From Ideas to Action

A Hands-On Innovation Workshop

Join FigJam: https://tinyurl.com/KCDCIdeasAction

Bill Udell, Chief Operating Officer & Innovation Consultant
Brian Zimmer, Chief Product Officer

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Other Awesome Organizations











Introductions

About Don't Panic Labs

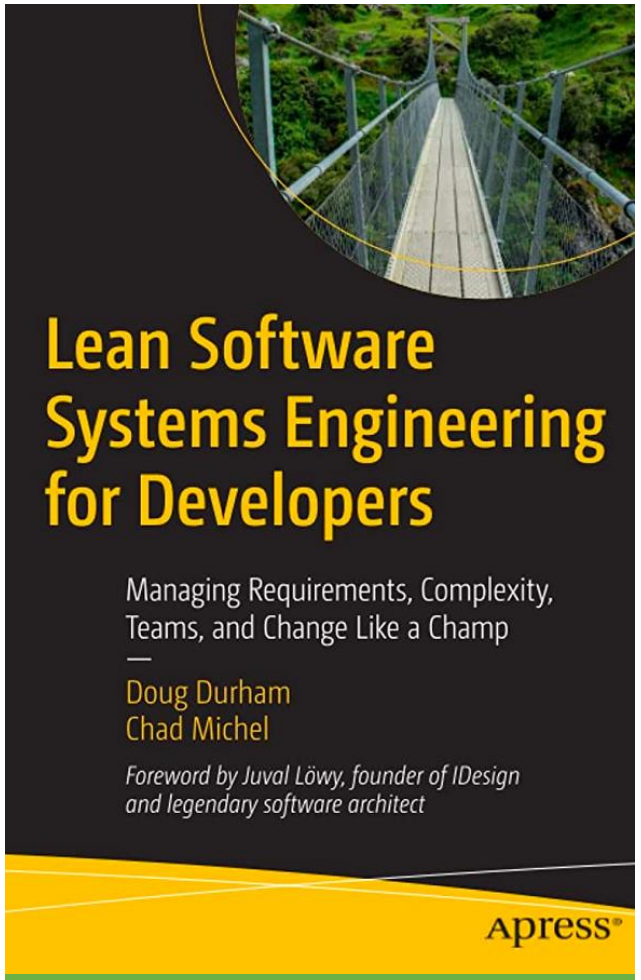
Our passion is to bring every innovator's vision to life in a way that they experience sustainable business agility.



Early-Stage Expertise



Educational Partner



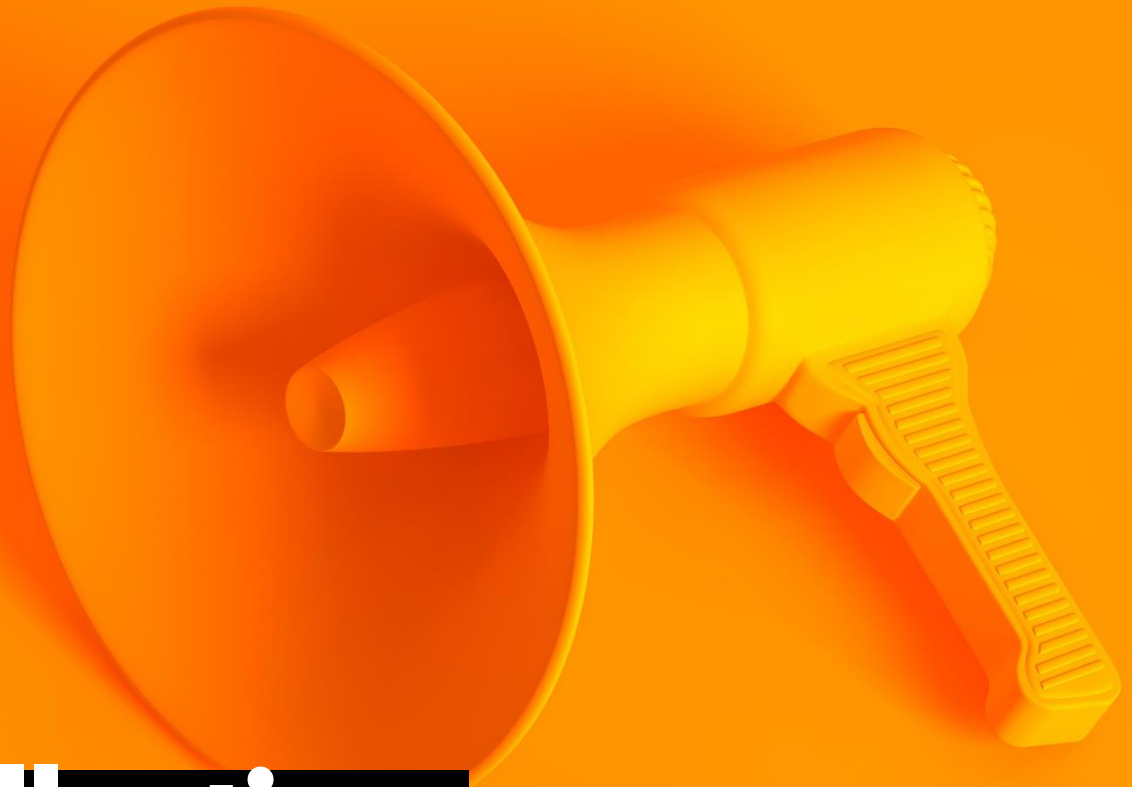
Lean Software Engineering

Today's Goals


Give You Hands-On Experience
Evolving Your Idea

Introduce a set of tools to help you ideate and identify sources of risk and uncertainty





Leverage the Collective Intelligence in this Room

Today's Roadmap

- Introduction
  - FigJam Primer
- Pitch Your Initial Concept
  - Product Vision Statement
- (9:15-9:30) Break
- Generate Ideas with Divergent Thinking
  - Mash Up
- Converge with Critical Thought
  - Identify Key Questions (Feasibility / Desirability / Viability)
- (10:15-10:45) Break
- Move to Action
  - Prioritize Key Questions
  - Develop Experiments
  - Sharing with Collective Intelligence

