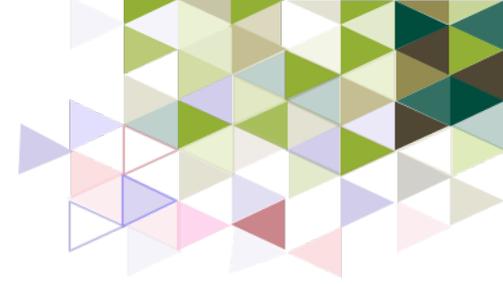




**Eberswalde University
for Sustainable
Development**

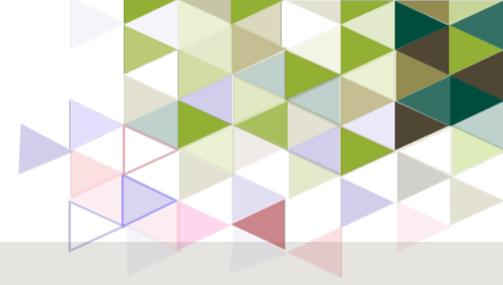


SOCIAL INNOVATION PROJECT 3: PROTOTYPING LOOP 1

Dr. Daniel J. Kruse

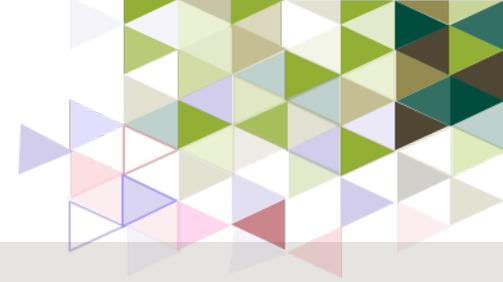
Dr. Mona D. Mirtsch

Prof. Dr. Britta M. Gossel

