

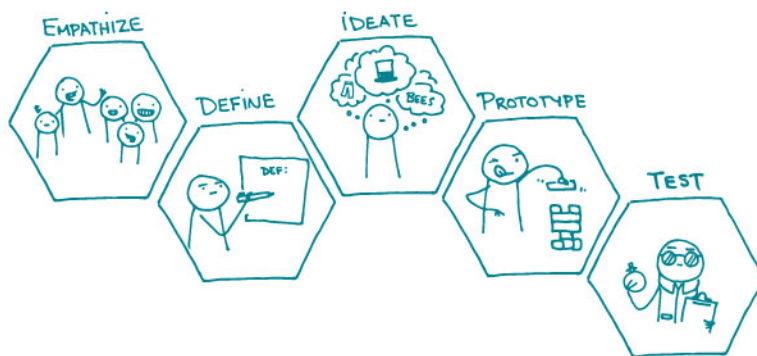
Description – Business Plan Development

About Us

Ideafarms is a Design-in-Tech Consulting & Advisory that first brought the value of Industrial Design approaches to software, keeping the user's experience at the centre of all its thinking. Smartphone-powered solutions are a key strength that the company invested in and developed as early as 2010. The company's ethos combines empathy with strong technology competencies to highlight the value of interdisciplinary work.

Our newest venture is in the Design Thinking space!

Design Thinking Is



What? An iterative, problem-solving methodology that demands a questioning mind (not an answering one).

Why? Things around us are broken – businesses, education systems, governments. We are solving problems that don't exist or are no longer relevant and wondering why nothing is changing. Design Thinking reconnects us back to the user and forces us to define and redefine the problems.

How? Move away from the baggage of your expertise. Go out to your user and ask the questions 'what' and 'why'. Bounce around ideas (don't judge them just yet). Prototype with simple materials – actually create something tangible. Test it – gather feedback and repeat. The beauty of the methodology – it isn't linear, combining steps or changing the order is essential sometimes.

Where We Plan To Take This

We believe the principles of design thinking can change the way the world works. This methodology is already being widely adopted by Corporates (IBM & Infosys have each trained 100,000 employees on this) and is being considered actively by Educational Institutions, Social Organisations and Government Agencies - which could result in the creation of the most efficient and sustainable solutions. Imagine students and teachers being involved in the process of designing syllabi/curriculums! Or what if public policies were tested and refined after taking feedback from the beneficiaries before they were implemented?

Do these possibilities excite you? If yes, then continue reading!

Why We Are Telling You This

We are building a brand new Design Thinking team to accelerate the new business venture. For starters, we want someone to help us build the business plan that becomes the core for execution.

If you fit the below (whether in part or in whole) we'd love to have you on board!

1. You dream about being an entrepreneur and have some business / work experience.
2. You will kick start yourself and us in turn. This is not just a statement to look “cool” but is the honest truth - we are looking for someone who can get things done: by trying out your wild ideas, through the power of rational planning and the strength of perseverance.
3. You're eager to Ideate-Experiment-Fail-Learn x (jab tak hai jaan/jab tak required – whichever comes first)
4. You think that 4 months (at least) is far better spent doing all the above than doing anything else!
5. You can communicate your ideas effectively in several popular formats.

Note: Your educational qualifications DO NOT MATTER! Whether you're (a) fresh out of school (b) studying in college (c) taking a gap year before or after (d) just generally bored of what life has to offer you for the next few months or (e) other - “All Is Well” for us.

Lalchaane waale takeaways:

1. A certificate/LoR/whatever helps you show off
2. All the chai/coffee/nimbu paani you can consume. But 3 cups max.
3. Project-based payment.

Asli wale takeaways - all or most of the following:

1. Knowledge and experience in the rapidly growing and exciting field of “Design Thinking”
2. Putting creativity to work - an experience where NO idea is a bad one till it has been tried out. We have a zero judgement policy!
3. A space for Collaboration - bonding with likeminded peers in a small sized, fun organisation.
4. Leadership Development – you feel like the CEO and the intern, all at once, all the time.
5. An ability to visualize and communicate your ideas. The value - Unlock your creative potential.
6. Developing a business plan and executing it, which is the core of a Start Up. Be ready with this core skill when you want to launch off on your own. Do remember to invite us as well!

Think it over and when you are ready to be a superhero, apply [here](#)

If you want to know more about design thinking, here are a few links we think will be useful to you:

[A Two Minute overview on Design Thinking](#)

[What is Design Thinking?](#)

[Design Thinking Isn't a Miracle Cure, but Here's How It Helps](#)

[Eight lessons I learnt as a d.school student](#)