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FigJam Primer

Setting Up FigJam

- Log Into FigJam Workspace
- Claim your Swimlane

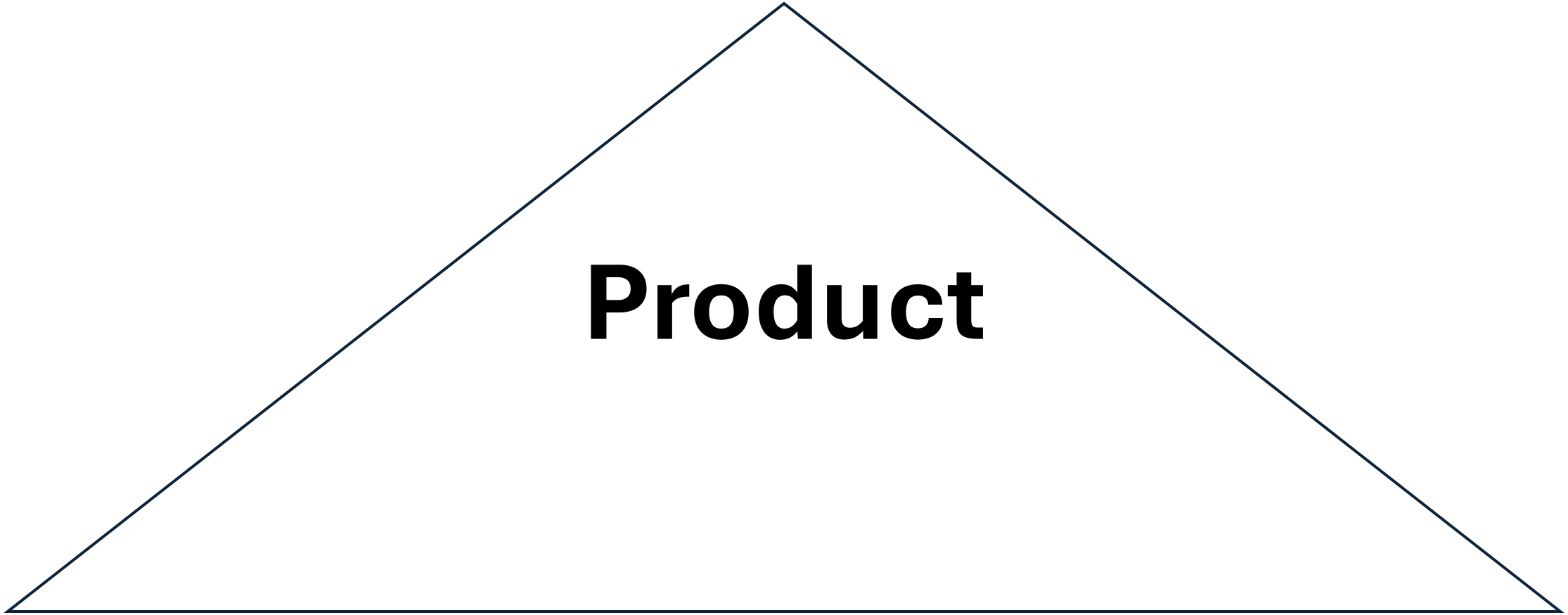
Today's Case Study: EliteForm

- Strength & Conditioning Performance Management Platform
- Leverages Computer Vision
- R&D Effort
- Developed with Huskers
- First Customer & Validation Kansas Men's Basketball
- Launched December 2011
- International Adoption



