

# Innovation By Design Thinking

... and what we have learned

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# Team



**Co-Founder & CEO**  
Eirin Fossberg



**Co-Founder & COO**  
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**CPO & Project Manager**  
Nora Antonsen



**Financial Manager**  
Viktor Tingstad



**Technical Lead**  
Henning Drøpping



**Head of Sales**  
Mads Lundegaard



**Business Strategisk**  
Mille Marie Isaksen



**IT Security**  
Ingeborg Bogen



**Designer**  
Ingrid Berre

## Advisory Board



**Federico Lozano**



**Harald Tryti Rieber**



**Prashil Rawat**



**Morten Punnerud-Engelstad**



## Teamlead India



**Office Manager**  
Megha Ritesh Dutt



**Co-lead**  
Prasad Thomas

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GIVIA NTNU  
Systemek sopra steria

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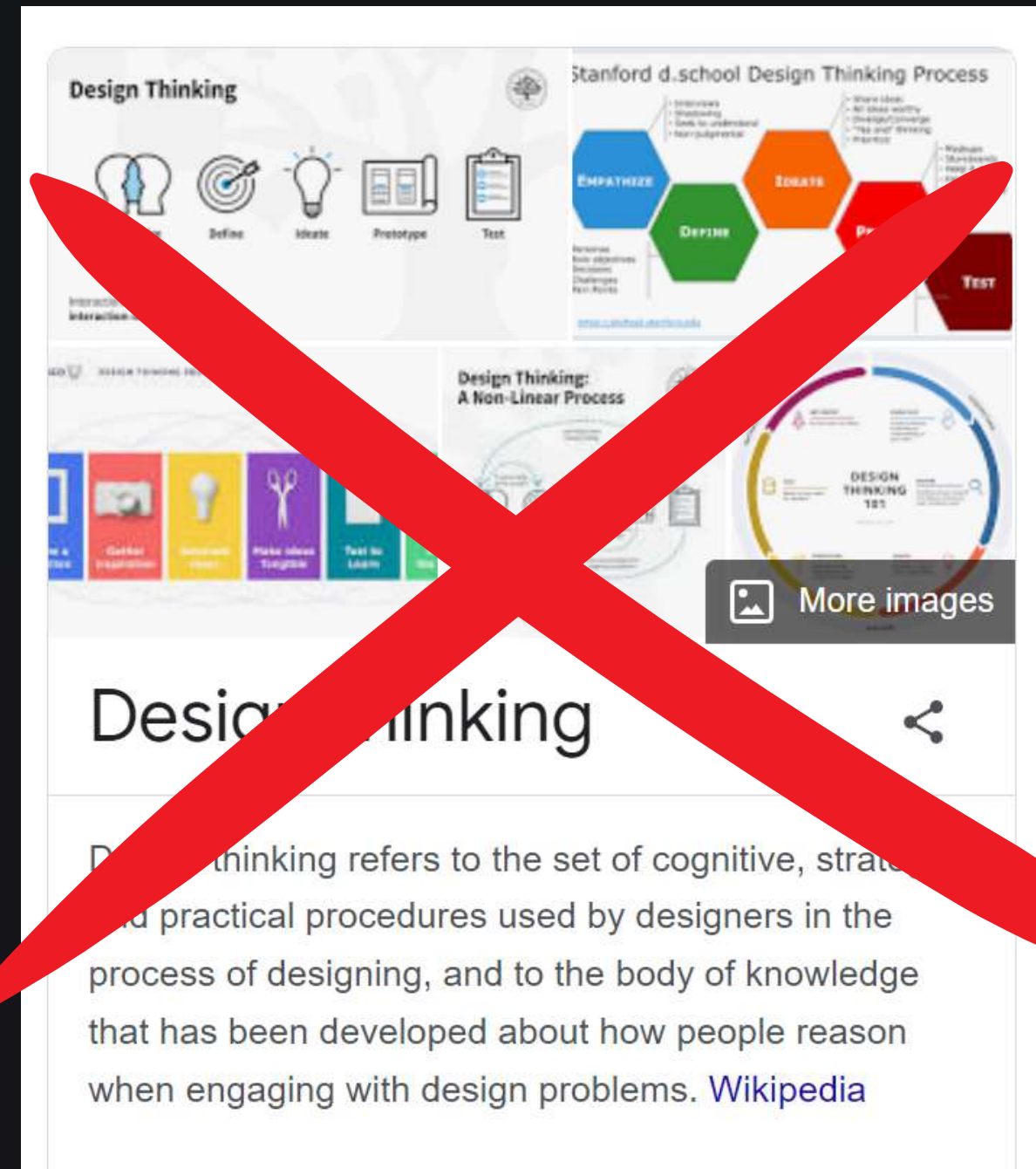


**Co-lead**  
Prasad Thomas

What is design thinking?



# What is design thinking?



What is a normal living situation?





