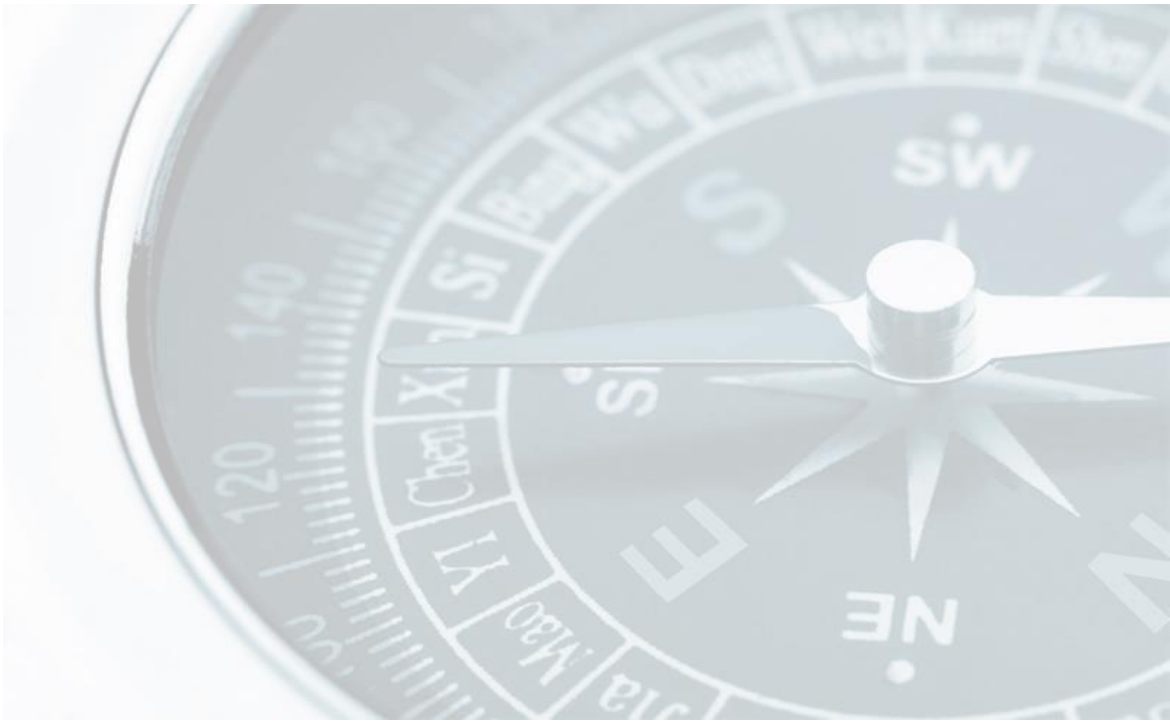
EARLY VALUE IDEATION ®

FINDING IDEAS
with DFMA…
…and then?



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DFMA Motivation – Why…

Let's talk about – Management…

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Management/Stakeholders

What is the role of the management?

- They takes the ri… …uct development
- They inv… …in tools for development (al…
- …invest money for education and training
- They invest money for prototypes and qualification
- They spend a lot of time for controlling and monitoring

