



# Rapid Prototyping

28. April 2023

Module 4  
ROS – En Av Ti

# For Today...

**09:30 to 12:30 – setting the context on failure and “soft” prototyping**

**12:30 to 15:30 – teamwork & working lunch in town**











# Fail Early to Succeed Sooner

**“If you’re not embarrassed  
by your early prototypes,  
you’ve waited too long.”**



E24 i Silicon Valley

# Theranos-skandalen: Elizabeth Holmes dømt til over 11 års fengsel

SAN JOSE (E24): Bioteknologigründer Elizabeth Holmes (38) ble fredag kveld dømt til 11,2 års fengsel for svindel gjennom blodprøveselskapet hun startet som 19-åring.





***Who you fail on  
and when you fail matters.***

***Intentional and purposeful  
failure is what we want.***

# Inappropriate Failure

deviant  
deceptive  
exploitative  
inattentive  
unprofessional

# Appropriate Failure

disclosed  
transparent  
intentional  
exploring ambiguity  
hypothetical





School News & History

Diversity, Equity & Inclusion

Learning at Stanford GSB

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# Federico Lozano, MBA '09: Finding Legitimate Jobs Abroad for Semiskilled Workers

Puentes Global, begun with an inaugural Social Innovation Fellowship, aims to save laborers from poverty or worse with positions in developed nations.


July 10, 2009



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# Failure Journaling

- 1. Describe the failure**
- 2. What caused the failure?**
- 3. What would success have looked like?**
- 4. What is the lesson in this failure?**

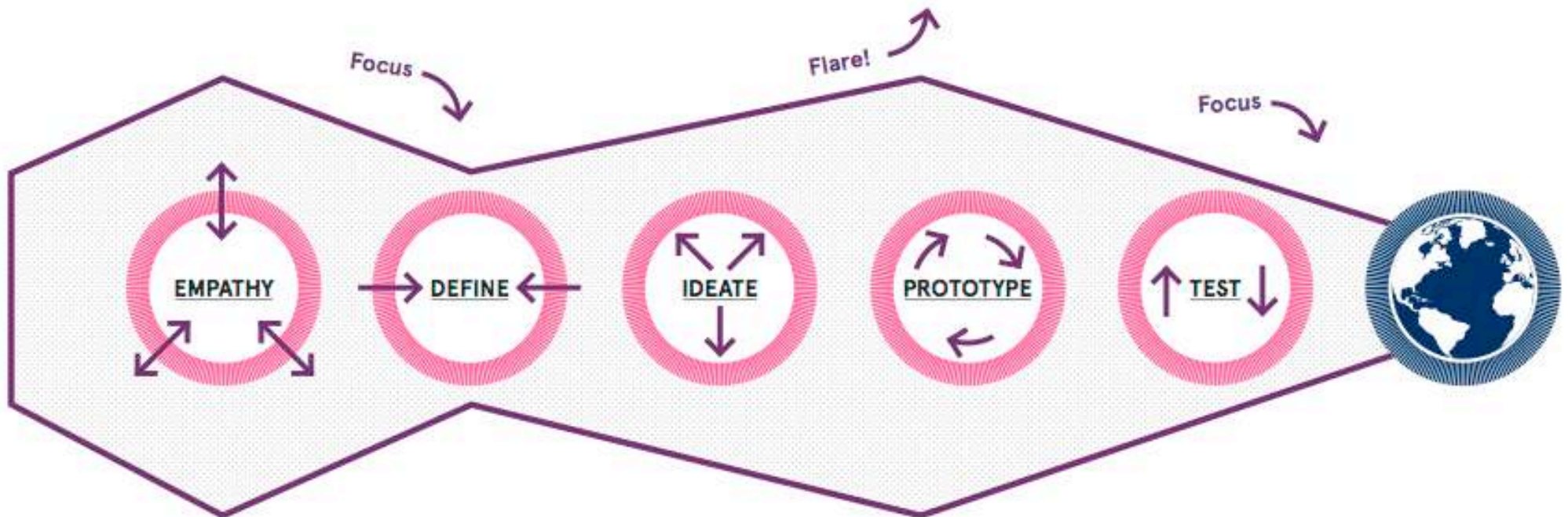
# Heroic Failure Award!



