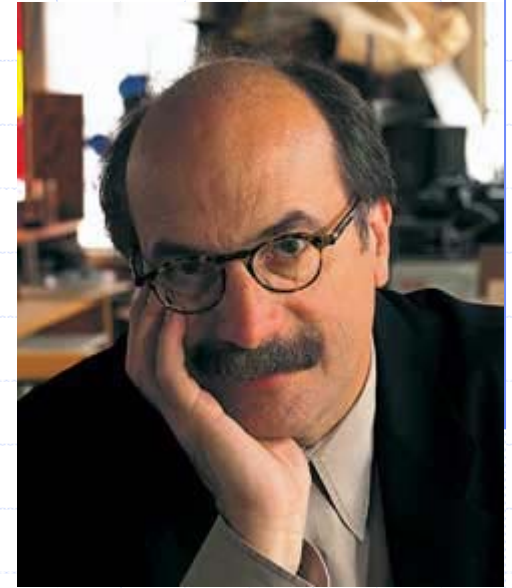


IDEO



Dave Kelley



First Apple Production Mouse



Humalin Insulin Pen



Palm V

IDEO



Choreographing the Prada sales experience



Vodafone Portugal Lobby



Thames Water Recycling Site

Success the IDEO way

Winners Over The Past Five Years



350 professionals
 10 offices around the world
 \$63 million in revenues: 2003

The biggest award-winners

Design Firms	2003-2006	2007	Total
IDEO	25	7	32
fuseproject	15	2	17
ZIBA Design	13	2	14
Continuum	13	1	14
Smart Design	9	3	12
Lunar Design	9	1	10
Pentagram	6	2	8
RKS Design	8	0	8
Antenna Design New York	7	0	7
Formation Design Group	4	3	7
NewDealDesign	5	1	6
Whipsaw	4	2	6
Altitude	5	0	5
Herbst LaZar Bell	5	0	5

2007 Business Week winners





UNICON Aspirations Deep Dive

Bill Fischer

IMD

Lausanne, Switzerland



Basic Requirements for a Deep-Dive

◆ Aspiration Groups

◆ Clear Deep-dive “design challenge”

* We expect you to present a complete description [using the Star] of a promising way to achieve your aspiration – one big idea that will advance your aspiration

◆ Appropriate Constraints

- Don't forget the mega-trends that we are responding to
- Your prototype needs to be financially & logistically feasible
- You need to be able to present the headlines in 2-3 minutes
- Try to focus on ideas that might lead to meaningful & measurable results in three years.

Deep Dive time table

- ◆ 13:30-14:35: Introduction to DeepDive
- ◆ 14:35-15:15: First prototype
- ◆ 15:15-15:45: 1st Frenzy
- ◆ 15:45-16:15: 2nd prototype
- ◆ 16:15-16:30: 2nd Frenzy
- ◆ 16:30-16:40: 3rd prototype
- ◆ 16:30-17:10: Tell us your BIG idea

Be Bold!!