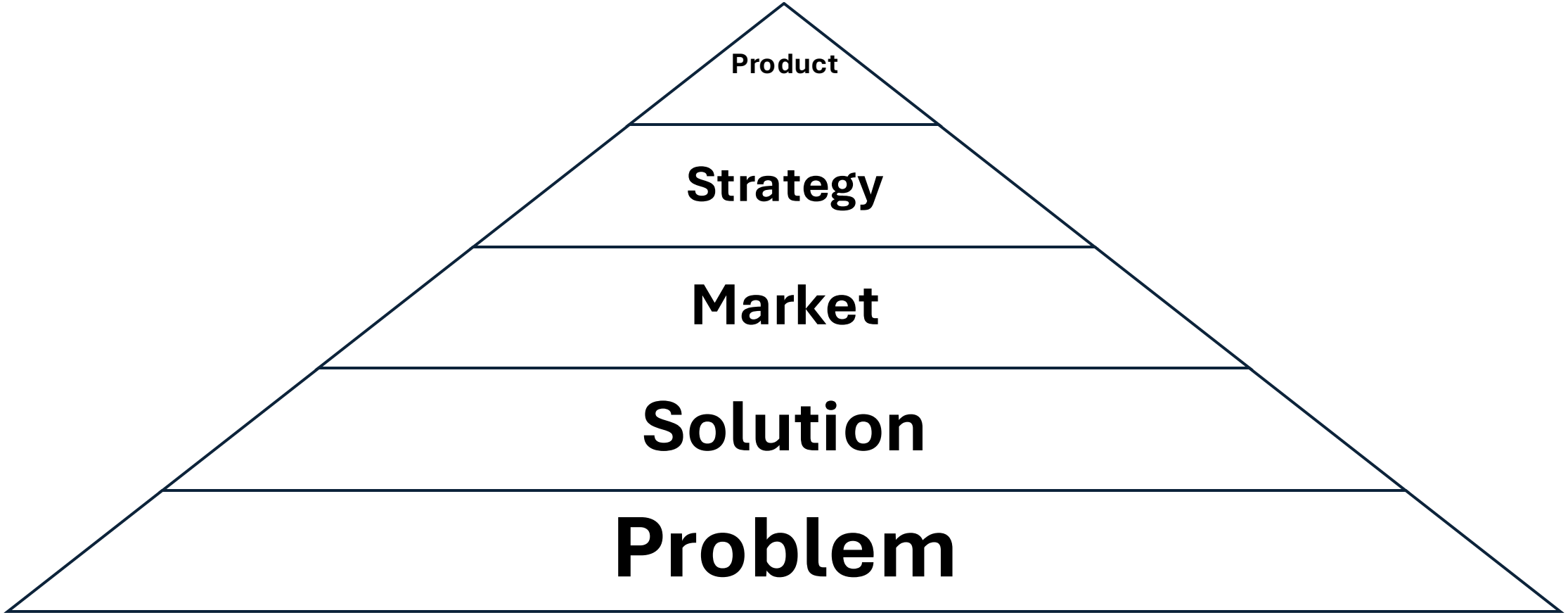
Pitch Your Initial Concept

Where Most Innovators Live



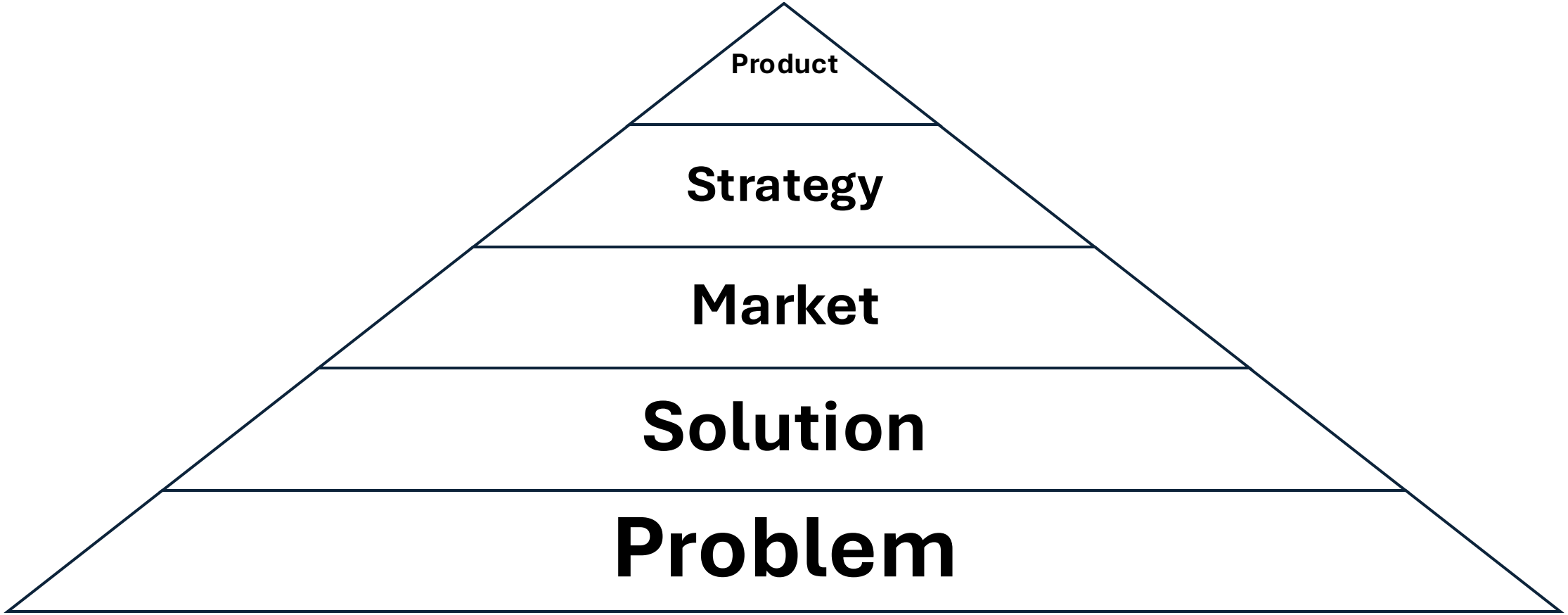
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Where Risk Lives



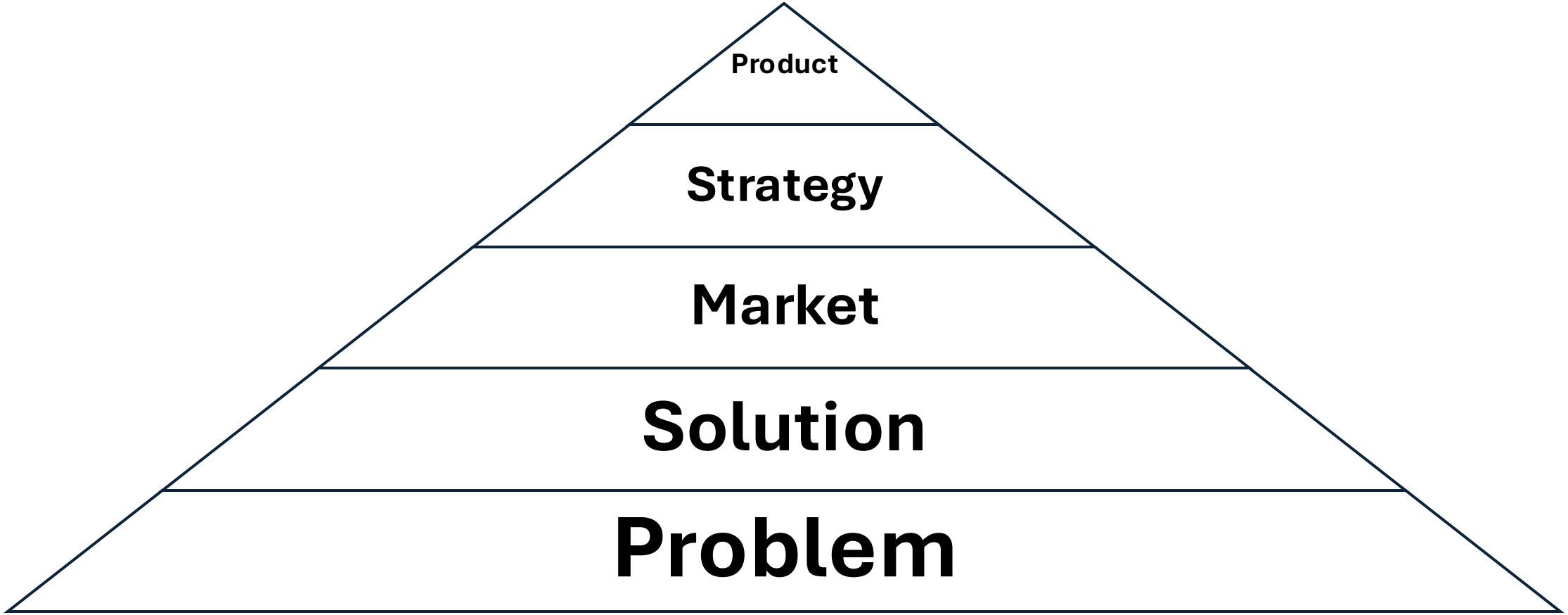
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Where Opportunity Lives