*“Hey hold on a minute, maybe failure is an option.”*

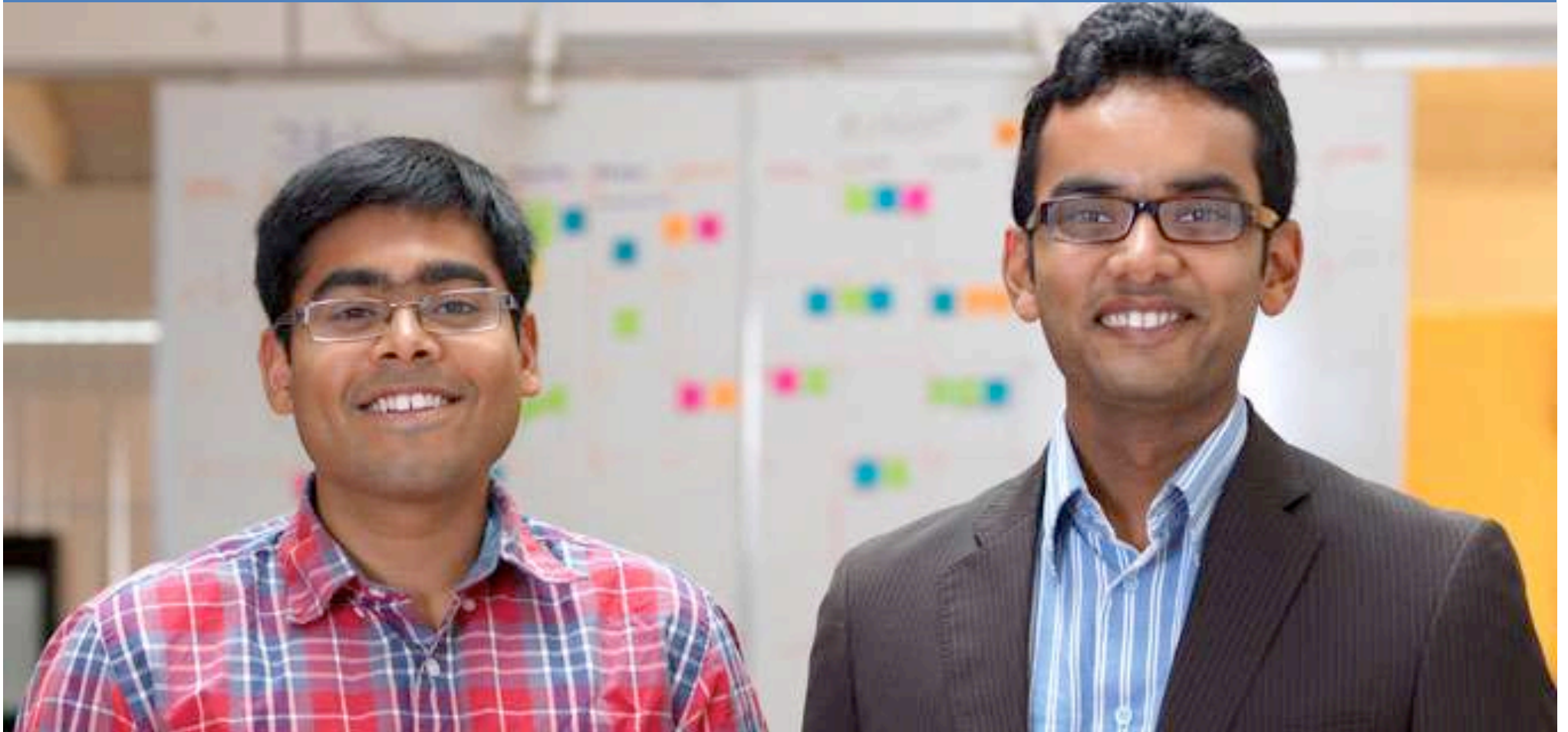
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# Rapid Prototyping