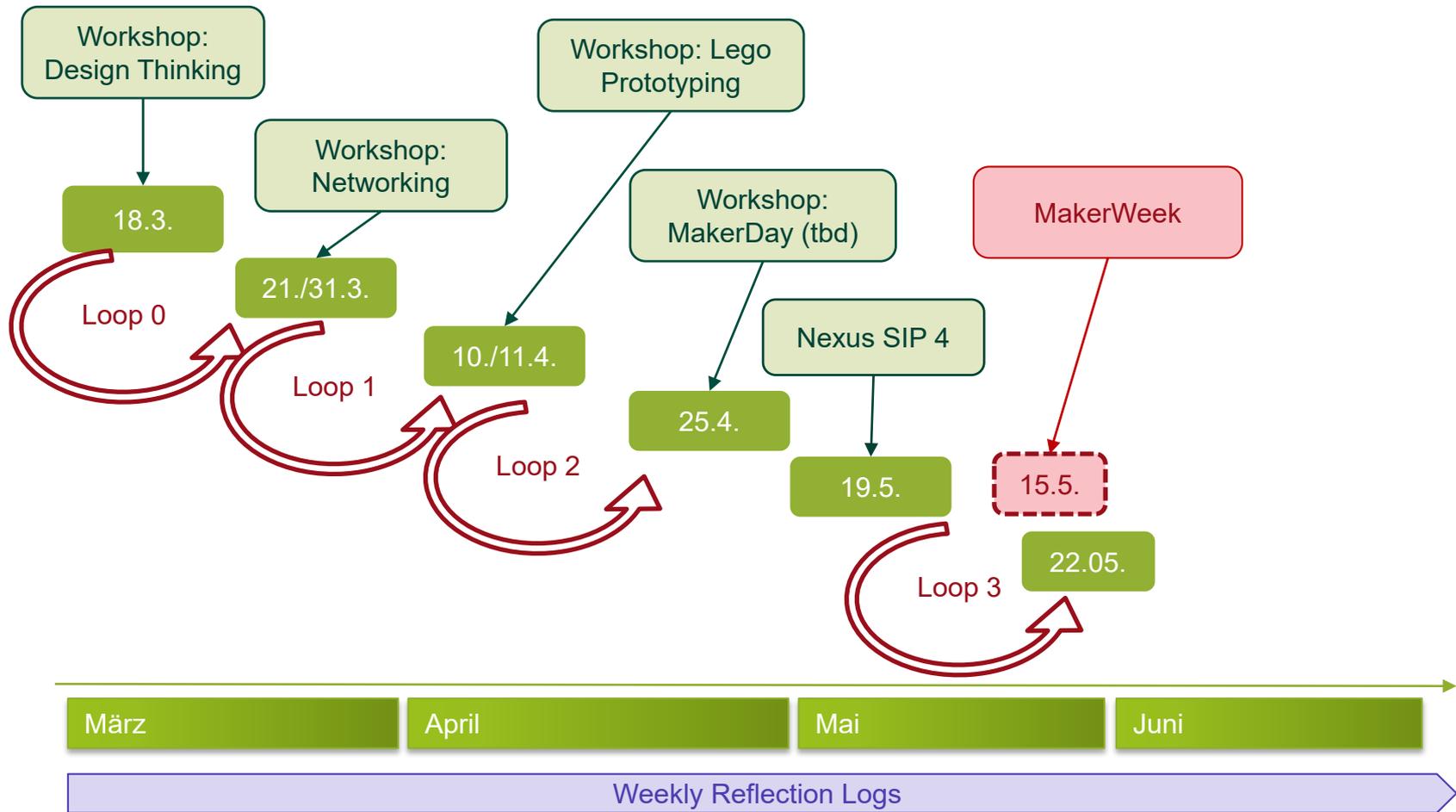


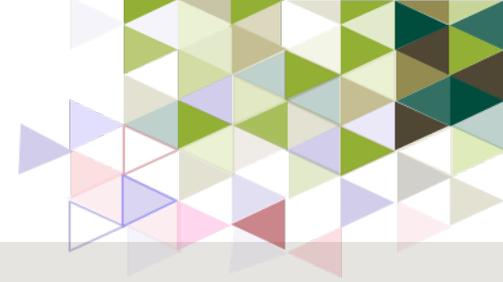
Today

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| 10:30 – 11:00 | Intro |
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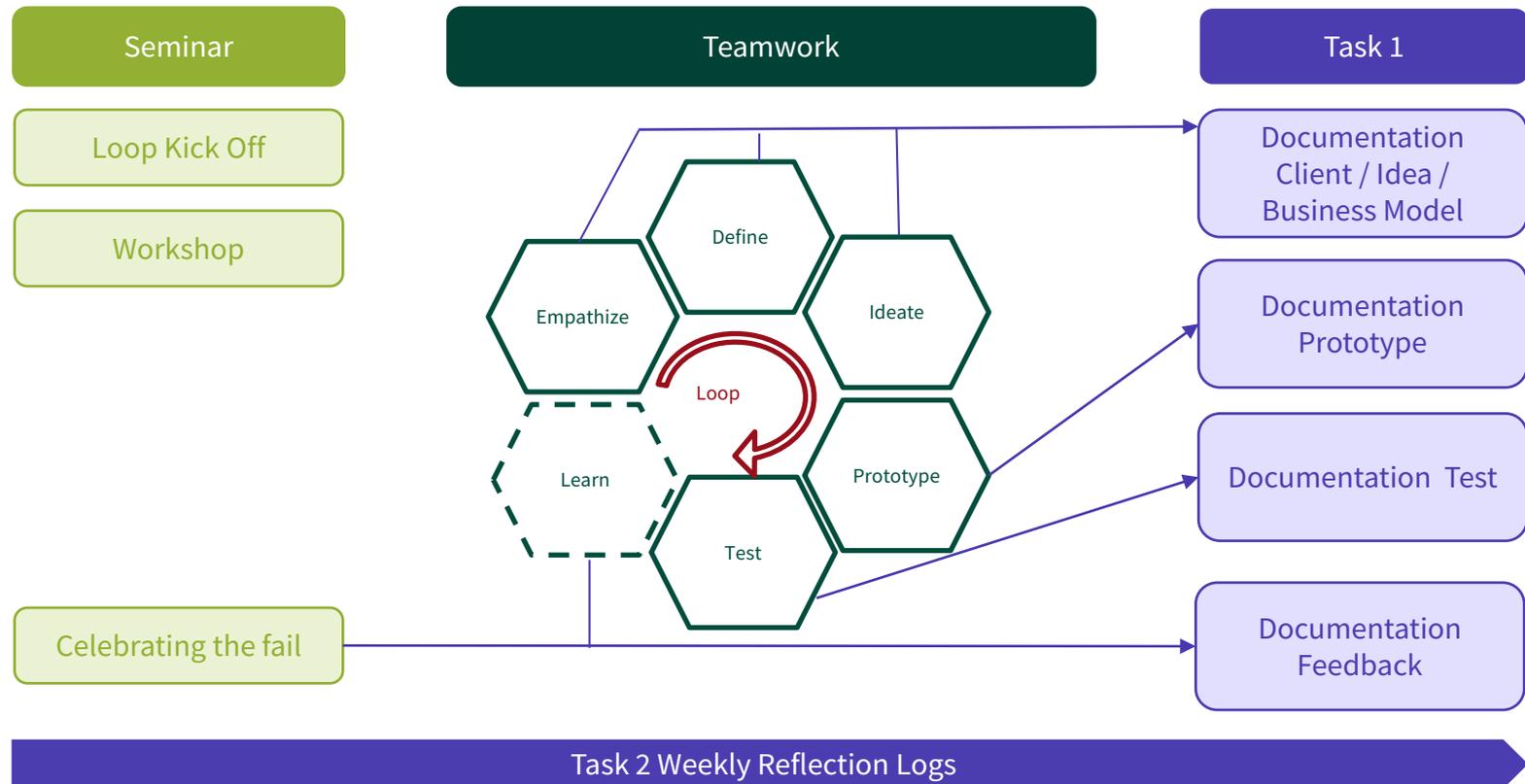
6. Schedule