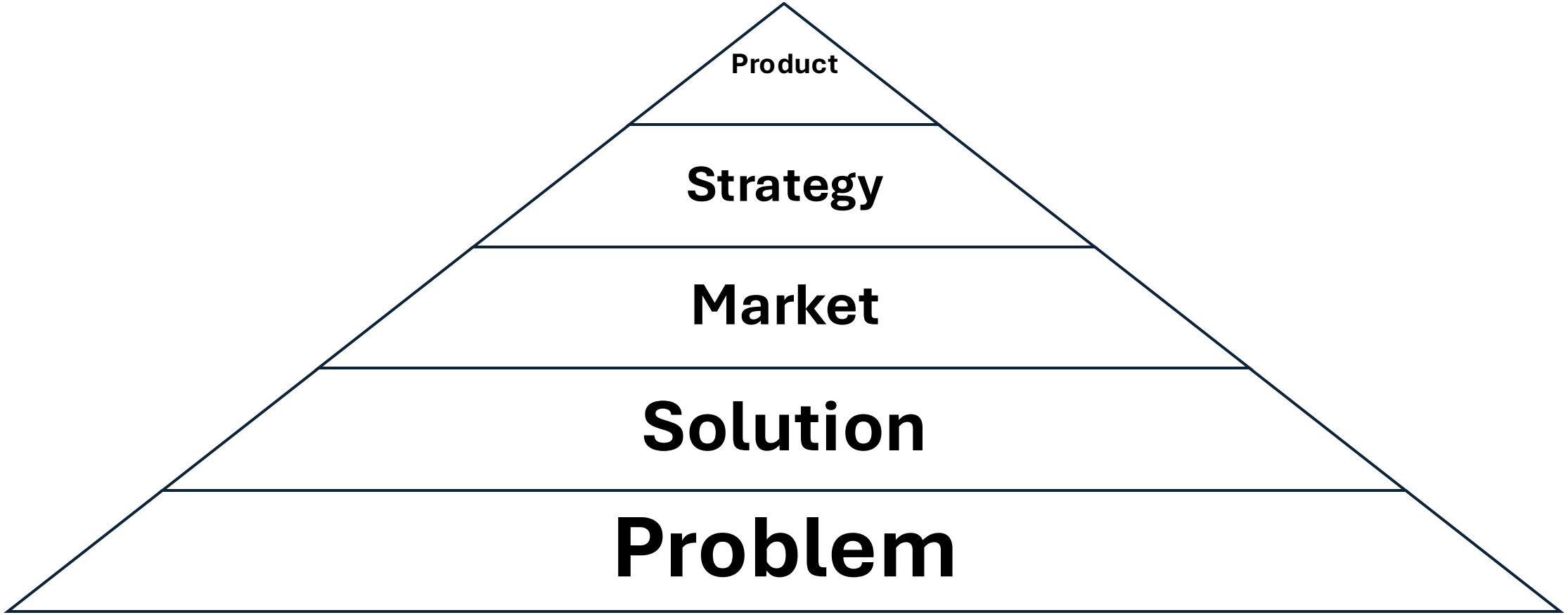
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Where Differentiation Lives



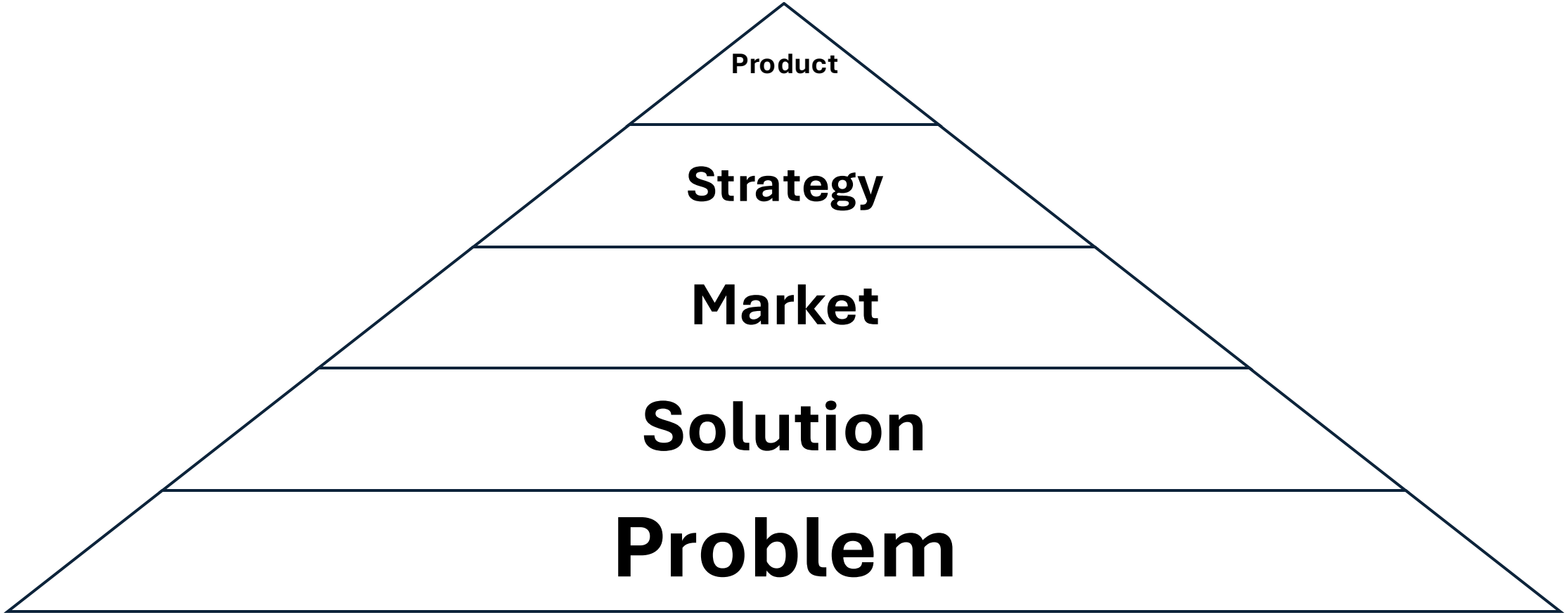
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Where Wealth Lives



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Where Immortality Lives



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Product Vision Statement

For _(target customer)_
Who _(statement of the need or opportunity)_

The _(product name)_ is a _(product category)_
That _(key benefit, compelling reason to buy)_

Unlike _(primary competitive alternative)_
Our product _(statement of primary differentiation)_

- Format by: Geoffrey Moore

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Example Product Vision Statements