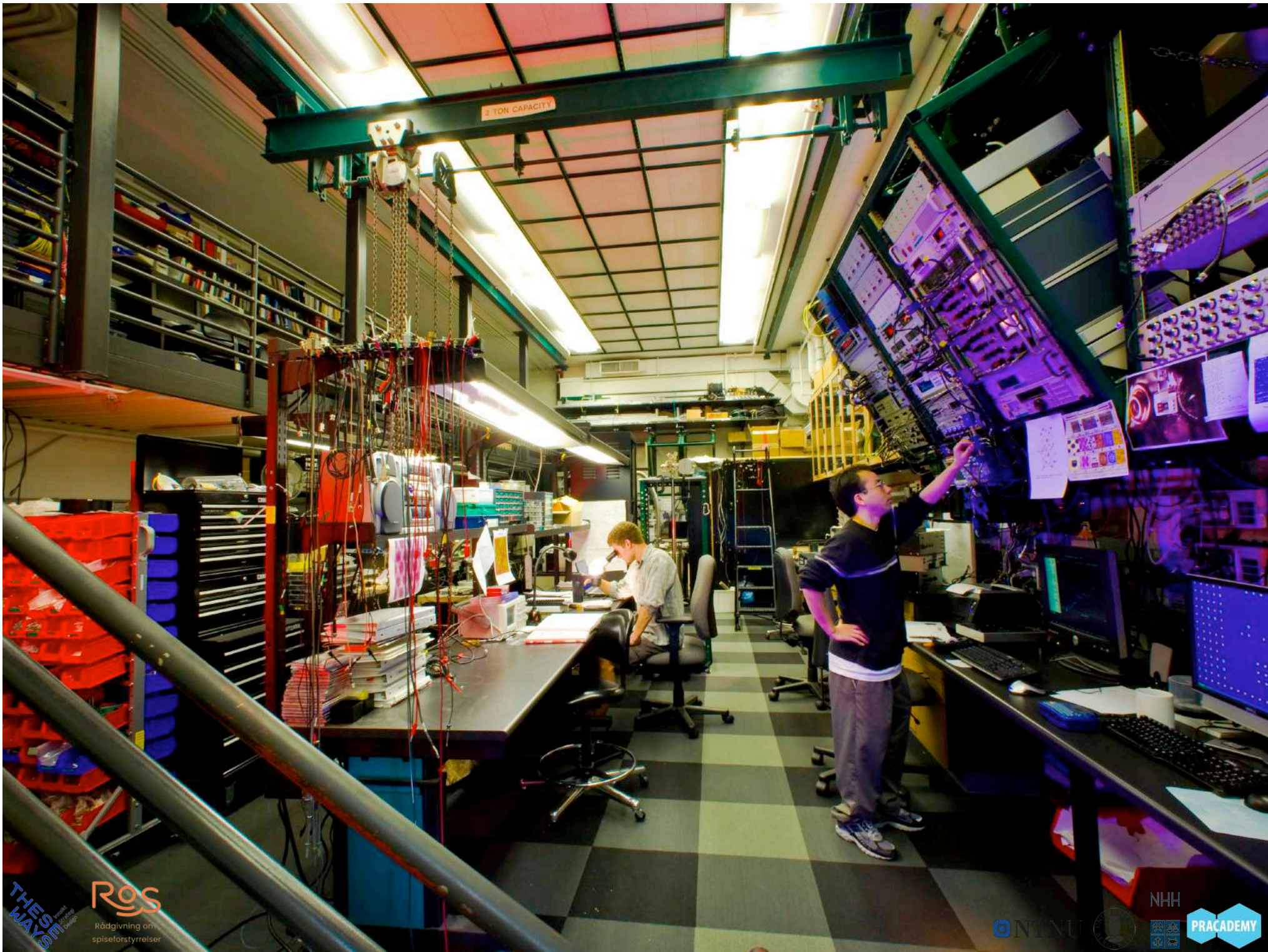


# Anything can be prototyped!

# Ankit & Akshay







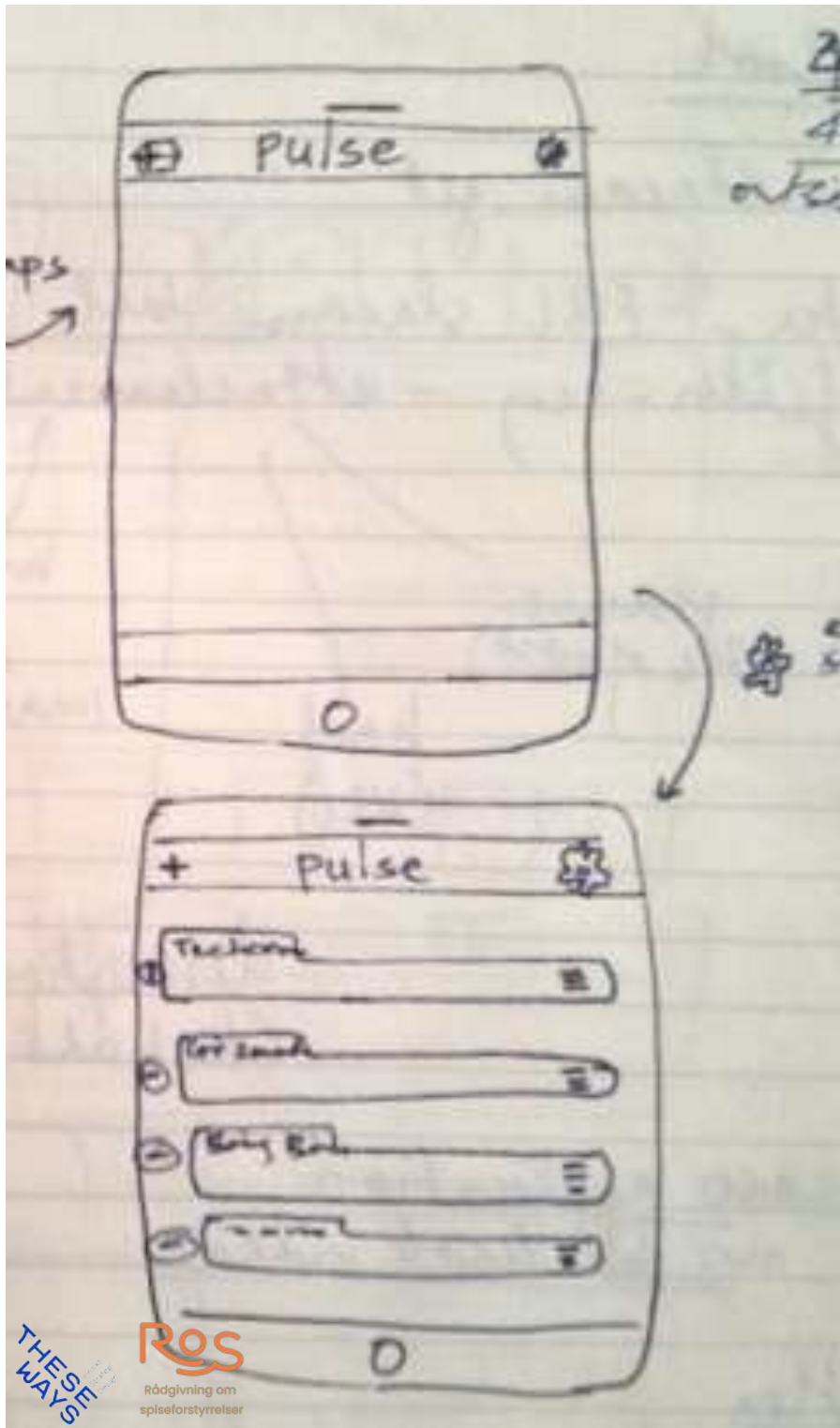


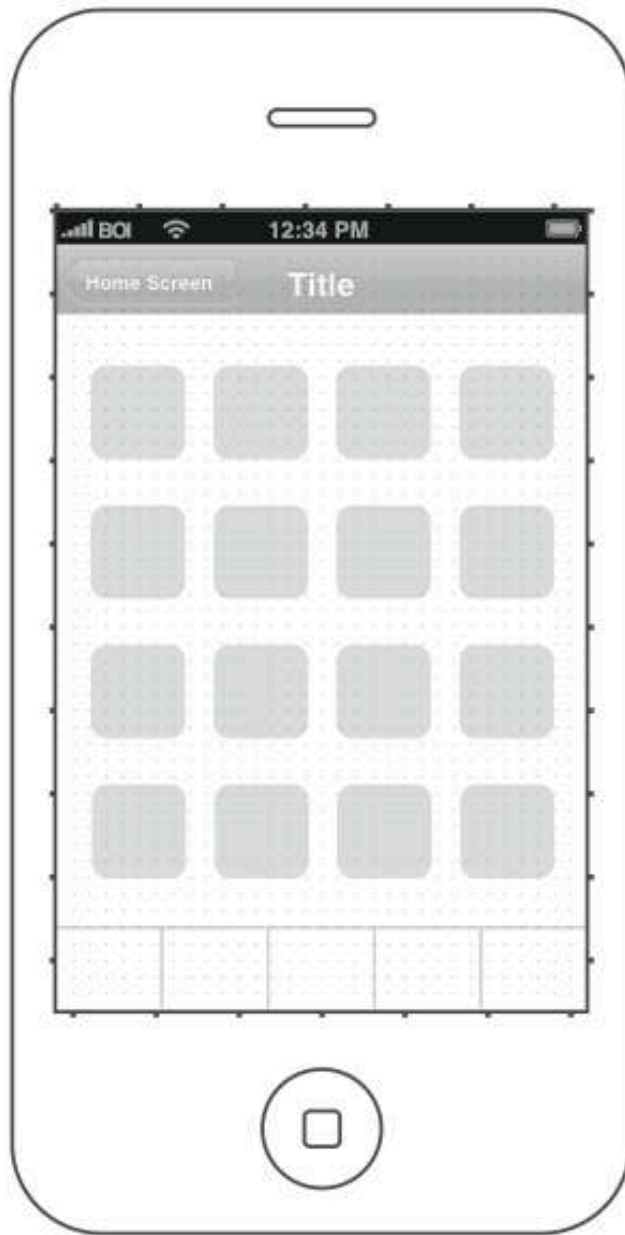


















# 35 million

17 apps per iPad

# LinkedIn Acquires Pulse Mobile-News Reading Tool for \$90 Million

by Ari Levy

April 12, 2013 – 6:01 AM CEST



LinkedIn Corp., the biggest online professional-networking service, said it's buying startup Pulse for about \$90 million, accelerating an expansion into distributing content for users







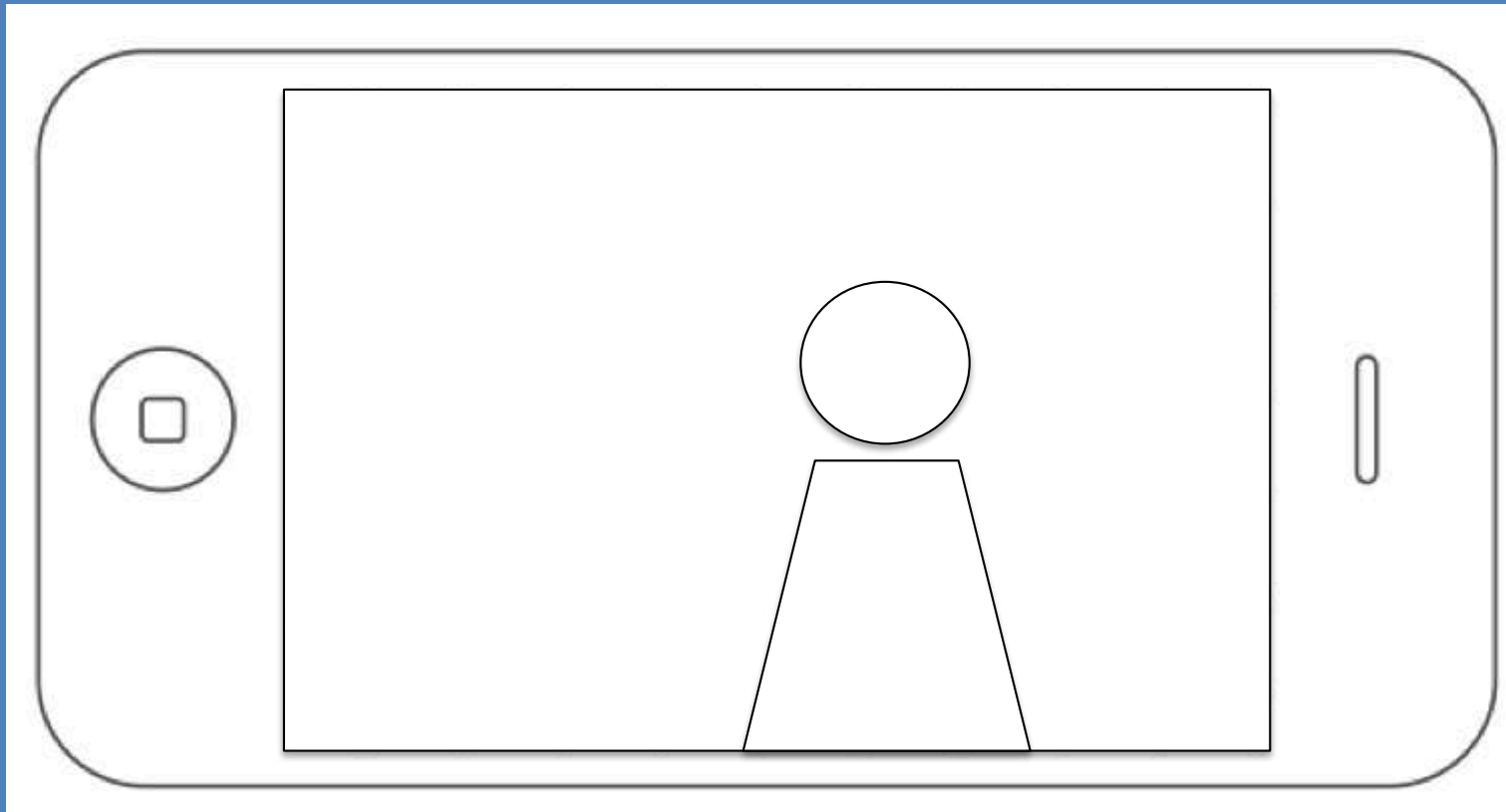




# Best-Selling Children's App