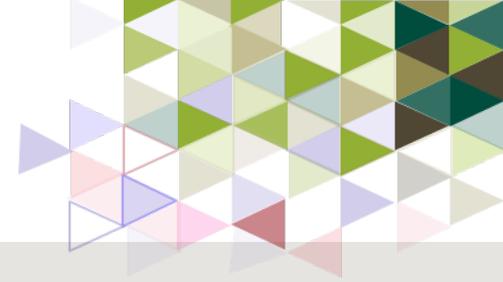




6. Schedule

- What happens exactly during one Loop?



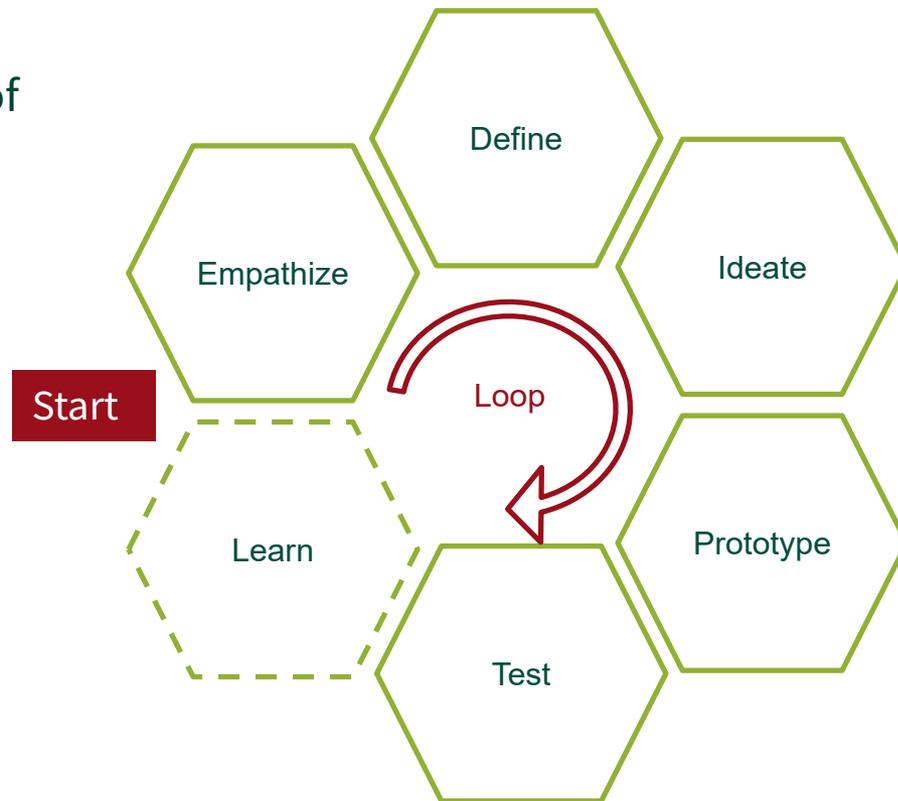


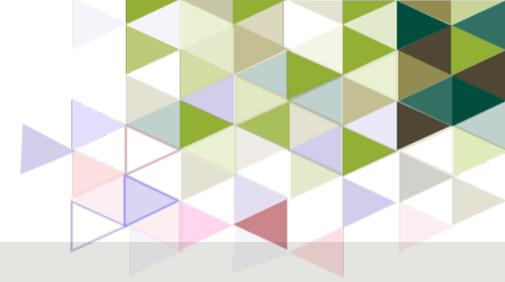
6. Schedule

- What is a Loop?