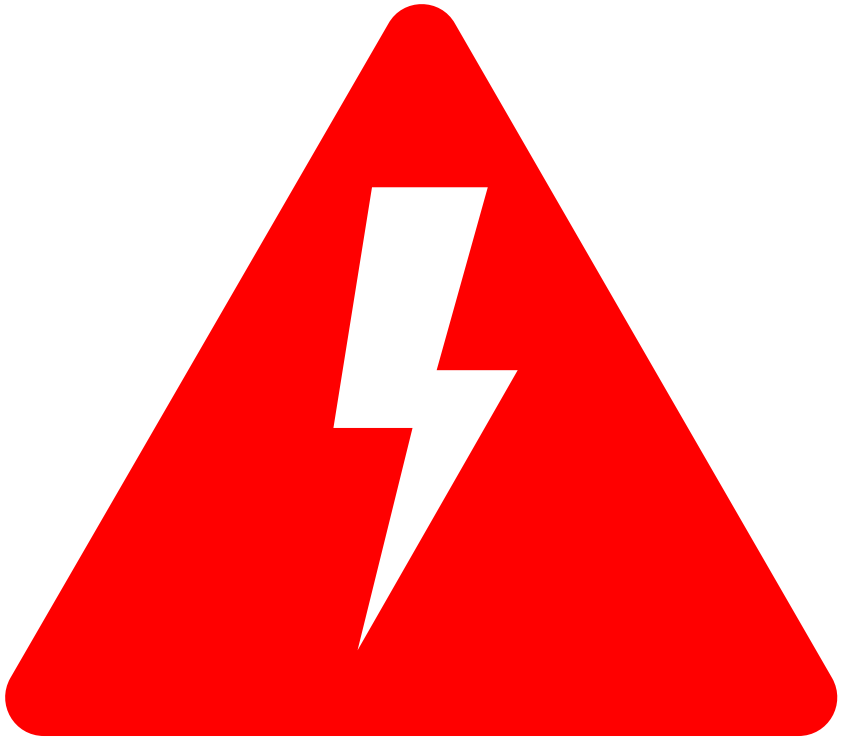
- For strength coaches who are seeking improved athlete development outcomes, EliteForm is a holistic strength and conditioning management system.
- Unlike counting reps or using tracking gadgets that slow you down, EliteForm seamlessly captures every rep and uses that information to adapt workouts in real time to prevent injuries and improve performance.

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Craft Your Product Vision Statement

- FigJam Activity (10min)
- Starting Points
  - Your Future Startup / Current Product / New Module Feature
  - Meal Delivery Service
  - Uber for Tractors
  - Email & Calendar Service
- Format
  - For (target customer)
  - Who (statement of the need or opportunity)
  - The (product name) is a (product category)
  - That (key benefit, compelling reason to buy)
  - Unlike (primary competitive alternative)
  - Our product (statement of primary differentiation)

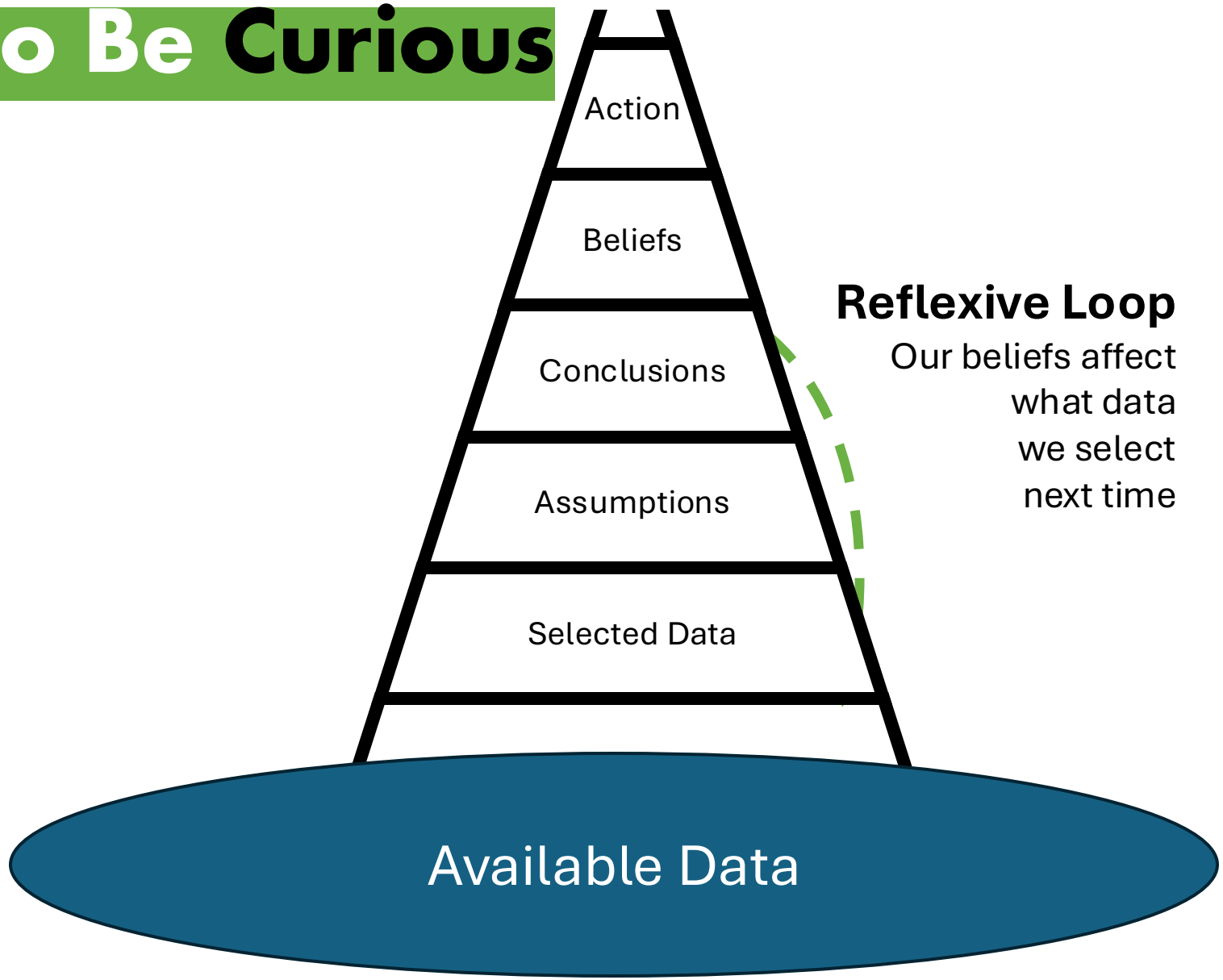
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DANGER

You will be shamed for including features of your app or saying things like “more user friendly”

How To Be Curious



Reflexive Loop

Our beliefs affect what data we select next time

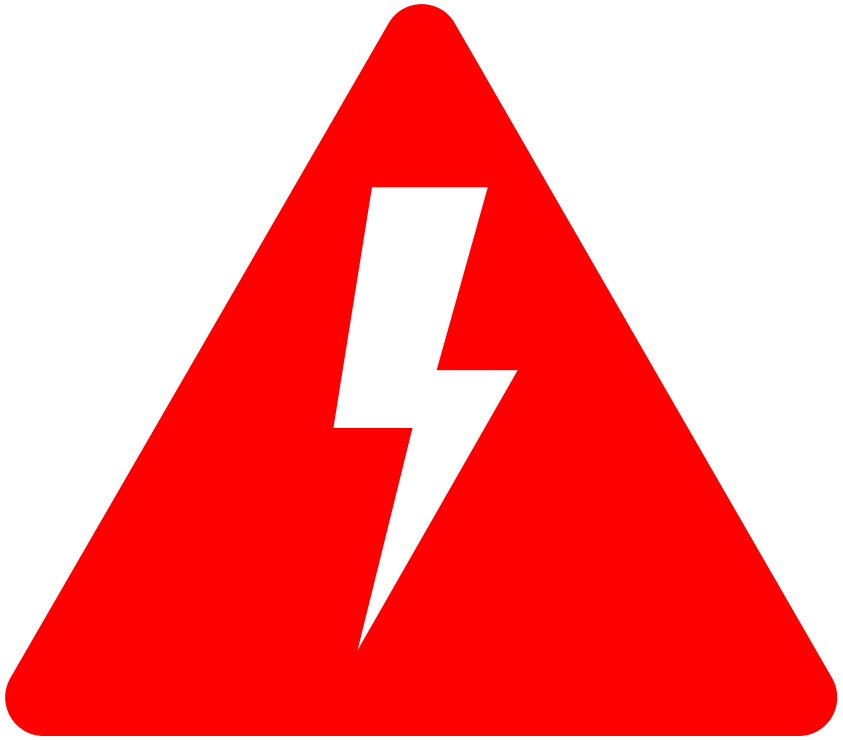
Other people have different selected data and beliefs. Creating opportunities to consider these different perspectives is key to understanding our innovation.

Engaging honestly and respectfully to share our perspectives is the social contract.

Idea Rodeo Your Initial Concept

- Activity (5min)
  - Find 5 other people and pitch them your product vision statement
    - When being pitched to ask probing questions to clarify or challenge.
      - Try to avoid implementation details.
    - As the person giving the pitch, do not respond immediately to questions or challenges. Give yourself 8 seconds. Be very honest with yourself, then answer.
      - Write down the question or challenge with the opening of “How might we know <restated question or challenge>”.
  - Once done, revise your statement from all the feedback

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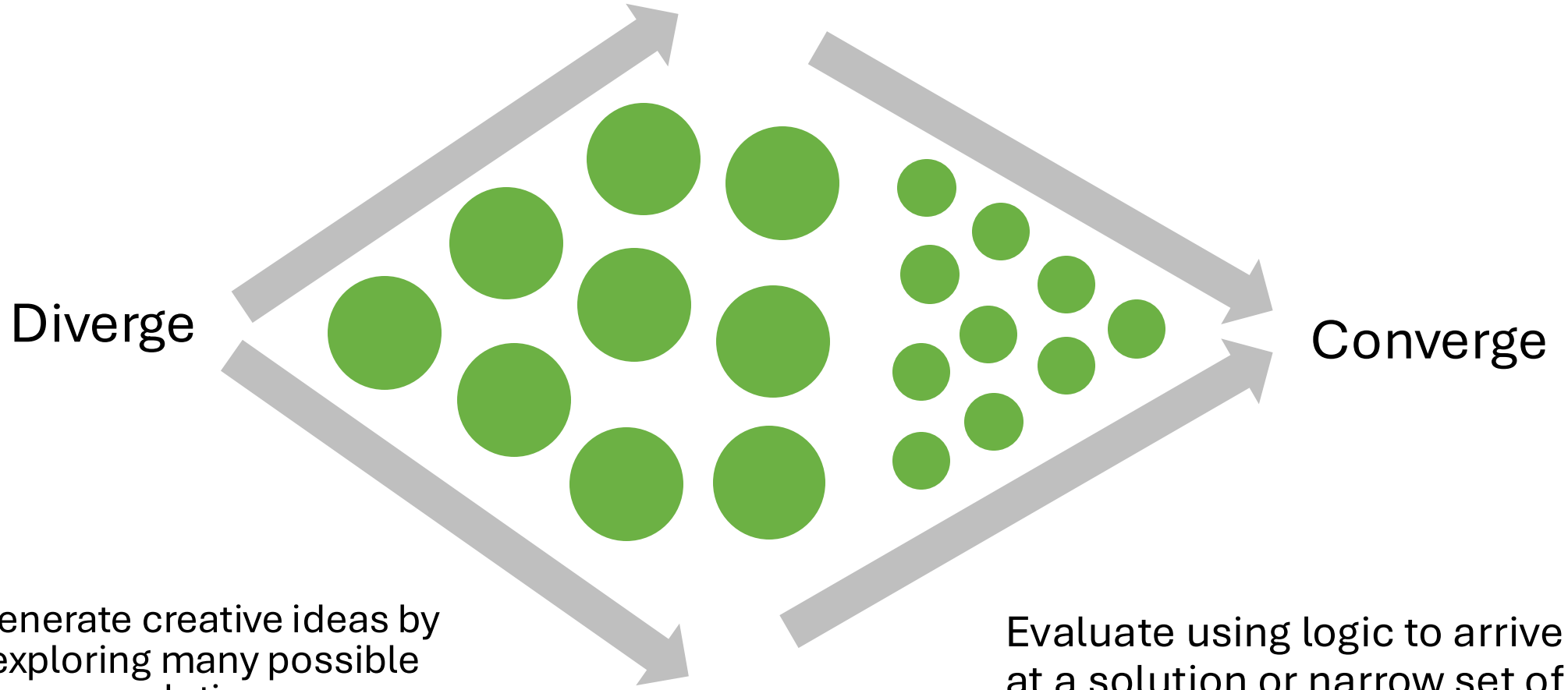
DANGER

Though it is fun to ideate on product ideas, our goal is to AVOID TALKING ABOUT THE PRODUCT. Instead focus on the PROBLEM and SOLUTION.

Product conversation will be shamed.

