Cumpanasu	international business
Vasil		Zhiliev	international business
Zhongtong		Yang	Linköping University



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Team 6: InPrimis



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Team 7: Virtual Brainz

Carl von Ossietzky
Universität
Oldenburg

TILBURG UNIVERSITY
Understanding Society

Laura		Koss	Oldenburg University
Merel	de	Niet	Tilburg University
Nicole		Eichholz	Oldenburg University
Peer		Voltmann	Oldenburg University
Tim		Lösche	Oldenburg University

Missing documents:
initial Business Model form



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Team 7: Virtual Brainz



Purifying Water Technology for Refugee Camps



- Ion exchange membrane that allows production of clean drinking water
- High quality, mass producible
- Extracts salt from sea water, industrial wastewater and brackish water
- Benefits refugees in need of water supply

Problem?

- Humanitarian crisis
 - o Refugees + water shortage
- Environmental crisis
 - o Chlorine byproducts + transportation emissions
- Health care crisis
 - o Contaminated water + unsanitary conditions

Market

- Expected continuous (growing) market due to ongoing refugee crisis (79 million refugees worldwide)
- Customers that are also usually responsible for food and water supplies in refugee camps (UN agencies, NGOs, etc.) could opt for a more sustainable, environmentally safe and eventually cost-saving technology

Benefits

- Aids water supply shortage in refugee camps
- Makes water supply more sustainable (no chlorine and transportation costs)
- Reduces water borne disease contaminations
- Makes water supply more „independent“

Costs and practical implementation?

- Individual „water purifying device“ VS large mass water purifier?
- How expensive is this in practice and would NGOs/UN initiatives be willing to invest in it?



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Team 8: Futureous



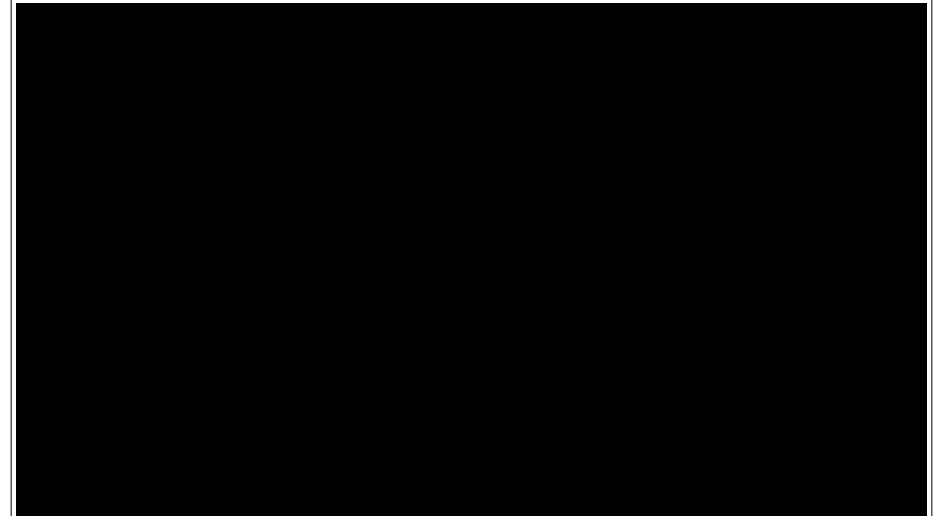
Erona	Hajdini	Technology
Anna	Haselberger	Business/Star-Track
Emma	Stevens	Marketing
Chloë	Peeters	Business & Entrepreneurship
Siebe	Smeyers	Marketing
Michaël	van Beek	Logistic Management

Missing documents:
initial Business Model form



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Team 8: Futureous



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Team 9: Yellow Internationalists



Celik	Hasanaj	Technology
Shauni	Buelens	Legal Practice
Roman	Malov	Business/Star-Track
Lisa	Naert	Marketing
Roel	van Beurden	Marketing
Stephanie	Janssens	Logistic Management



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Team 9: Yellow Internationalists

E-PATCH

(M-GUARD)
THE YELLOW INTERNATIONALISTS

THE PROBLEM

130.000 cases of melanoma skin cancers occur globally each year. It's hard to monitor regularly the skin condition to prevent the melanoma developing.

