



Business Betterment

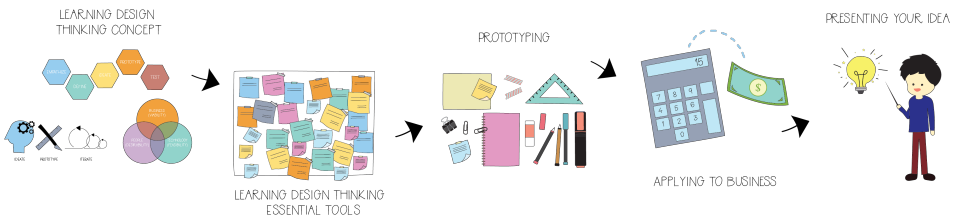
By Design Thinking

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This course will help your business to solve problems by truly understanding user needs and being creative & trying as many things as possible before coming with a solution. The course adopts Stanford's, MIT's, and IDEO's approaches and crafts them into a Thai context.

Learning Journey



WHY IT MATTERS ?

Coming up with an idea is easy. Coming up with the right one takes work. With design thinking, throwing out what you think you know and starting from scratch opens up all kinds of possibilities.

What is design thinking?

Design thinking is an innovative problem-solving process rooted in a set of skills.

At a high level, the steps involved in the design thinking process are simple: first, fully understand the problem; second, explore a wide range of possible solutions; third, iterate extensively through prototyping and testing; and finally, implement through the customary deployment mechanisms.

Business Betterment by Design Thinking

(Day 1)

- 09.00-10.00 Introduction to Design Thinking : Stanford, MIT & IDEO
- 10.00-10.30 Design Thinking Essential tools #1
- 10.30-10.45 Coffee Break
- 11.00-12.00 Design Thinking Essential tools #2
- 12.00-13.00 Lunch
- 13.00-14.45 Prototyping #1
- 14.45-15.00 Coffee Break
- 15.00-16.30 Reflection

(Day 2)

- 09.00-09.30 Day 1 Review & Day 2 Overview
- 09.30-10.30 Prototyping #2
- 10.30 -10.45 Coffee Break
- 10.45-12.00 Reflection
- 12.00-13.00 Lunch
- 13.00-14.00 Is it worth it?
- 14.00-15.00 How to pitch your ideas?
- 15.00-16.30 The Pitch!!



NATTAPORN SANTHANAWIT

- Nattaporn Santhanawit is a Business Development Professional with more than 10 years of working experiences with Thai and International organizations specializing in Business Planning.
- Nattaporn was Business Development Director at Bangkok Smartcard System (Rabbit), under BTS Group. Besides that, Nattaporn is a serial entrepreneur who has turned business plans into ventures such as Power Prawn Producer Co., Ltd. funded by Canadian investors, and M Power Co., Ltd. funded by Thai and American investors.
- Nattaporn is Managing Partner of DIGITALPASS (IT Consultancy) and ENTER Corporation (Blockchain Technology), and also a guest lecturer for Business Plan Development class for universities in Thailand.

Education:

- Master of Science degree in Marketing (MIM),
Thammasat University
- Bachelor of Arts degree in Economics,
Thammasat University

Business plan competition Highlights:

