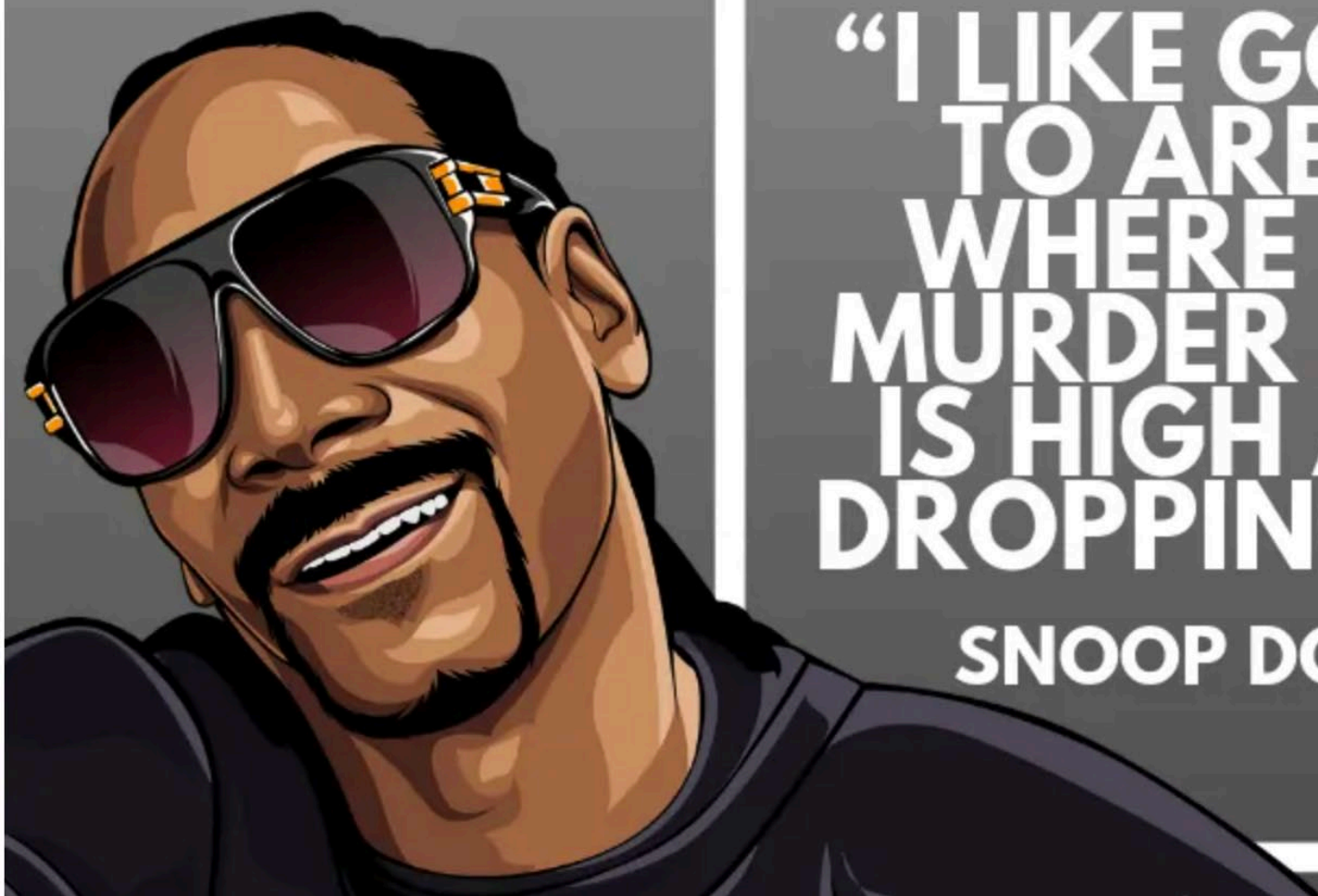


THINKING INSIDE THE BOX

IGNITE 2023

JONATHAN LEVAV



**“I LIKE GOING
TO AREAS
WHERE THE
MURDER RATE
IS HIGH AND
DROPPING IT.”**

SNOOP DOGG

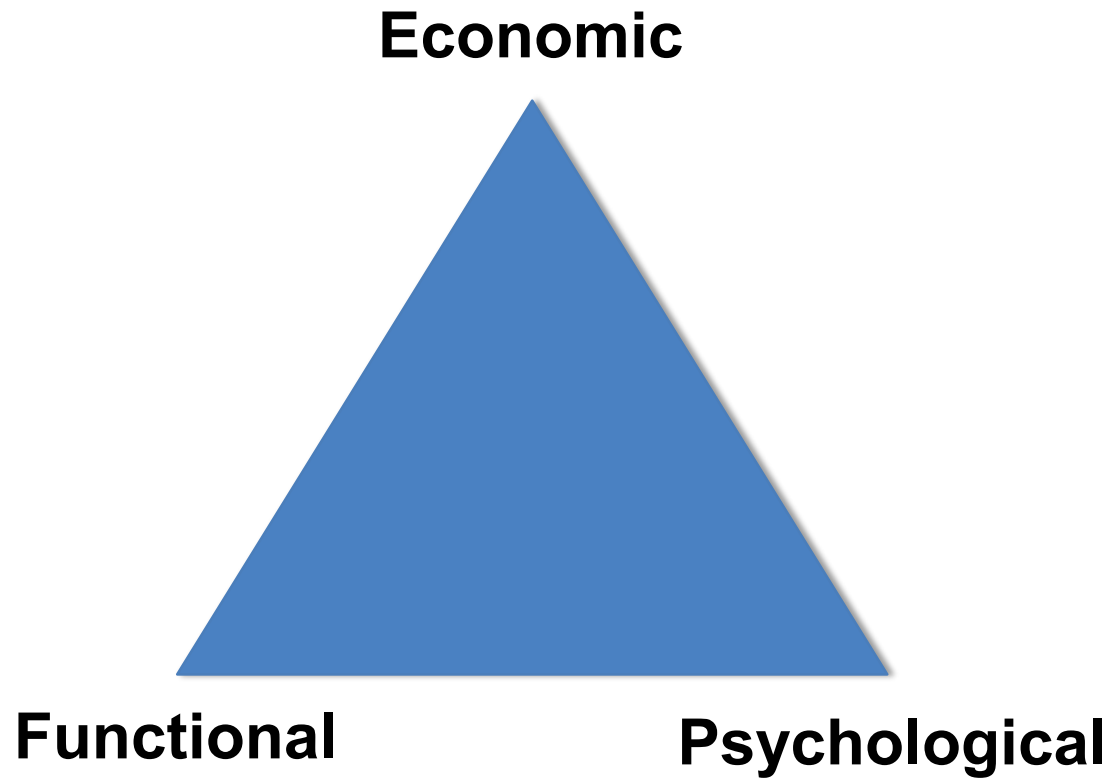
TAM



Gol



SOURCES OF VALUE

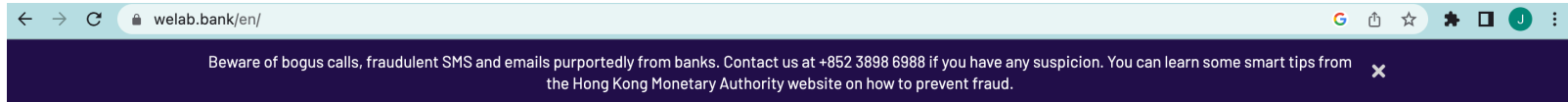


ECONOMIC VALUE

The screenshot shows the LiquorLand website interface. At the top, the browser address bar displays 'liquorland.co.nz'. The website header includes the 'LiquorLand' logo, a search bar with the placeholder text 'Search e.g. gin or seltzer', and a 'CHOOSE YOUR LOCAL STORE' button with the subtext 'You need this for pick up'. To the right of the search bar are links for 'LOGIN', 'WISHLIST', and 'CART'. Below the header is a navigation menu with the following categories: SPIRITS, LIQUEURS, BEER, CRAFT BEER, WINE, CIDER, RTD, OTHER, COCKTAIL RECIPES, INSPIRATION, TOAST, and SPECIALS.

The main promotional banner features a dark background with warm, bokeh-style lights. On the left, a large green circle contains the text 'UNREAL DEAL' in white, with a small magnifying glass icon over the letter 'O'. In the center, two bottles of spirits are displayed: 'THE FAMOUS GROUSE' Blended Scotch Whisky and 'BOMBAY SAPPHIRE' Distilled London Dry Gin. To the left of the bottles is a glass of whisky with ice and a slice of orange, and a red apple. To the right is a large glass of a golden cocktail with ice, a lime wedge, and a cinnamon stick. A pink and black price tag on the right side of the banner reads 'MULTIBUY 2 FOR \$86 OR \$44⁹⁹ EACH'.

FUNCTIONAL VALUE

[Promotion](#)[Features](#)[Company](#)[Support](#)[Download](#)

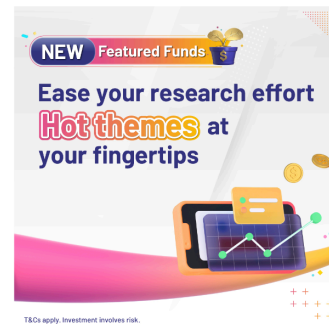
[NEW] Invest in featured funds with HKDO

Ease your research effort, hot themes at your fingertips! All transaction fees will be waived* from now till 4 August 2023.

Let's get hot funds with HKDO NOW*!

Note: investment involves risks

[*Learn more →](#)



FUNCTIONAL VALUE (BUT ALSO PSYCHOLOGICAL)

← → ↻ leaseplan.com/nl-nl/free-auto-abonnement/?gclid=Cj0KCQjwqNqkBhDIARIsAFaxvwxGwo7VLU8JWv2kj4DH-oZSsqg-auum_8bXFakWZBXxHh7vThOMqdPQaAq...        

  **Business leasing** **Private lease** Occasional lease Fleet management Electric driving ...  My Lease Plan Service & Contact   NL ▾

Home > LeasePlan Free car subscription

Lease Plan Free

The car subscription where you are not committed to anything

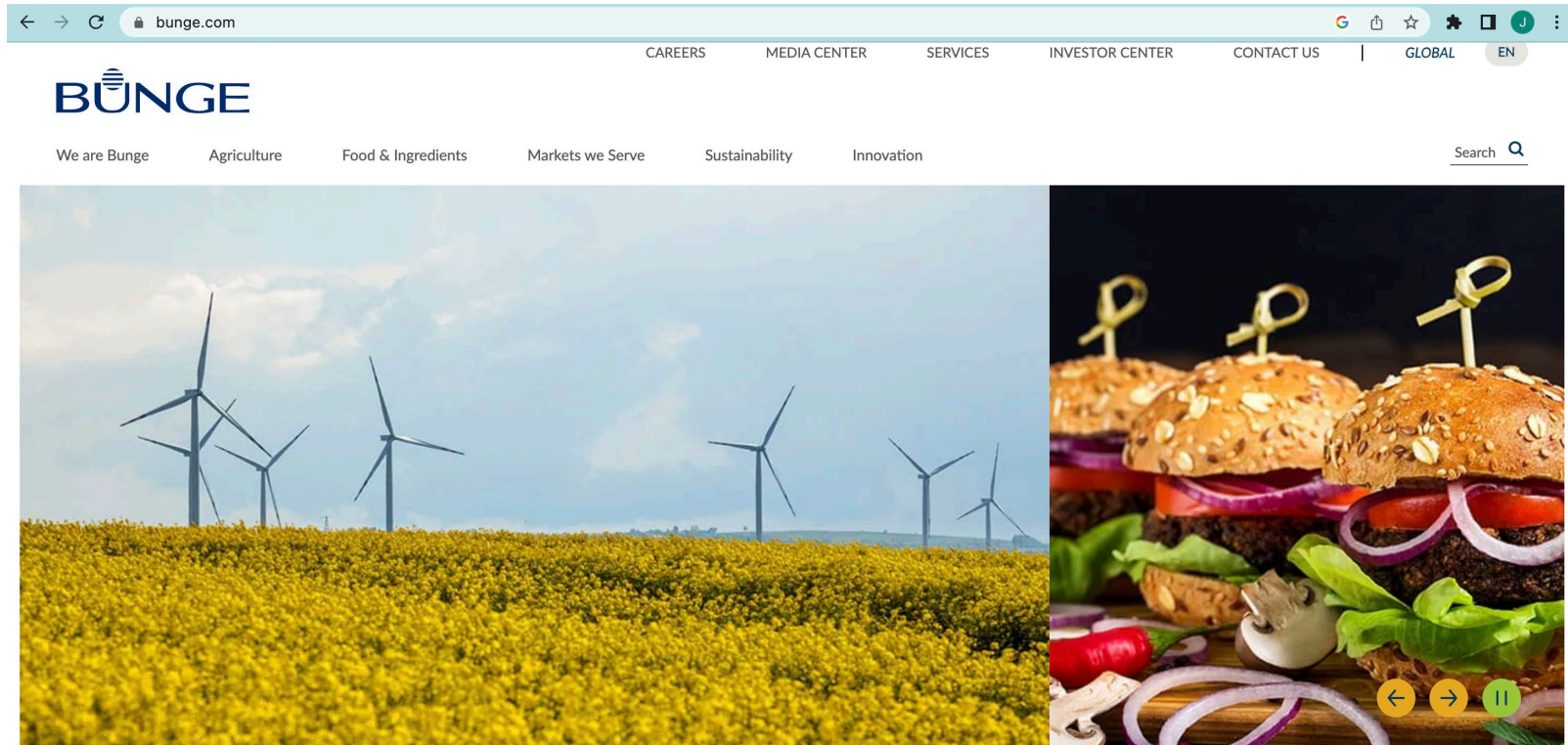
- ✓ Drive whenever you want - in just 4 days
- ✓ After 6 months, can be canceled free of charge per month
- ✓ Short-term contract, so no BKR registration
- ✓ Competitively priced (from €269 p/m)

[View offer](#)



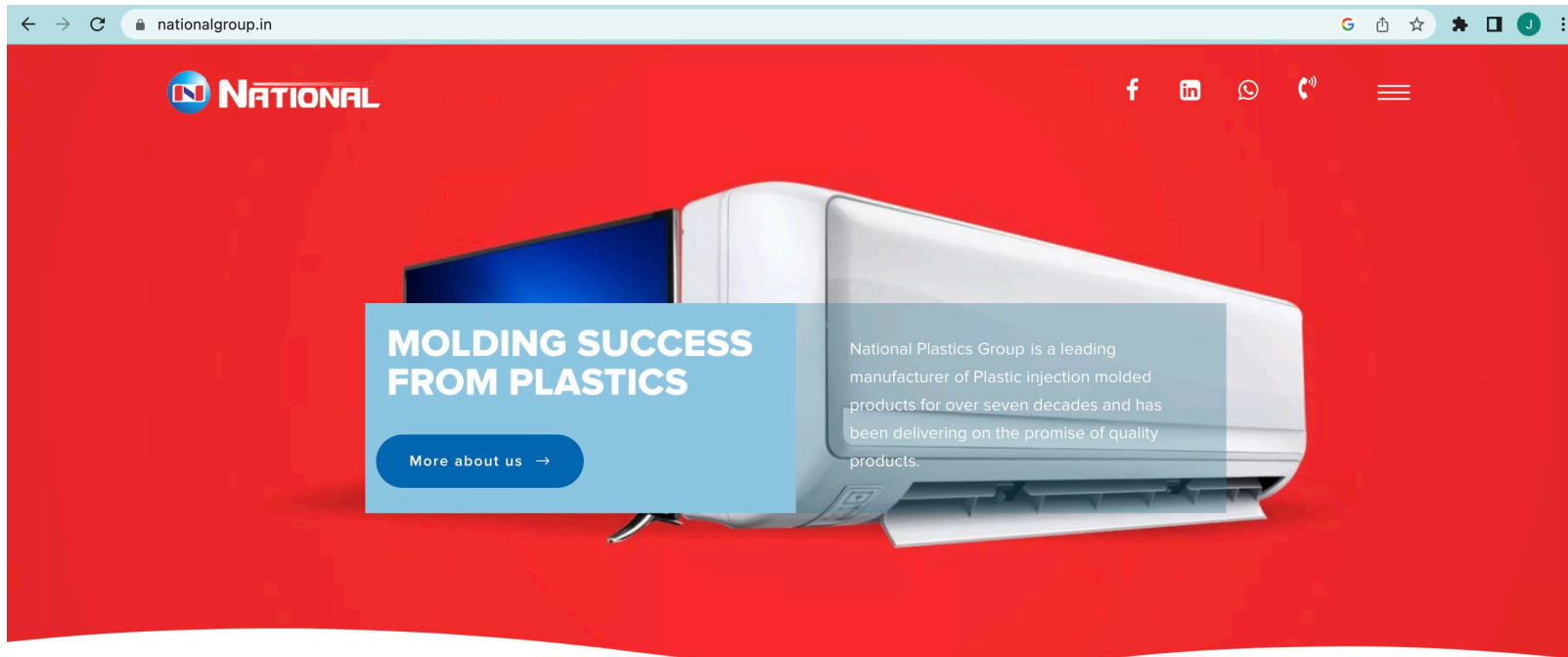
<https://www.leaseplan.com/nl-nl/>

PSYCHOLOGICAL VALUE (IN B2B!!!)



Connecting for a Better Tomorrow

PSYCHOLOGICAL VALUE (IN B2B!!!)



PET PREFORMS

We manufacture PET Preforms in FSSC 22000 certified plants and have a nationwide manufacturing footprint to cater to all segments like Packaged Water, Carbonated Soft Drinks, Juice and Dairy.

[Read more →](#)