OUR SOLUTION

Wearable-lab-on-a-chip can detect the presence of the tyrosinase (TYR) enzyme cancer biomarker in the presence of its catechol substrate

CUSTOMER SEGMENT

People at risk of melanoma development and those who want to have their health under control

BECOME A FRIEND WITH YOUR SKIN

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Team 10: Just another team

Anton	Kog	Logistic Management
Maciej	Tomkowiak	Business/Star-Track
Nadir	Aksu	Marketing
Verona	Kolgeci	Technology
Yana	van Roey	Marketing

THOMAS
MORE



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Team 10: Just another team

Automated blood test By Just Another Team

The Problem

- Too many different blood tests;
- Takes too much time;
- Some people feel dizzy and faint during and after the test;

PROBLEM



IDEA

The Idea

A device that automates blood testing.



The Result

Saving the lives of people by giving specialists the ability to find diseases faster, helping them cure their patients.

RESULT



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Team 11: Brave revolutionaries

Astrid	Helsen	Logistic Management
Isabeau	Meeus	Marketing
Paula	Radnitz	Business/Star-Track
Robbe	Diels	Logistic Management
Rudi	Oemajl	Technology

THOMAS
MORE



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Team 11: Brave revolutionaries

 **filmora 9** CREATED WITH FILMORA FREE PLAN

Future Challenge 2020

Veenbroek Academic Services

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PROGRAM customer validation



Hypothesis

An assumption that would have to be true for your idea to work.



Experiment

Outline of the experiment to investigate the validity of your hypothesis.



Metrics

Outline of the data you will measure.



Criteria

Target threshold to support or refute your hypothesis.

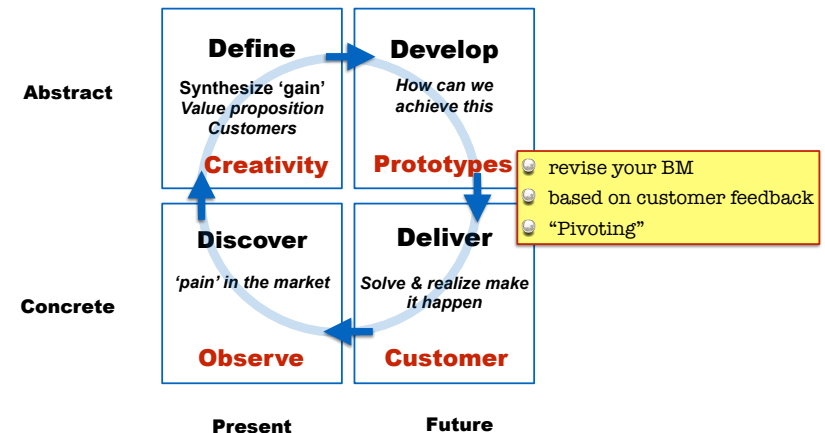
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Future Challenge2020



"No startup business model survives first contact with customers"

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4D - Design thinking



Adapted from: Gruber et al., 2015



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CUSTOMER DEVELOPMENT

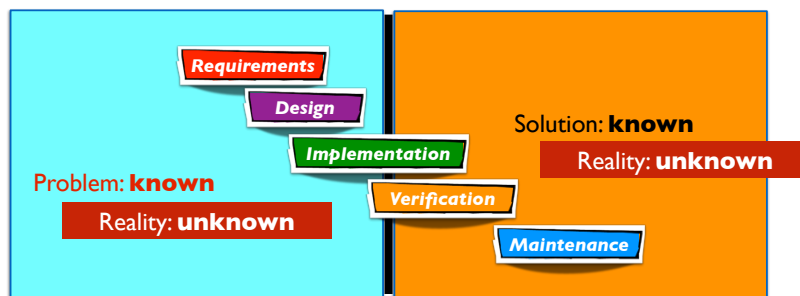
Concept / seed

Product Development

Alpha / Beta

Launch / Ship

Assumptions: 1. Customer problem is known
2. Solution to that problem => product features



Source: Dorf (2010).



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2. Pivoting ASSUMPTIONS

Assumptions = Business Model Hypotheses = Best Guess

<https://youtu.be/IFjZkRbXhiA>

13:15-19:50

Assignment (20"): list assumptions related to:

1. The problem you solve
2. The customer need
3. How your solution will create added value / benefits

Mentimeter:

Describe in keywords the assumptions regarding problem/customer/solution you are **most insecure** about .

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3. Pivoting Experiments

Experiment Examples



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3. Pivoting Experiments

Most important Assumptions: Impact x Uncertainty

<https://youtu.be/IFjZkRbXhiA>

38:10-45:18

Assignment (20"):

1. Prioritize your assumptions (top 3-5) and
2. Identify how and with whom to validate these assumptions?

Mentimeter:

1. **Where** do you want to test your assumptions?
2. What are the **testing tools** you selected?