A Loop is the complete process of Design Thinking with all stages:

- Empathize
- Define
- Ideate
- Prototype
- Test
- Learn





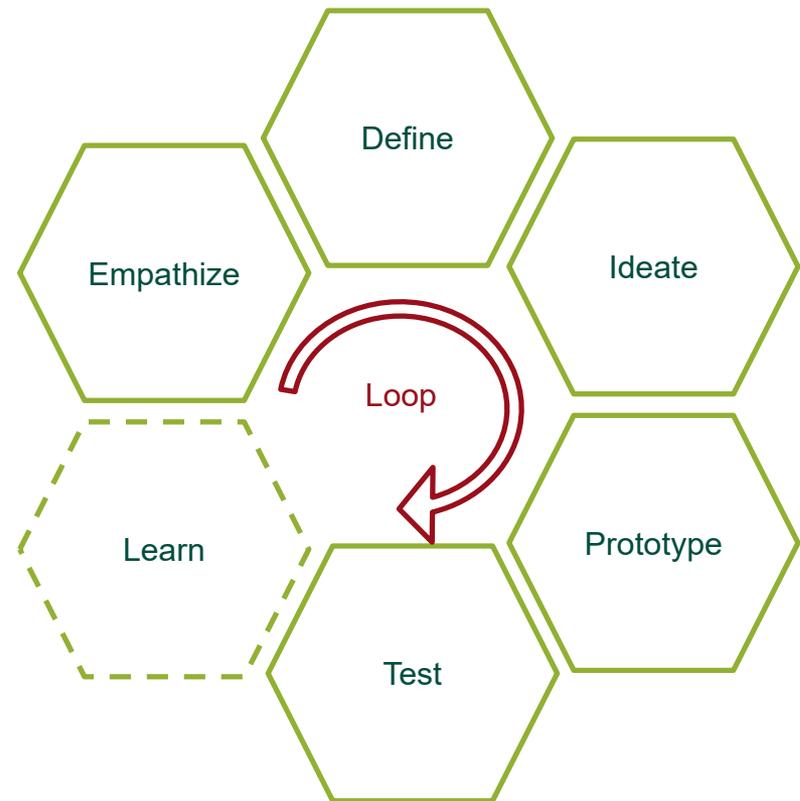
Transfer Theorie zu Praxis: 4 Loops Design Thinking

At the end of each loop:

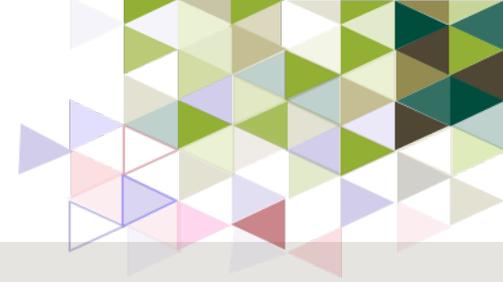
„Celebrating the fail“

5-10 min pitch on the topic: With regard to which assumptions of the loop did the team whoppingly fail?

- ... to the product/service
- ... to customers
- ... to the social impact
- ... to the business model



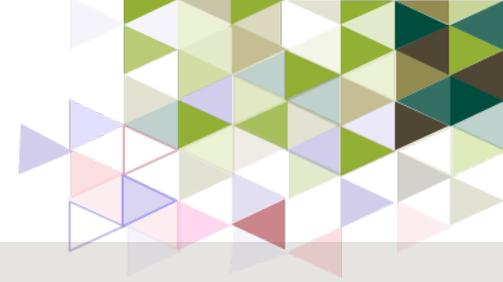
„Design Thinking is Painstorming“



Impuls: Schöner scheitern!