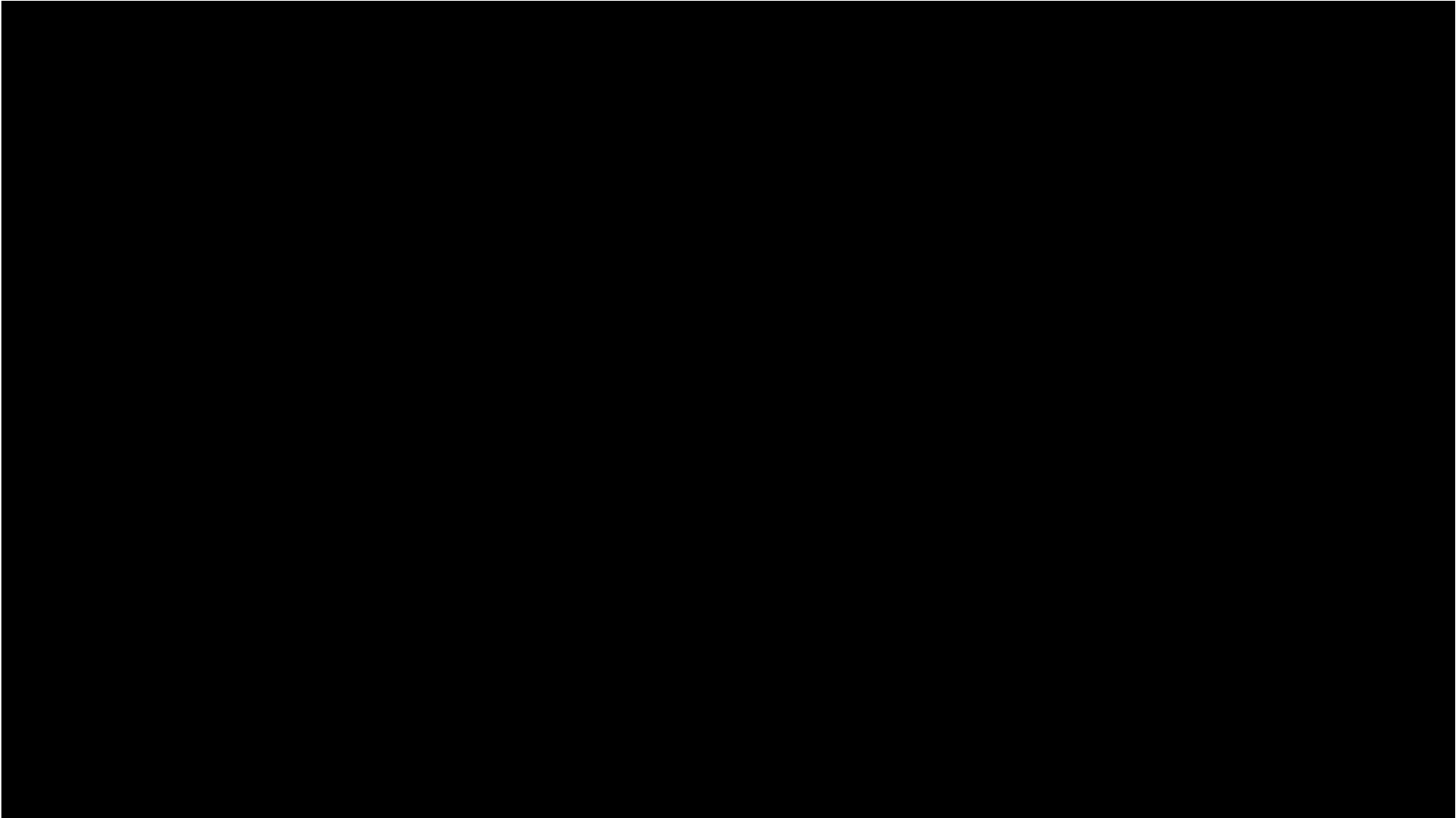
# The Power of Paper



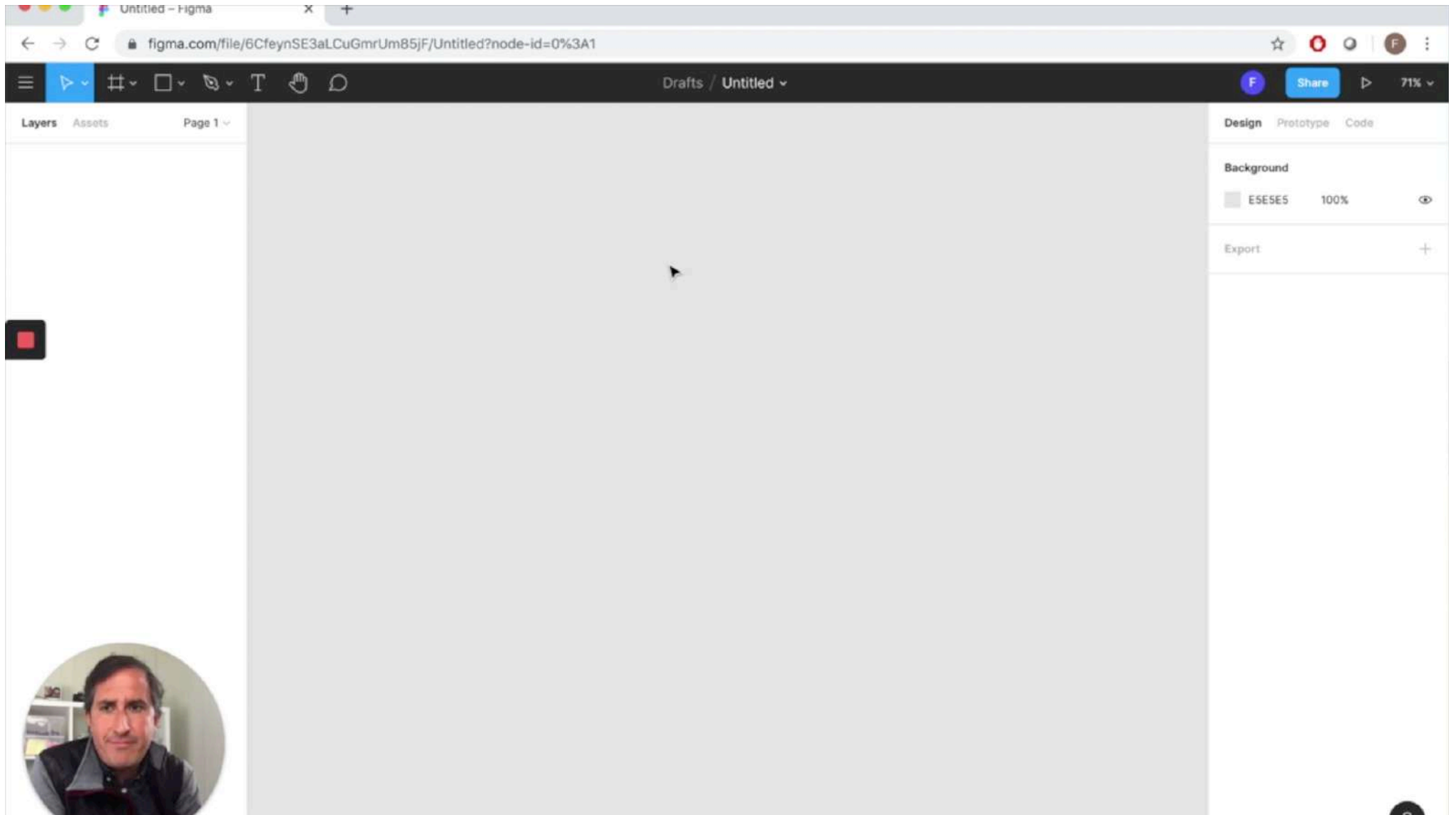


