First report

This report will explain the following tasks that I have to the advancement of E-mama. As mentioned in the previous outline one of my tasks was to write a business plan regarding the company. I have started to familiarise myself with the book "The Business Plan Workbook" to try to understand how to best formulate such an endeavor. Through that, I have a clearer understanding of the costs that the company might incur and a better understanding of the competition that the company would face. Whether it may be a direct competition or indirect. This, of course, gave me a somewhat clearer understanding of the market that the company would try to penetrate.

After arriving at the incubator in Kristianstad I have been introduced to the team as part of the introduction processes. The team was friendly and I have started to get quickly aquatint with everyone here. A flexible outline has been given to me about my responsibilities here and what is to be expected of me and how I would push the E-mama platform forward. To further improve my chances of success I was to report to certain individuals for specific help in tasks. Part of this outline is also to understand how the incubator works, which meant that I have to participate in company meetings every week. During these sessions, I was given access to the company's ERP system Podio to have a look at all the companies both existing and not yet formed. The Podio system insured that teams can be assigned to the right companies at right times. The company possesses many start-ups in the building who own offices here and that work closely with the incubator in improving their business processes. My neighboring office, for example, is a company called "Could solutions". Talking to these different start-ups about their problems has been a rewarding experience in its own right. If one was to look into the ERP systems, the majority of these companies are already existing companies that are looking to improve their daily business processes and speed up their growth strategies. These daily operations of the company are important for me to understand how I can go about improving and creating my own daily processes of the platform E-mama. Questions fall into place, such as what does a successful company look like? What are the chances of success in this particular market? How long should one stick with a company if it deems unprofitable? Is the company focusing on the right problem? Is it deploying its recourses correctly?

I was also tasked to familiarise myself about what we coined as "Good innovation" which is a combination of social entrepreneurship, social innovation, "Everyday innovation", and Eco-innovation. How can everyday average people drive innovation? I am currently trying to understand what drives innovation and how can successful ideas be properly implemented and integrated into a society. From the previous findings, successful ideas are not always adopted by consumers the issue from an anthropological perspective is usually cultural. But what connects all kinds of innovation is usually the same and fall under certain criteria. Which can be divided into a business model-centric, platform-centric, and experience-centric innovation. Each, of course, has its own subcategory. But all three types of innovation need to be met to ensure the success of the business. The question then lies on how can I implement all these different types of innovation into E-mama to create an innovative platform that the consumer can adapt into their lives. One of the ways of achieving that in software is to constantly innovate on already existing ideas this makes building something complex more easy and efficient. Airbnb, for example, consists of about 87 different proprietary software that works with each other to create such a platform. About 80 of these proprietary software are not even owned by Airbnb. Companies such as Stack-share can provide a good overview of the different systems which are used to build popular platforms. Which if one was to understand innovation and how the majority of it is created should come as no surprise, it is always better and cost-effective to use solutions from companies that have specialized in a particular aspect then it is to try to specialize in everything and build everything by ones' self. Everything we own today which we consider innovative is actually a combination of other types of innovations that already existed. This asks the question of what kind of stacks do I need to use to ensure the development of the E-mama platform?

Overall the experience here has been both challenging and rewarding. Challenging that it teaches you how to think on your feet, and rewarding because it fulfills a dream, a desire to improve and contribute something that would somehow improve the world and make it a better place.