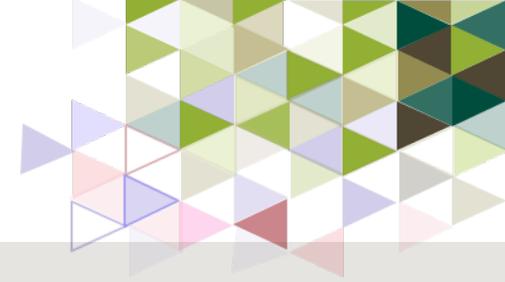


If life gives you lemons, make lemonade



Impuls: Schöner scheitern!

The screenshot shows the homepage of the Fuckup community website. At the top left is the 'Fuckup' logo. The top right navigation bar includes links for 'ATTEND', 'BRING TO YOUR CITY', 'FUCKUP AT WORK', 'WATCH', 'DISCOVER', and 'CONTACT'. The main content area features a large video player with a presentation slide on the left that says 'Fuckup' and 'EGADE Business School Tecnológico de Monterrey'. The video title is 'We Live Life Without Filters' with the subtitle 'By Sharing Stories Of Failure'. A yellow 'Get started' button is positioned below the title. Below the video, a section titled 'MORE THAN:' lists four statistics: 321 Cities, 90 Countries, 15000 Stories about failure, and 1000000 Attendees. At the bottom left, there is a language selector showing 'EN' with a US flag icon.



Most start-ups fail

About **90%** of startups fail.

Failory



10% of startups fail within the first year.

Failory



Across all industries, startup failure rates seem to be **close to the same**.

SBA



Failure is most common for startups during years two through five, with **70%** falling into this category.

Failory



The number one reason why startups fail is due to misreading market demand — this is found in **42%** of cases.

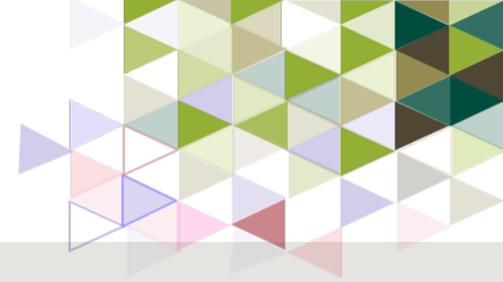
CBInsights



The second largest reason why startups fail (**29%** of cases) is due to running out of funding and personal money.

CBInsights

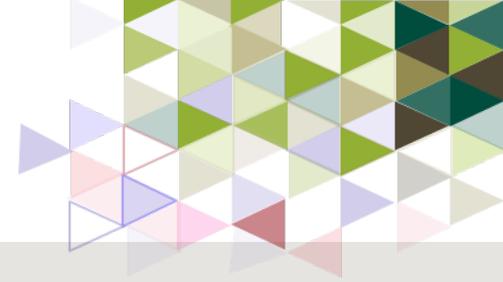




Impuls: Schöner scheitern! (Chua 2021)

The Lean Startup (Ries, 2011).

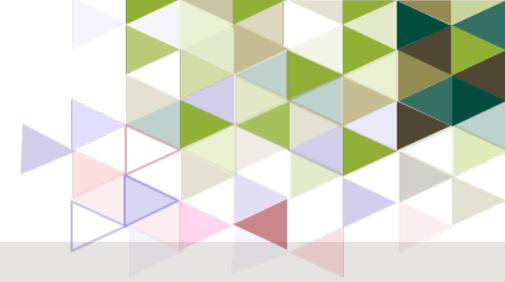
- ,The grim reality is that most start-ups fail. Most new products are not successful. Most new ventures do not live up to their potential.‘
- Failures of one or more of the following factors
 - Idea idea only superficial appealing, not thought through properly
 - Business model not existing
 - Access to funding inability to access relevant networks
 - People/staffing poor relationships between founders & staff, ...
 - Technology just not working
 - Administration. Communication, practical process of design, development & execution



Impuls: Schöner scheitern! (Chua 2021)

The old & new lesson about failure

- Old narrative: „**Failure is bad**“
- Failure as ,the great modern taboo. Popular literature is full of recipes for how to succeed, but largely silent about how to cope with failure. ... (Sennett, 1999: 118)‘
 - Failure framed as taboo, has to be hidden, shameful lack, leading to a culture of blame.
- Change from „don't fail“ to „**fail faster**“ / „**fail better**“
 - Failure is now more viewed as a failing (as yet) to master this level of the game. ... Failure used to be thought of as the end of the game; now, failure is part of the game.