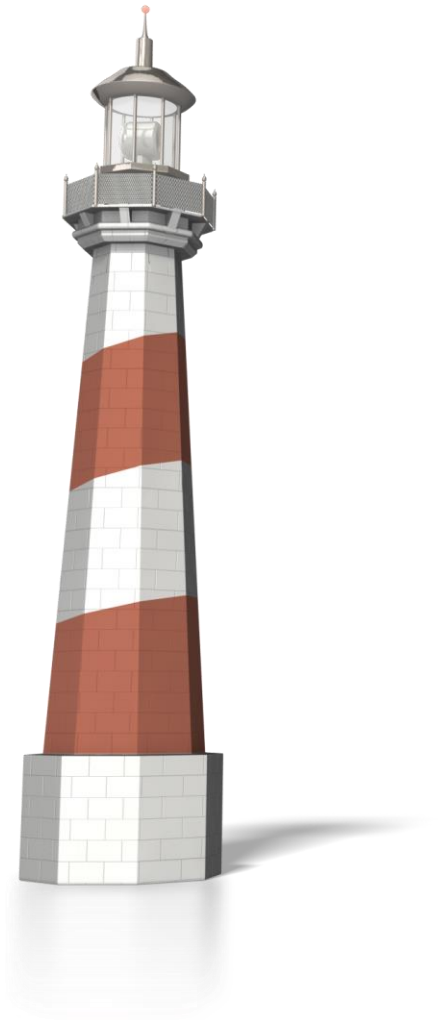
What does the management get in return?...

What gets Management back…?

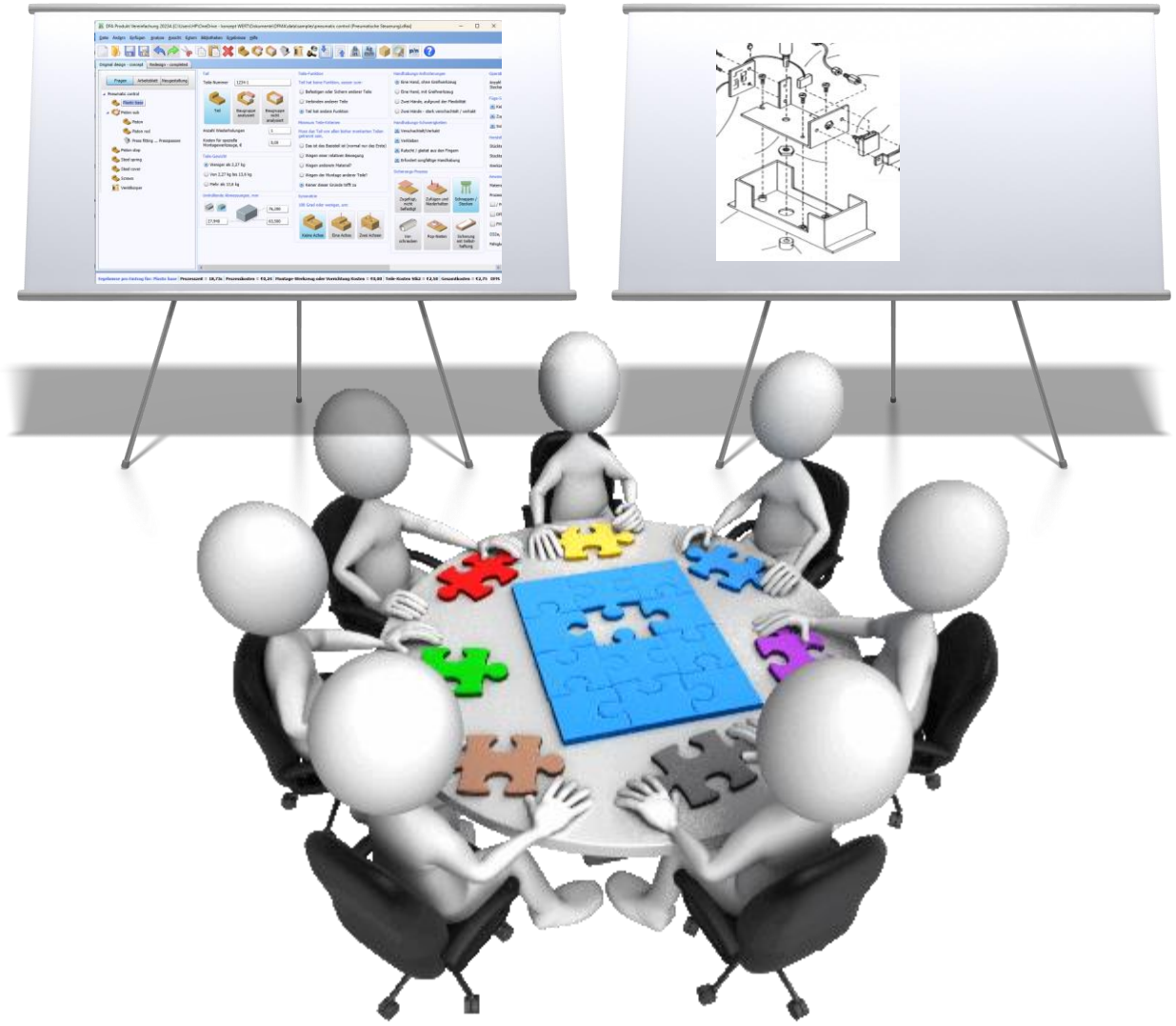
FOKUS DFMA

The gold standard in cost estimation…

In combination with EVI®
(Early Value Ideation)



DFMA as a team-event



Moderated project environment

To conduct different workshop-sequences:

A) Analyzing a given concept to generate ideas
B) Assess the ideas against different aspects
C) Decide, which ideas are applicable and to achieve

Ideally in the early development phase

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IDEAS – the first „get back“ ✅

How to manage these ideas?

This question leads to the development of
evi:One® - Early Value Ideation –
the Project Management Office tool for (DFMA-) Projects.

But - How does it work?

And – Whats the benefit for you?

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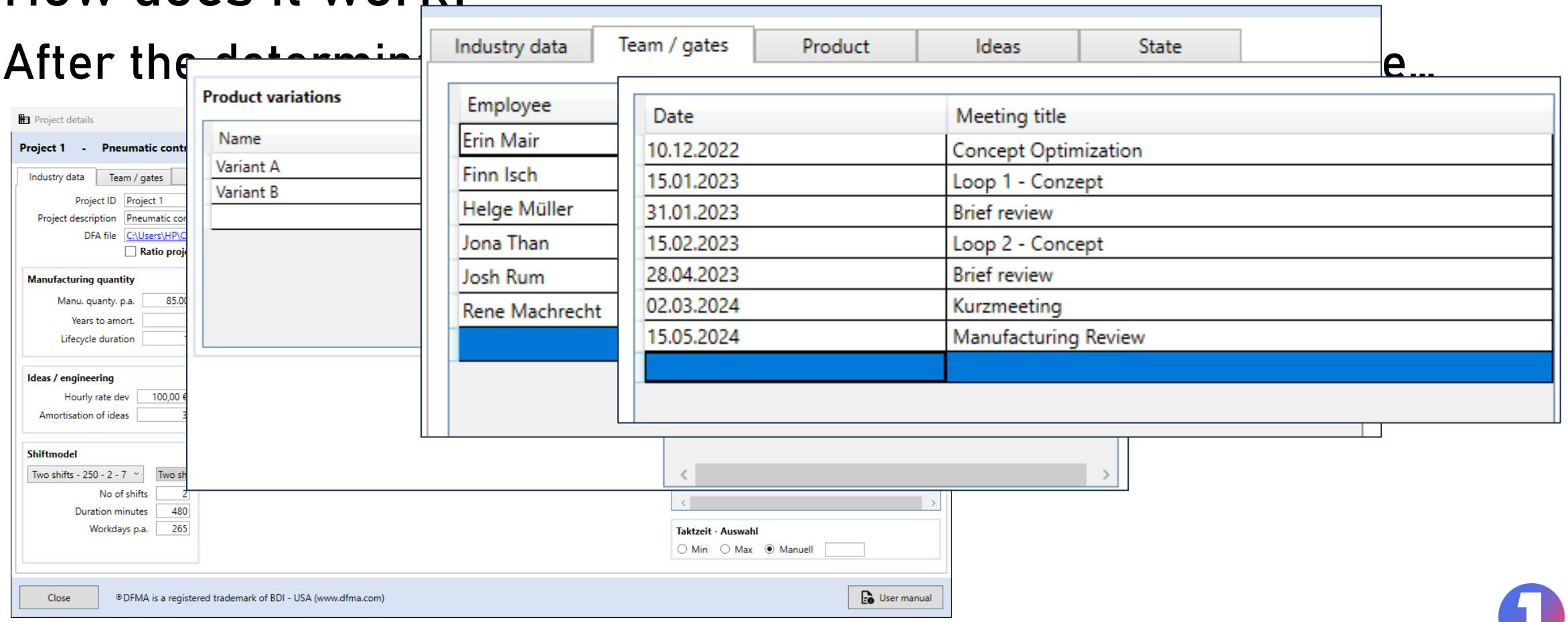
How does it work?