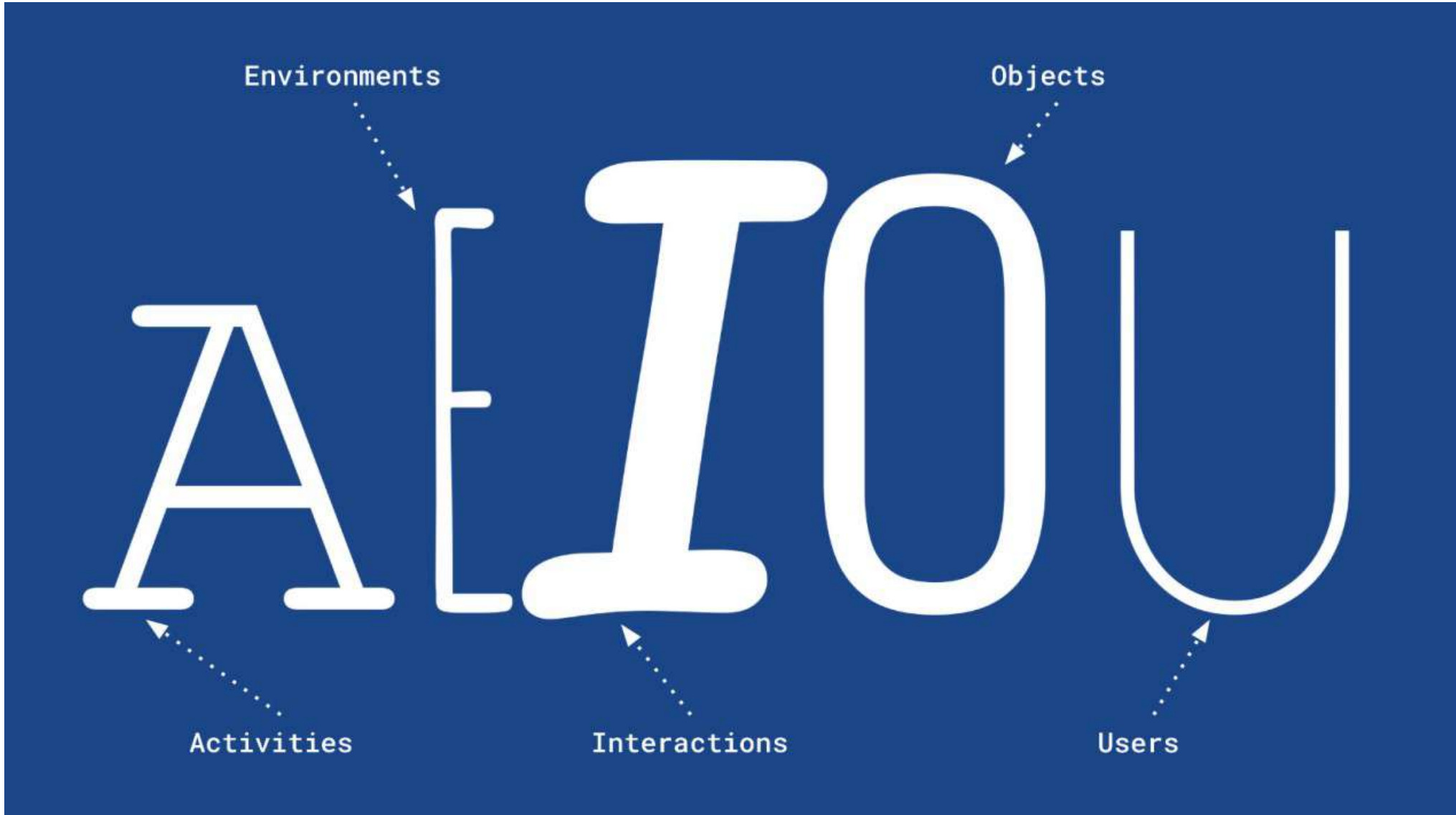
# Experience Prototype











# My Favorite Eats

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