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4. HOW

What assumptions are you making with regards to the way the business idea will be developed, made or delivered and which partners will be needed

FEASIBILITY & VIABILITY

1. Describe what resources (people, money, expertise, equipment) you will need to develop your idea
2. Describe how your business idea will be produced (manufactured) or delivered (as a service, what channels)
3. Describe who will make or deliver your business idea (besides Fujifilm which partners are needed and what their role will be)



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4. HOW MUCH

QUANTIFY - Estimate the orders of magnitude. DO'S & DON'TS

What assumptions are you making when estimating costs and revenue
(market potential, sources of revenue, payback period)

COST

1. Estimate the costs of developing / manufacturing / producing and delivering it to your customer
2. What are the cost increase / reductions from sustainability aspects such as recycling or reduced resource consumption...

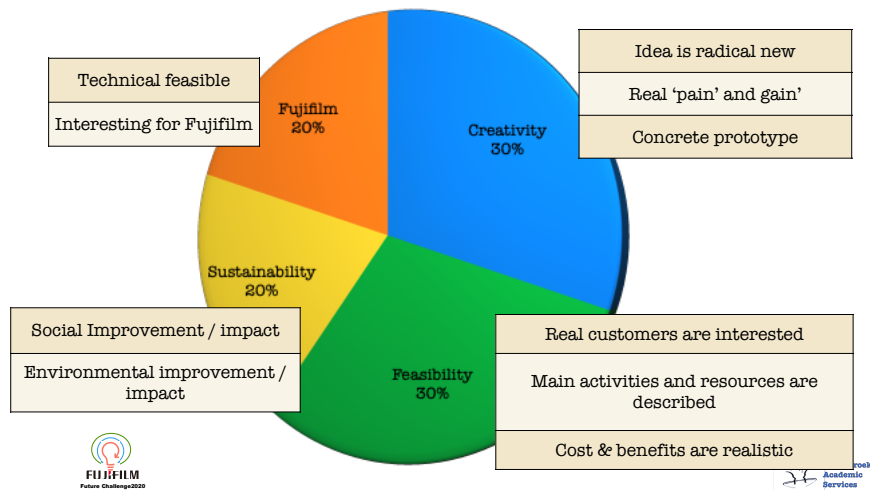
REVENUE

1. What is the est. sales price of your products or services?
2. What do customers currently pay for comparable products?
3. How do customers pay? usage free / per use / subscription / rent / license)
4. Estimate the revenue from sales in the first 3 years after it is launched
5. How will your business performance grow and change overtime (increased volume, new markets, licensing and other fees...)



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ASSESSMENT CRITERIA



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DELIVERABLES

- Attendance: 3x present: today, 29 October, 10 December
- Questionnaires: before / after (research & assessment)
- Video pitches / documents p. team to google drive:
 - introduction video of the team (max. 1")
 - 2x Business model charts: initial before 28 Oct.; tested before 8 Dec.
 - Progress Monitor after each coaching session (weekly/daily)
 - Sales pitch video (max. 3" in wk **before** 8 Dec.)
 - Poster presentation (A4 to G-drive; A1 to endgame)
- Consent to use the photo's /video's (1st questionnaire)
- Have fun!

1+2+3=



CERTIFICATE OF PARTICIPATION / WINNING

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DO'S & DON'TS

DO's

- Start with what problem you are solving
- Identify assumptions and test these
- Give your evidence: tell us how many clients you talked to, what they said, quotes
- Fail fast - learn fast

DON'TS

- Talk about your team during the pitch
- Sell your product without evidence
- Massive but un-validated markets
- A start-up without business partners
- Stick to the original idea without listening to customers

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PROGRESS MONITOR

- Results: only to be used at **team** level for research and improving FFC program
- Weekly Email with **personalised** link to coaches and participants
(only for personal use [=do not share] - can be used several times)
- Please respond **direct** after your coaching session

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VALIDATION



week # 45-50

date due

who

1	Validation activities		team - weekly coaching
2	team coaching incl. progress monitor	weekly	team and coach
3	upload validated business model (see template) to G-drive	8-Dec-20	teams
4	upload product videos to G-drive	8-Dec-20	teams
5	prepare team presentation	8-Dec-20	teams



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The future is in your hands



More information:
stel@createnewbusiness.com



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