Workshop
Business Strategy for CoLi
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Learning curve

General :

https://en.wikipedia.org/wiki/Learning_curve

Psychology:

http://www.intropsych.com/ch07_cognition/learning_curve.html

Plot :

Plotting real experience

NASA

http://fas.org/news/reference/calc/learn.htm

Research / Software Industry

[Pareto Principle](#)

Research / Software Industry

Pareto Principle

Research = 80% of the conceptual work

Industry = 20% of the conceptual work

What does Software Industry?

It makes it working

➔ industry needs 80% of the total energy to run it

Why so?

See the learning curve

Why so?

See the learning curve

Research gave an idea …

 …   with no experience on need

Why so?

See the learning curve

Business is a complex Multi-Dimensional space that has to:

- master the technology

- handle usability

- process the change function

- find and position a solution

- scale the solution

- market and sell it

Why so?

See the learning curve

Business is a complex Multi-Dimensional space that has to:

- master the technology

- handle usability

- process the change function

unknown

- find and position a solution

- scale the solution

- market and sell it

Example from

the business world

Business basic references

Michael Porter:

generic_strategies

Books

Pip Coburn

The Change Function

Steve Blank

The Startup Manual

https://steveblank.com/

What is
a nice to have
Vs
a need technology?

Needs   Vs   Nice

Core Business

There is no other solution

I can produce something new

I can produce more with less costs

That's it!

I can save time

I can improve my processes

Supportive

All the rest you can think about

Some nice to have can become needed technologies:

e.g. mobile phones

What are the conditions of success for nice to have technologies?

User, usability and … usage of tools

User

Tools / Computer

Constraints

- Task to be solved
- Keeps focus
- Controls Quality of task solving
- Know-how

Constraints

- Efficiency, quality of software
- CPU Speed
- Input / Interfaces
- Memory space

Resources

- Muscles
- IQ / Brain
- Knowledge

Resources

- CPU power
- Software
- Memory

Usability of a nice to have: Making a Sauce Maltaise

Sauce Maltaise

Constraints

- Temperature
- Beat speed
- Emulsion speed
- Fine tuning at the end

Type of resources

- User & experience (learning curve)
- Tools

User Resources

- Muscles
- IQ / Brain
- Knowledge

Making the Sauce Maltaise

Tools number 1:
- Hand shaker
- Bowl

User takes care of
- Temperature
- Beat speed
- Emulsion speed

User load
- Muscles 80%
- IQ / Brain 20%

Tools Load: 0%

Frequency of usage
- Consumer: 1 a year
- Cook: 1 a week

Tools number 2
- Kitchen Machine

User takes care of
- Temperature
- Emulsion speed

User load
- Muscles 20%
- IQ / Brain 20%

Tools Load: 60%

Frequency of usage
- Consumer: 1 a quarter
- Cook: every day

Tools number 3
- Kitchen Machine
- Temperature regulator

User takes care of
- Emulsion speed
- Proportions
- Quality

User load
- Muscles 0%
- IQ / Brain 30%

Tools Load: 90%

Frequency of usage
- Consumer: 1 a month
- Cook: instantly

What is the market size?

Consumer
- Problem
  - Complexity

- Solution
  - Expensive
  - Still requires IQ

- No market

Cook
- Problem
  - Time
  - Concentration

- Solution
  - Creativity possible

- Niche market

The sauce Maltaise: Findings I

The solution for the consumer market:

An instant sauce

Even if quality and taste are far below the real sauce

The solution is   **a no-brainer**

Nice to Haves markets:
The no-brainer threshold

Success in nice to have markets

is based on

the ability to do things blindfold

- no muscle usage

- no brain usage

- no memory need

Speech Recognition a no-brainer?

- Not really

  - If I am surprised of the result

  - If I cannot be spontaneous in my expression

  - If it does not act like a human

    - Making as if …

Where / How

- no human simulation ➔ No Dialogues

- Very simple error corrections mechanism

  - Alternative lists

- Examples

  - SMS

Thank you

Dr. Christian Dugast