What is normal?



What is normal water?



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What is normal coffee?









Perfect combination of  
coffee, milk and sugar



What is normal clothes?









What is a normal living situation?



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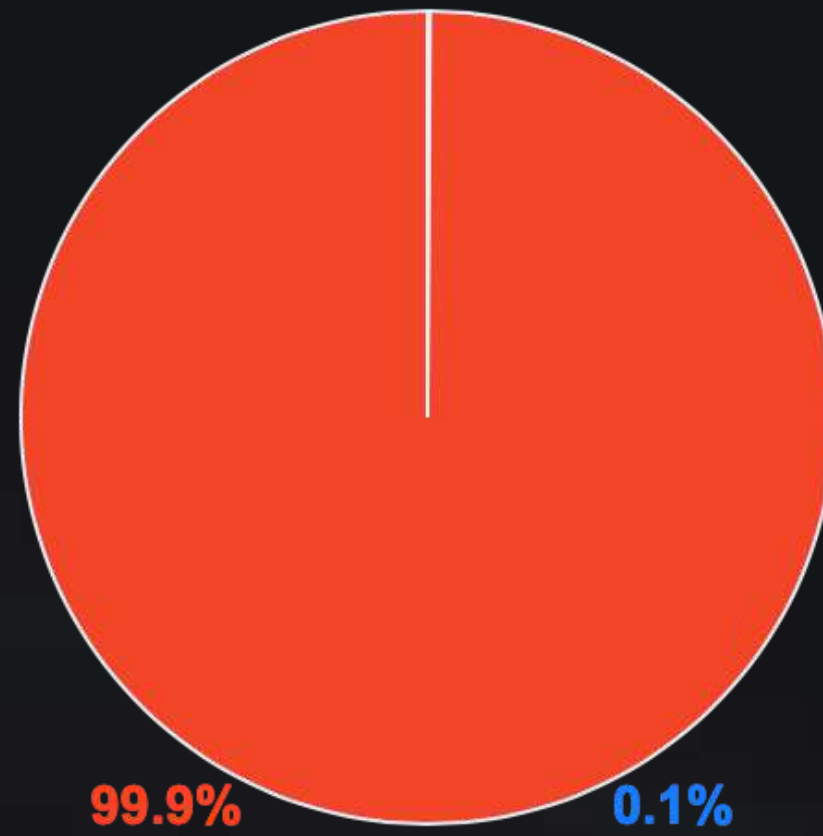
People Live in Slum Areas



*That is 24,2% of the World's population.*







0,07 % of the World's Population Live in Norway





# Why NAYA?

We believe each individual has great potential.  
**We believe in equal opportunities.**



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# Us: Jumping off a plane



# Us: Jumping off a plane





# Us: First trip to India



*28. mars 2022*



# Learning

## **60% is good enough**

*If you're not afraid to share your first prototype, you've been working on it for too long.*

















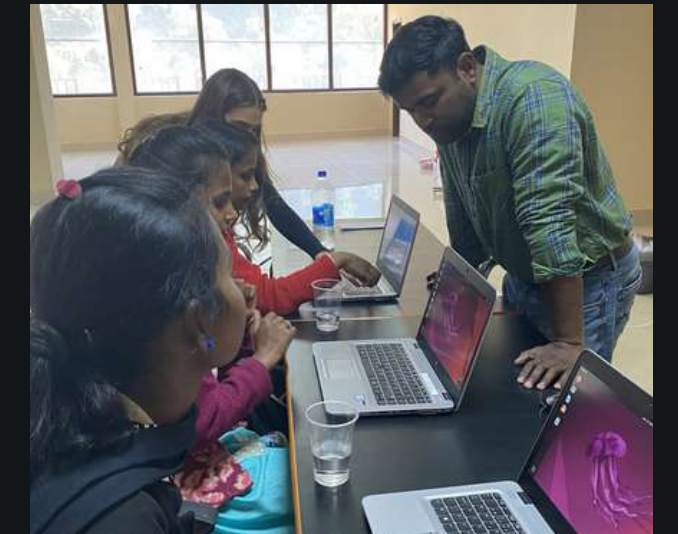






# More learning

Office, Dehradun India





# Learning

## **Fail fast**

*Stop having all these hypotheses -  
just do!*





# Perseverance

*I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance.*

STEVE JOBS

*I have not failed. I've just found 10,000 ways that won't work.*

THOMAS EDISON

*Failure is only an opportunity to begin again more intelligently.*

HENRY FORD

*Success seems to be connected to action. Successful people keep moving. They make mistakes, but they don't quit.*

COND RAD HILTON



**Perseverance**

*continued effort to do or achieve something despite difficulties, failure, or opposition*





## **Gratitue**

*the quality of being thankful; readiness to show appreciation for and to return kindness. Gratitude is taking a moment to reflect on how lucky you.*



# Q&As

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