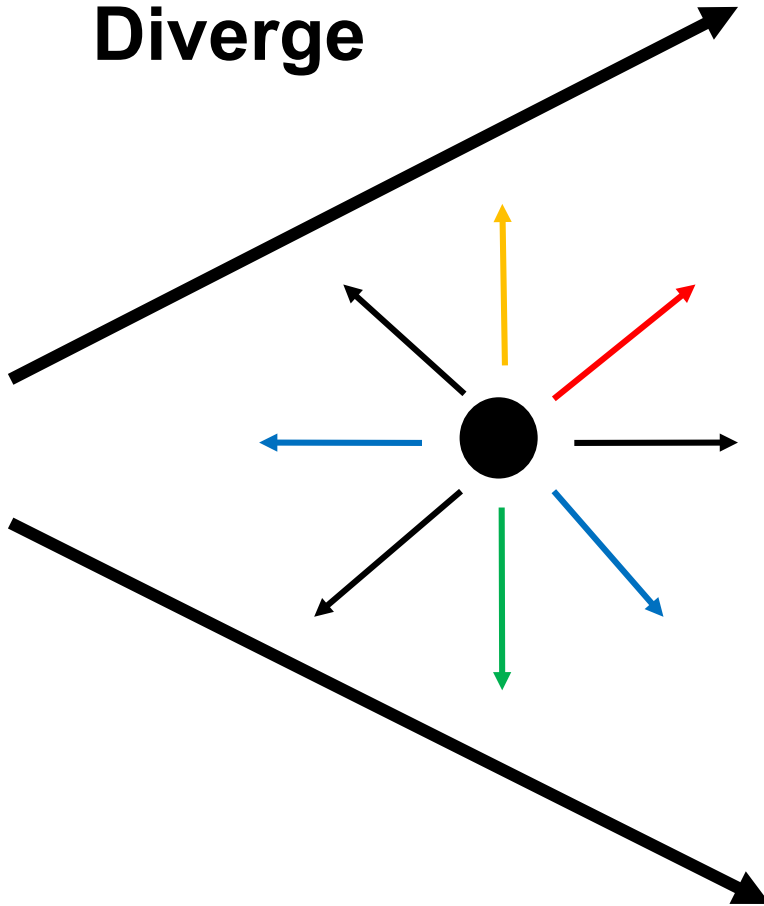
POSITIONING STATEMENT

For [target customer]
Who [statement of need/opportunity]
The [product name] ***is a***
[product category]
That [core benefit proposition].
Unlike [primary competitive alternative],
our product [point of difference].



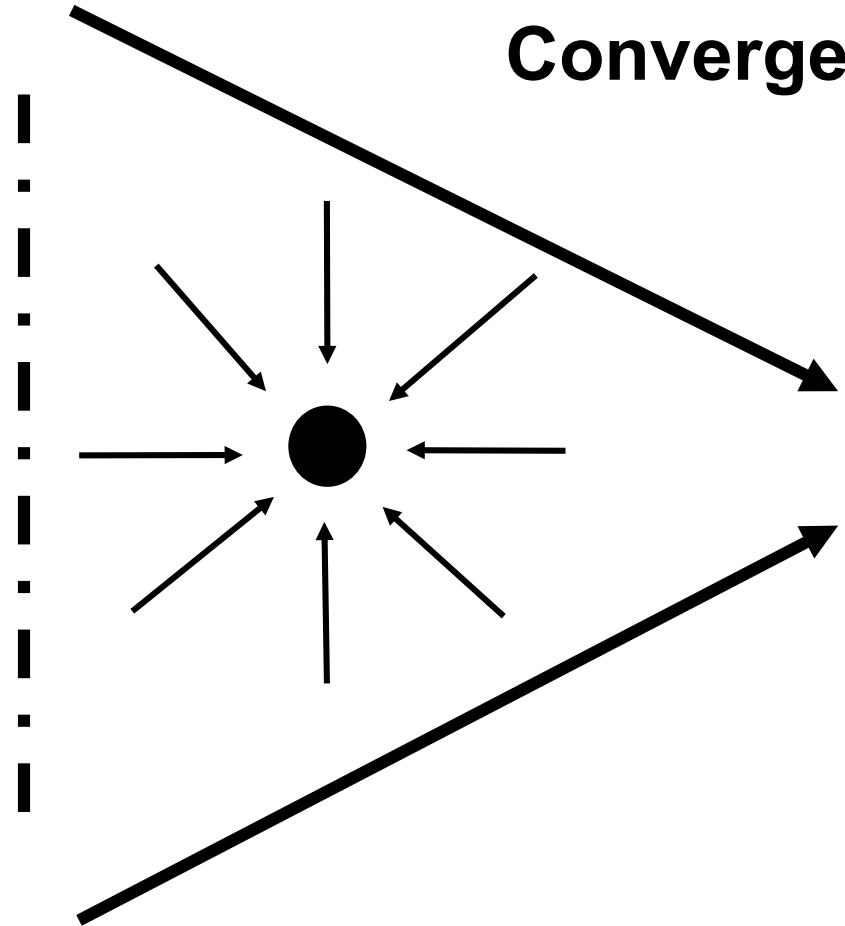
“If the ride is more fly, you must buy.”

Diverge



Create Choices

Converge



Make Choices

IDEATION TEMPLATES

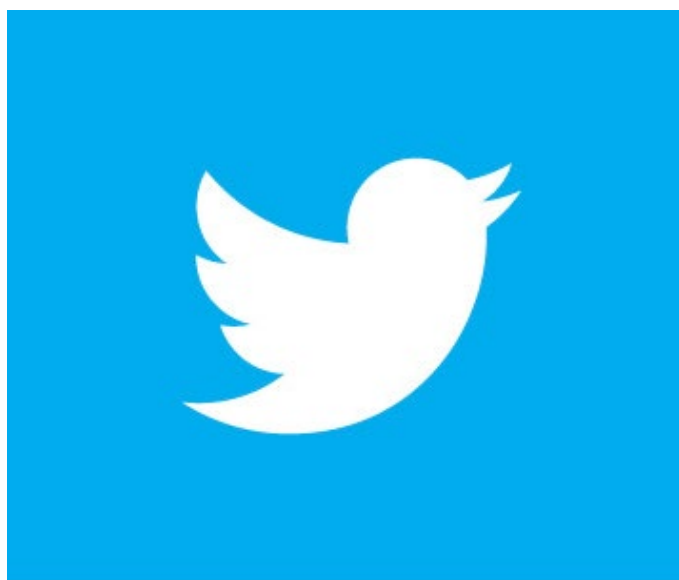
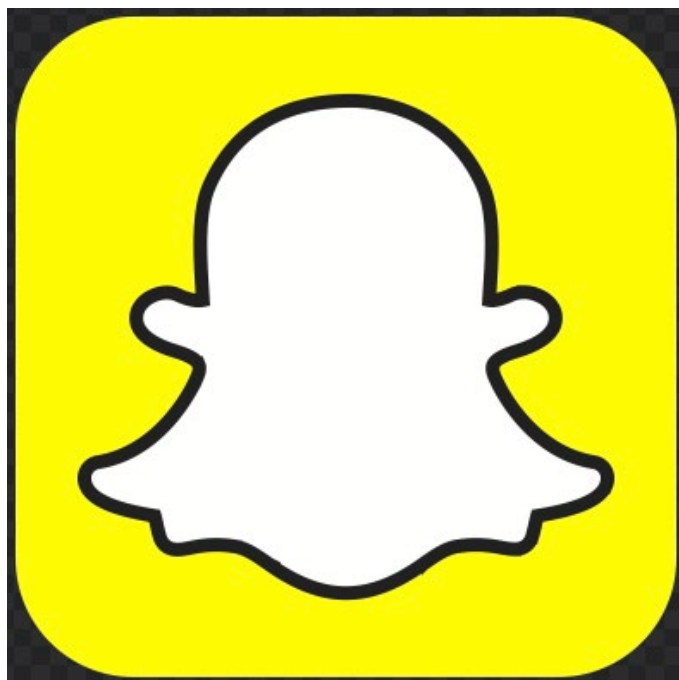
Structured/systematic approach to idea generation

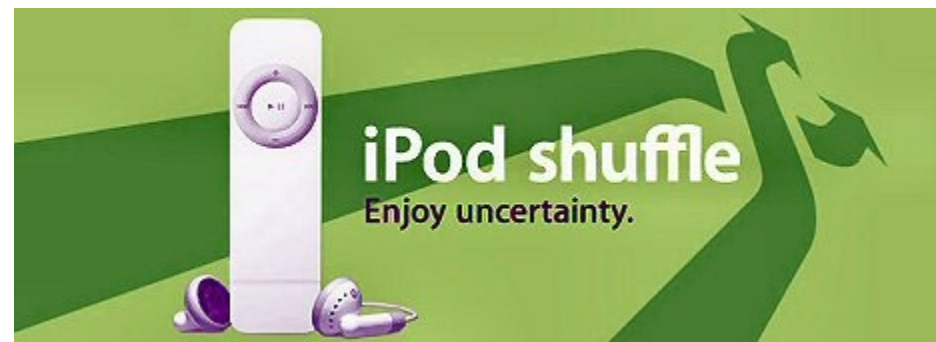
Identify patterns in past successful innovations

Reproduce these successful patterns when searching for innovation opportunities / ideas

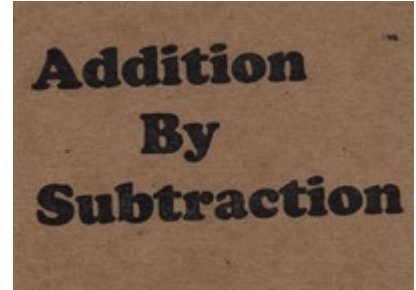
Applied to new product / service ideation and advertising

Product focused, not customer focused → function follows form





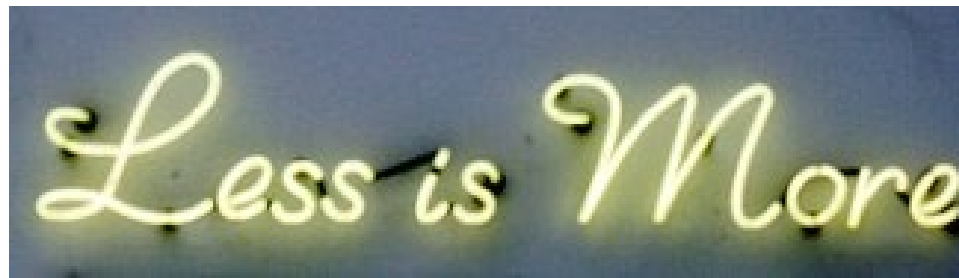
SUBTRACTION TEMPLATE



Removing an essential component

“Perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away”

Antoine de Saint-Exupery



SUBTRACTION TEMPLATE - INSTRUCTIONS

- 1. Write down the product's internal components (i.e., components within the manufacturer's control)**
- 2. Identify each component's function in the product**
- 3. Remove (or reduce) a component**
- 4. Visualize the resulting product**
- 5. Search for any consumer needs that match the new product**

TASK UNIFICATION TEMPLATE

Assigning a new task to an existing resource



Google reCAPTCHA

The reCAPTCHA advantage Advanced Security Ease of Use Creation of Value ReCAPTCHA

Creation of Value

Stop a bot.
Improve a map.

reCAPTCHA improves our knowledge of the physical world by creating CAPTCHAs out of text visible on Street View imagery. As people verify the text in these CAPTCHAs, this information is used to make Google Maps more precise and complete. So if you're a Google Maps user, your experience (and everyone else's) will be even better.



morning overlooks

Type the two words:

stop spam.
read books.



6345262

Type the text

Privacy & Terms

stop spam.
read books.







<http://yerkabikes.com/>

TASK UNIFICATION - INSTRUCTIONS

1. Write down the product's **internal components** (i.e., components within the manufacturer's control)
2. Identify each component's **function** in the product
3. Write down the product's **external components** (i.e., components of the product's environment / packaging)
4. Could one of the functions currently fulfilled by an *internal* component be “transferred” to an *external* component?
 - ☐ Can we remove the now obsolete internal component?
5. Could one of the functions currently fulfilled by an *external* component be “transferred” to an *internal* component?
6. What new, desirable functions could be fulfilled by the external components?



DIVISION TEMPLATE

Separating components:

Physical (literally, cut it)

Functional (separate components with different functions)

Preserving (each part preserves characteristic of the whole)





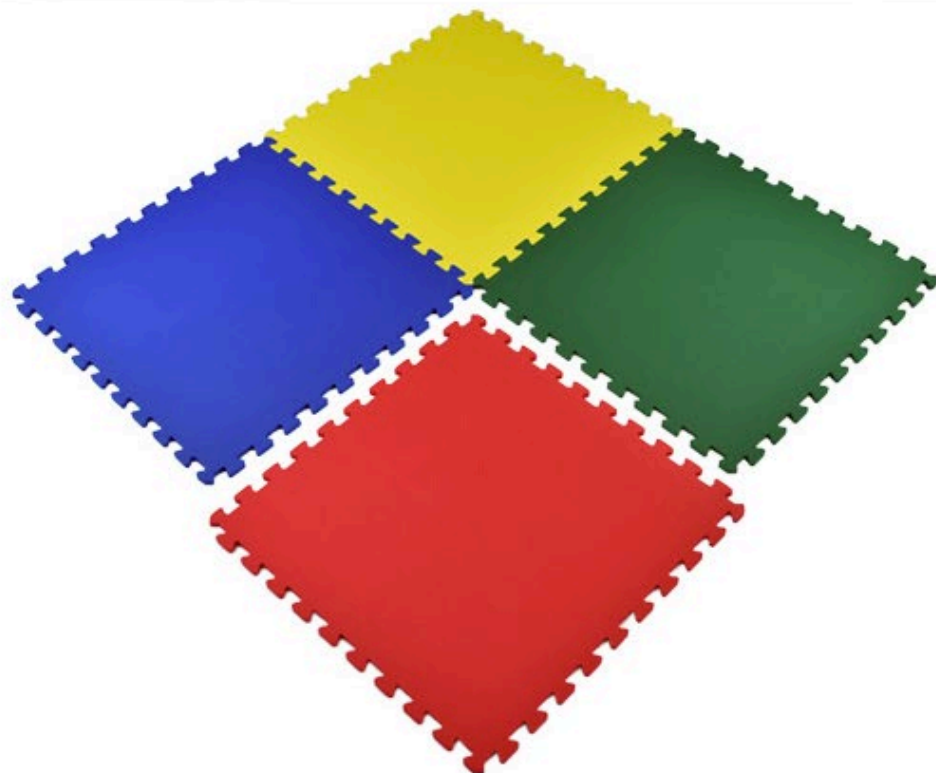
Top-ART™



DAB+
Digital Radio Broadcasting

+ Digital
Radio

Made for
iPod iPhone



SKU# DF12 4pk

Play Mats Foam Puzzle Tile 4 Pack

★★★★☆ (86 Reviews) [Write a Review](#)

\$15.84 per Pack - \$0.99 per SF



On Sale - Reg: ~~\$36.00~~ per Pack - In Stock

Kid Safe

Free Shipping - lower 48

Ships out 1-3 Days

Ship times are typical, inquire for immediate availability.



Color:

4 Pack Minimum

Qty

Add to Cart

[Request Free Sample](#)

Need a Fast Sample Delivery? Please call customer service.

[Request a Sales Person Contact](#)

DIVISION TEMPLATE - INSTRUCTIONS

- 1. Write down the product's components**
- 2. Identify each component's function in the product**
- 3. Divide the product into its component parts**
- 4. Visualize the resulting product**
- 5. Search for any consumer needs that match the new product**

MULTIPLICATION TEMPLATE

Multiply components

But with a slight change

Kiss toilet seat cooties good-bye

The Multi-Seat Family Model

It's hard to talk about good family hygiene these days without talking about toilet seat cooties at the same time. They're there. We all know it. Squirming around in their disgusting little microscopic ways. A big yuck. But what can you do about them?