Generative Thinking

Divergent vs. Convergent Thinking



Divergent Activity

Mash Up

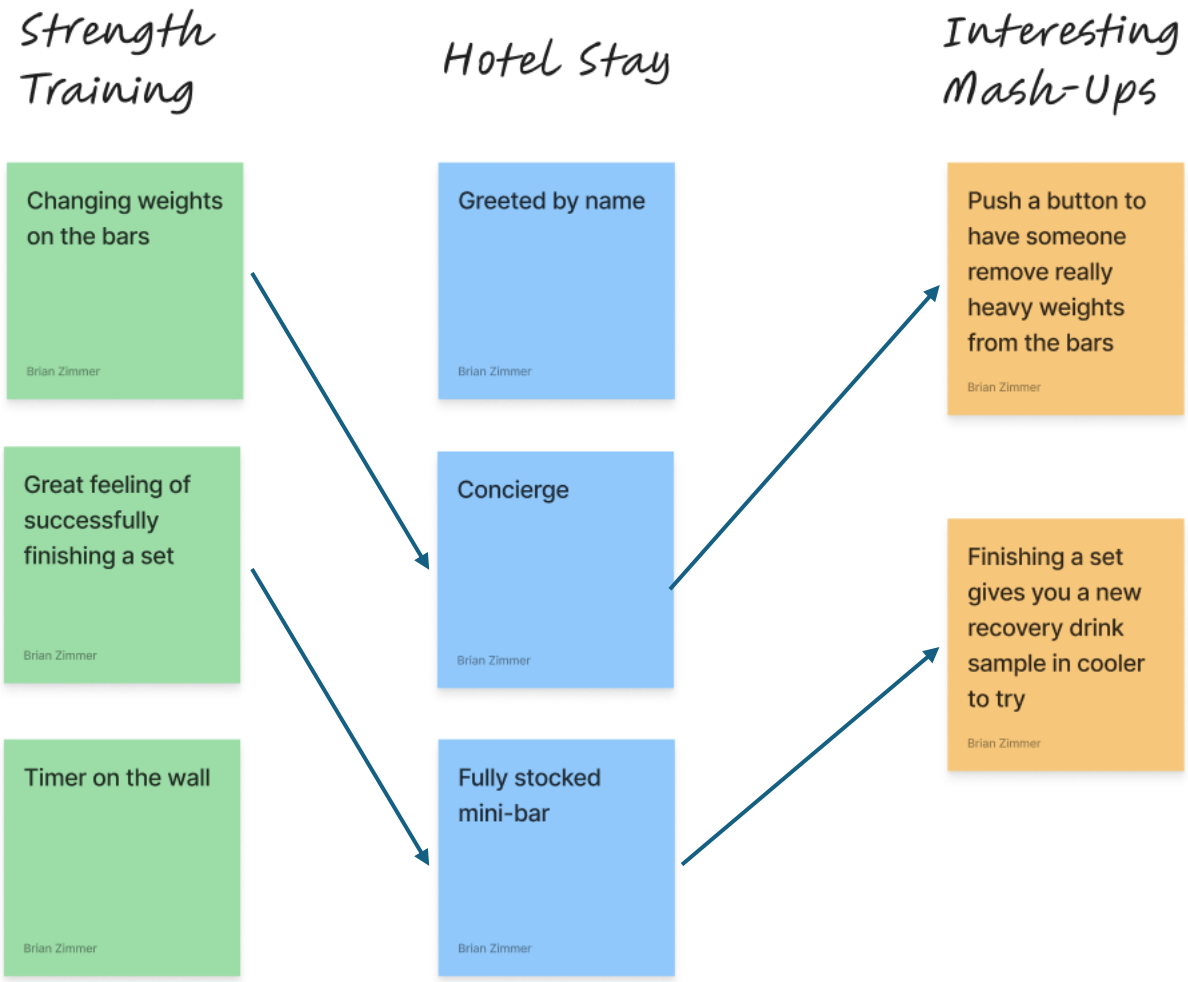
- Pick two broad categories of things.
  - *1st Category – Related to your idea/product or challenge*
  - *2nd Category - Something desirable/novel that's relatable to all involved*

- *List elements of both categories*

- *Combine together to see what ideas are generated*

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Mash Up Example



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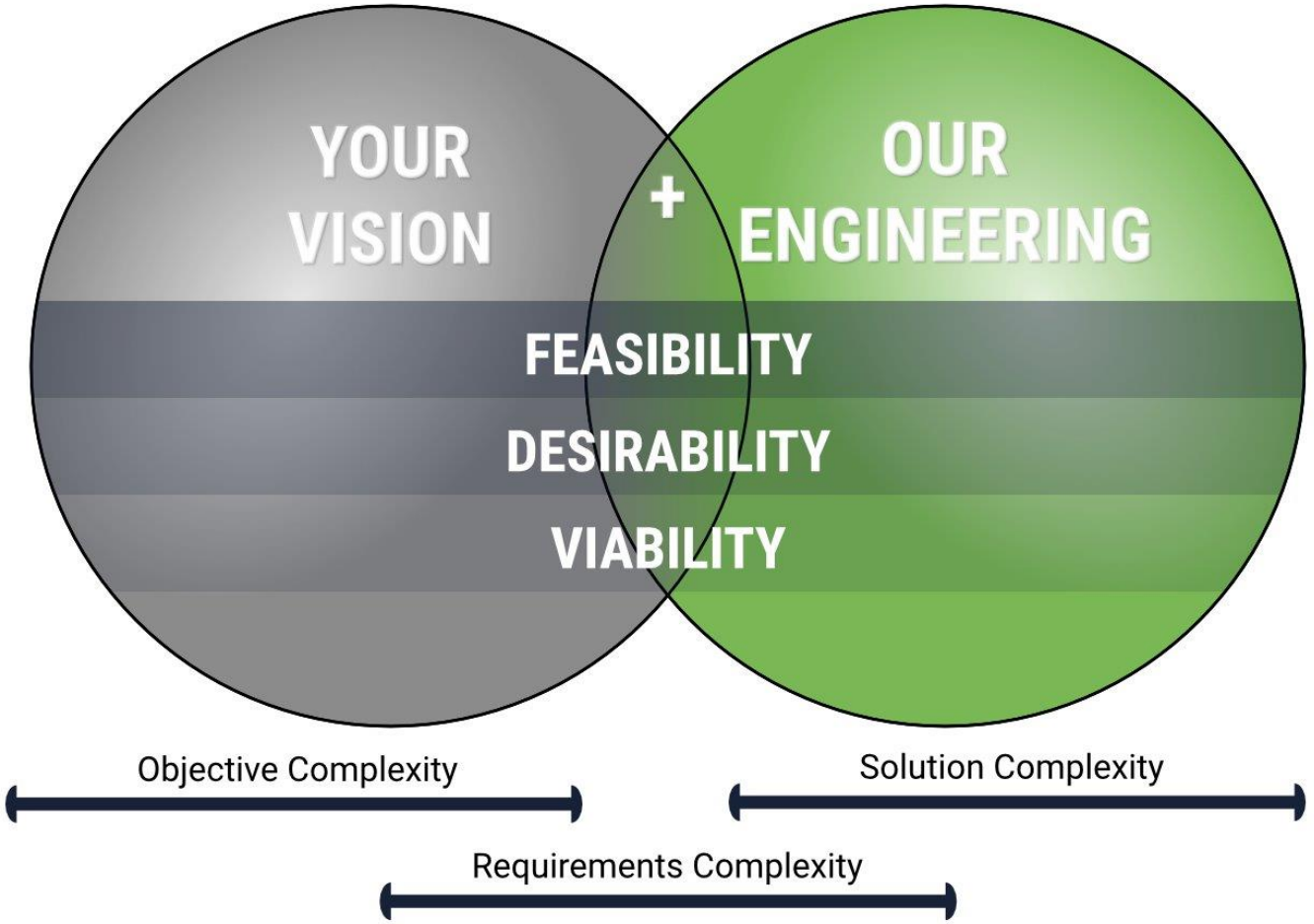
Mash Up Activity