Impuls: Schöner scheitern! (Chua 2021)

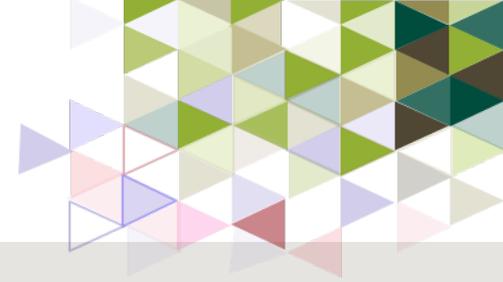
Chua critiques how **failure has been commodified** in today's entrepreneurial culture. Once taboo, failure is now often **celebrated, curated, and marketed** as a stepping stone to success — but only when told in the right narrative: polished, uplifting, and brandable. This “**successful failure**” has become a **symbolic asset** in the startup world and beyond.

Three narratives:

- **Triumphant failure** tells the story of YOU and of the hero's journey; it is a tale of the failure/s you needed to have – it is a narrative of growth, empowerment, resilience, the value of hard work and successful overcoming challenges through acquiring new skills.
- **Cautionary tale failure** is typically about someone else's failure/s as a learning tool, and/or about demonstrating your expertise and industry experience, in facilitating your ability to diagnose and pass on lessons about past failures.
- **Silent failure** refers to those failures whose stories do not really get told, where those who fail vanish or disappear, never to be seen or heard from. These are the stories that remain sidelined, where I am told (for example) about the brash young startup crew, [...] who simply do not show up for work at their office space one day, and no one talks about it.

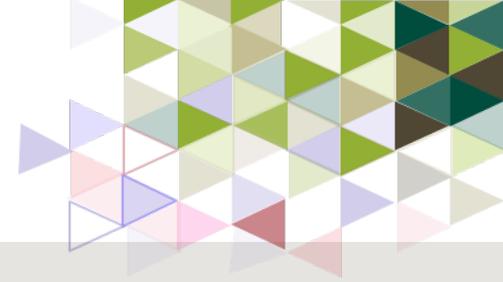
“Are we learning from failure — or performing it?”





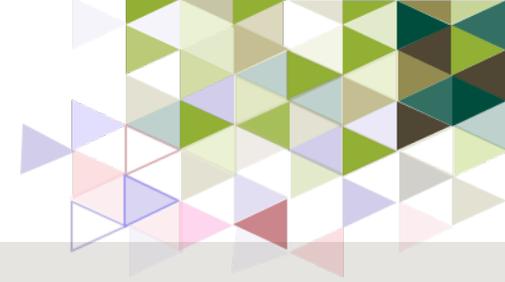
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General rules for feedback

- **Be Kind**
Speak with respect. Feedback should support, not discourage.
- **Be Specific**
Point to something concrete. Say what you noticed and why it stood out. *“I didn’t understand the part with the blue block. What does it represent?”* instead of “It’s confusing.”
- **Be Constructive**
Focus on improvement. Say what works well and what could be clearer or stronger. *“You could try...”* or *“What if you added...”*
- **Speak from You, Not as Truth**
Speak from your perspective. Say “I noticed...” or “I was confused by...” instead of “This is wrong.”
- **Balance Praise and Suggestions**
Mention at least one thing that works before giving suggestions.



Feedback Rounds (each 30 Minutes in two parts)

Each feedback
round has two
parts á 15
minutes

1 Homely → Bamboo Bay
L&M → Break
15' Daniel → Gruppe2

2 Homely → L&M
FIXED → Break
Daniel → Bamboo Bay

3 L&M → Gruppe2
Bamboo Bay → Break
Daniel → Homely

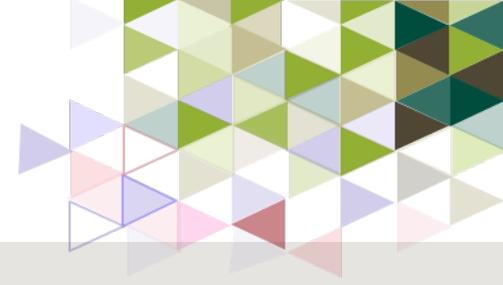
4 Bamboo Bay → Gruppe2
Homely → Break
Daniel → L&M

1 Bamboo Bay → Homely
15' Gruppe2 → L&M

2 L&M → Homely
Gruppe2 → Bamboo Bay

3 Homely → Gruppe2
Bamboo Bay → L&M

4 Gruppe2 → Homely
L&M → Bamboo Bay



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