Meet the multi-seat family model. A "concept commode" for the modern health-conscious family. Pictured here is the standard four-seater (Mom, Dad, Junior, and a guest). But there's no reason the concept couldn't be extended, so to speak, up to 5, 6, even 7 seats. Sure you might need a little stepladder, but that's a small price to pay for the confidence of knowing that your seat was the only seat that your seat ever touched.





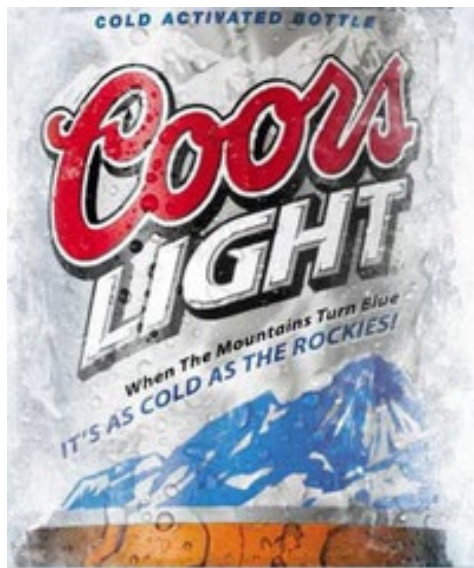
MULTIPLICATION TEMPLATE - INSTRUCTIONS

- 1. Write down the product's components**
- 2. Identify each component's function in the product**
- 3. Multiply one of the components**
- 4. Visualize the resulting product**
- 5. Search for any consumer needs that match the new product**

ATTRIBUTE DEPENDENCY TEMPLATE

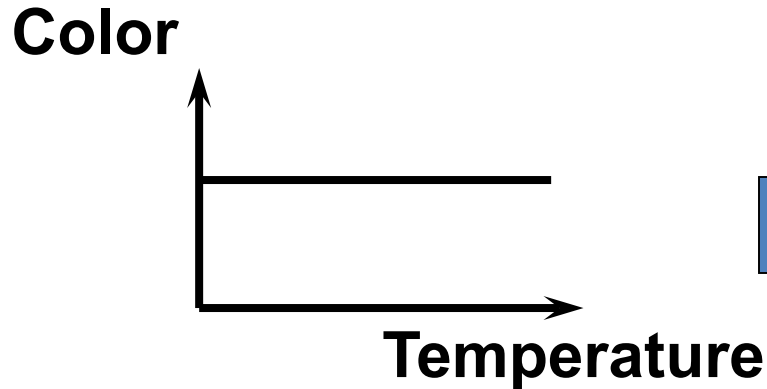
Creating or changing relationship between attributes

Sometimes involves adding relationship, sometimes subtracting (related to subtraction)



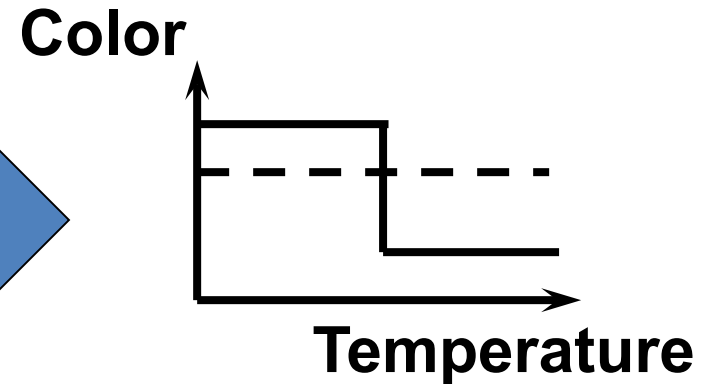
GRAPHICAL REPRESENTATION

Before



No dependence
between color and
temperature

After



Color is dependent
on temperature





INTRODUCING

EMPLOYEE PRICING **PLUS**

**You pay what we pay.
Not a cent more.**

[→ See employee prices for GM vehicles](#)



UBER

ATTRIBUTE DEPENDENCY - INSTRUCTIONS

1. Write down the product's **internal attributes** (attributes under the manufacturer's control)
2. Identify a set of **external attributes** (outside the manufacturer's control but in direct contact with product)
3. Construct a '**Forecasting Matrix**':
Columns - internal attributes
Rows - both internal and external attributes
4. Explore dependencies between pairs of attributes

	Ringtone	Ringtone volume	Speaker volume	Screen display	Vibrating mode
Ringtone					
Ringtone volume					
Speaker volume					
Screen display					
Vibrating mode					
Android mode					
Signal strength					
User's collector					

APPLICATION: CELL PHONES

Internal attributes?



External attributes?



MATRIX FOR CELLPHONE

	Ringing tone	Ringing volume	Speaker volume	Screen display	Vibrating mode
Ringing tone					
Ringing volume					
Speaker volume					
Screen display					
Vibrating mode					
Ambient noise					
Signal strength					
User's calendar					

FIVE TEMPLATES

Subtraction—useful for complex products or to control costs

Task unification—when aiming to control costs

Division—for simple quantitative improvements

Multiplication—for simple quantitative improvements

Attribute dependency—useful generally, but hard