- FigJam Activity
  - Pick and product/service and a desirable category
  - 5 minutes for generating elements for your product/services
  - 5 minutes for generating elements for your chosen desirable category
  - 5 minutes for mashing together

- Some Potential Desirable Categories
  - Disney Trip
  - Hotel Stay
  - VIP Concert Backstage Experience
  - [Your Favorite Holiday]

Convergent Exercise

Sustainable Innovations



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Identifying Key Questions

- Learnings by answering may materially change:
  - Our understanding of the customer problem
  - Our vision of the proposed solution
  - Figure out if it's possible to accomplish something
  - Determine the degree of difficulty

- Phrase them as: How might we…?
  - Questions are very non-threatening
  - Invite ideation on solution and process to test a hypothesis
  - Invite participation and alignment

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Key Questions Activity

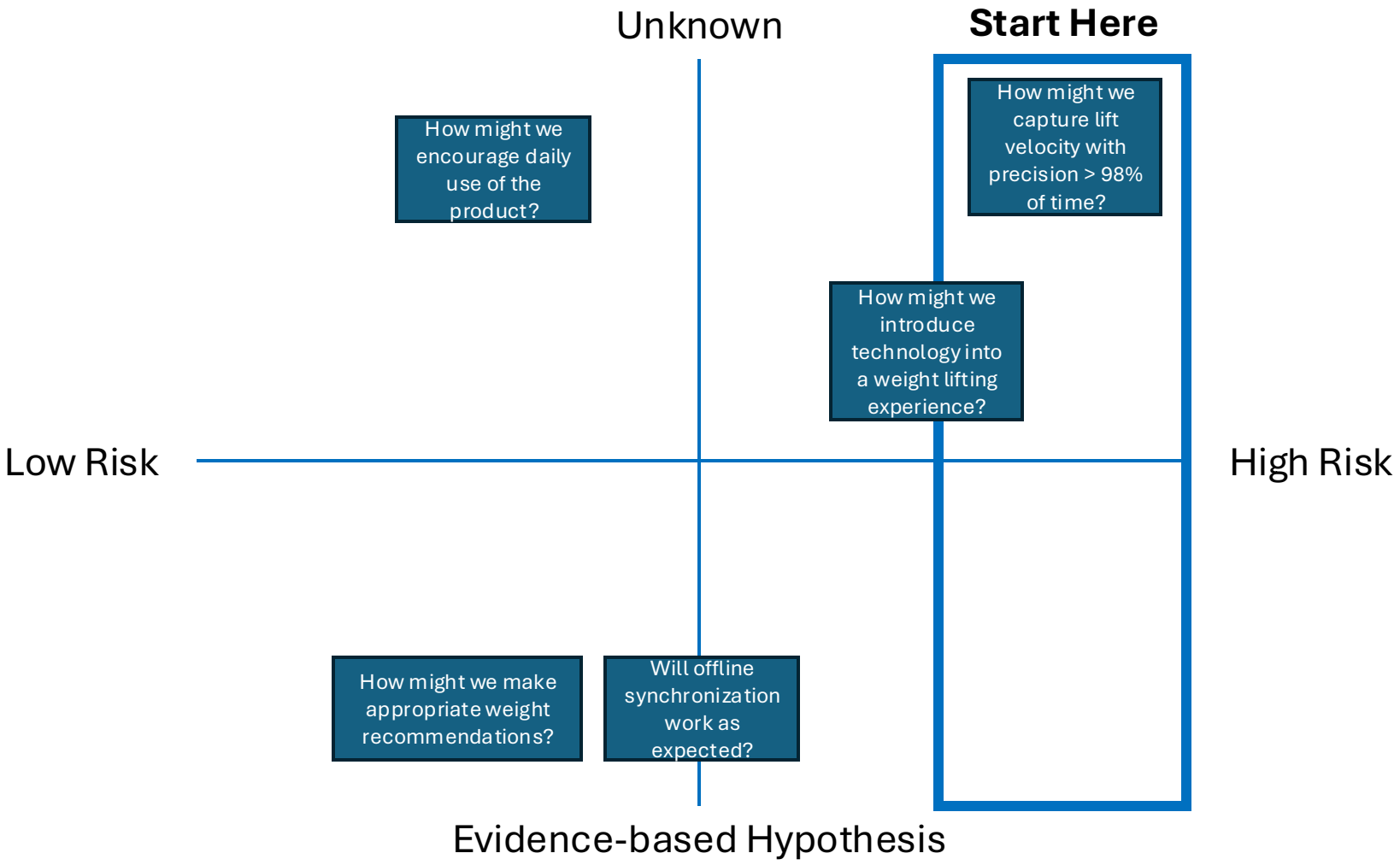
- FigJam Activity (10min)
  - Identify Areas of Risk & Uncertainty within the 3 domains

- **Feasibility** = Can we build it? Is it legal/ethical? Is it practical?
- **Desirability** = Do customer want it? Does it actually create value?
- **Viability** = Is there a balance between fundraising, costs, and revenue?

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Move to Action with Critical Thought

Prioritization of Key Questions



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Key Questions Prioritization

- FigJam Activity (10min)
  - Copy Your Questions into the Grid to Identify Your Key Questions

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Developing Testable Hypotheses

- Question
  - How might we detect the bar so that we might track it?
- Hypothesis
  - We can isolate and track the hands of an athlete on the bar through a CV algorithm.
- Experiment to Run
  - Evidence if True
    - We are able to detect the hands on > 90% of frames
  - Evidence if False
    - We experience groups of frames without hands being detected

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Test Development Activity

- FigJam Activity (10min)
  - Copy Your Questions into the Grid to Identify Your Key Questions

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Collective Action

Engage the Room

- Share With the Room
  - How Your Idea Has Evolved Today
  - Some of Your Key Questions
  - Any Specific Needs You Have / Asks for Assistance
- Desired Outcomes
  - Collective intelligence in the room identifies actions you can take and makes connections
  - Improved interactions throughout the rest of KCDC 2025 from the knowledge of what you need.

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Continue The Conversation

Contact me for my slides

Feedback is a gift

Blog: https://dontpaniclabs.com/bzimmer

Email: bzimmer@dontpaniclabs.com
Email: budell@dontpaniclabs.com