After the determin… e…



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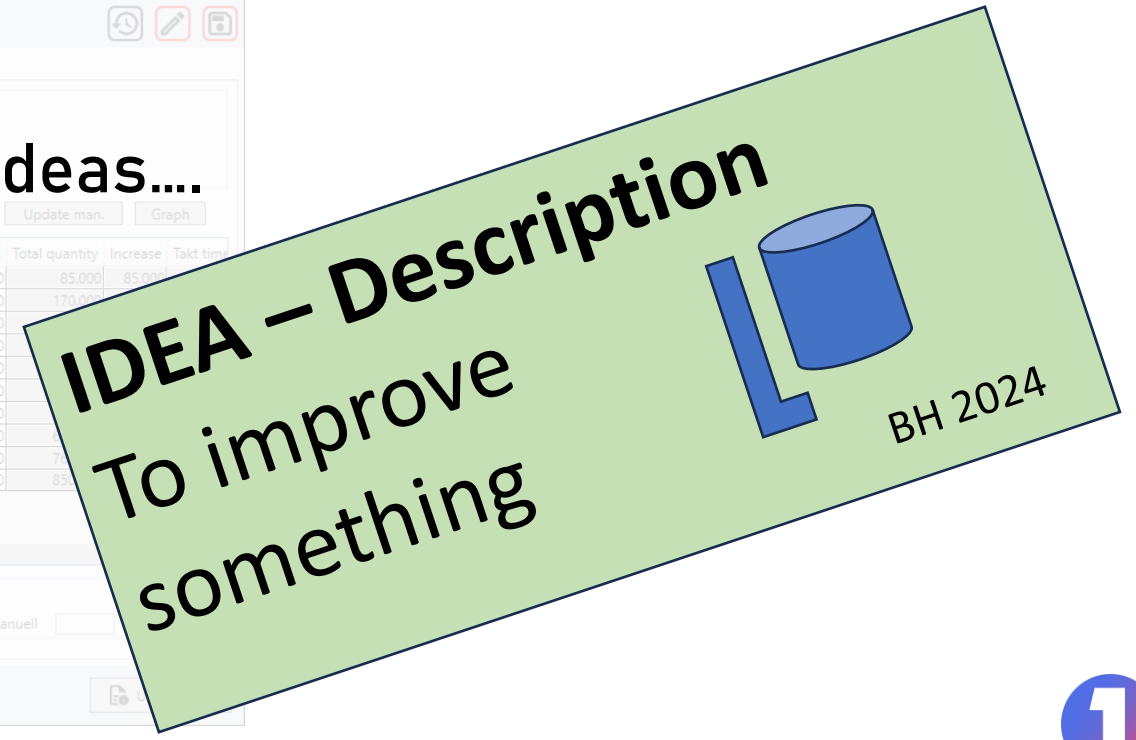
How does it work?

After the determination of the project scope, team and timeline the first step is to conduct an DFMA workshop

but with one requirement:
No discussion…. Only questions.. And ideas….

Idea – brain dump 😉

Write it down.. Make a sketch..
Sign it..



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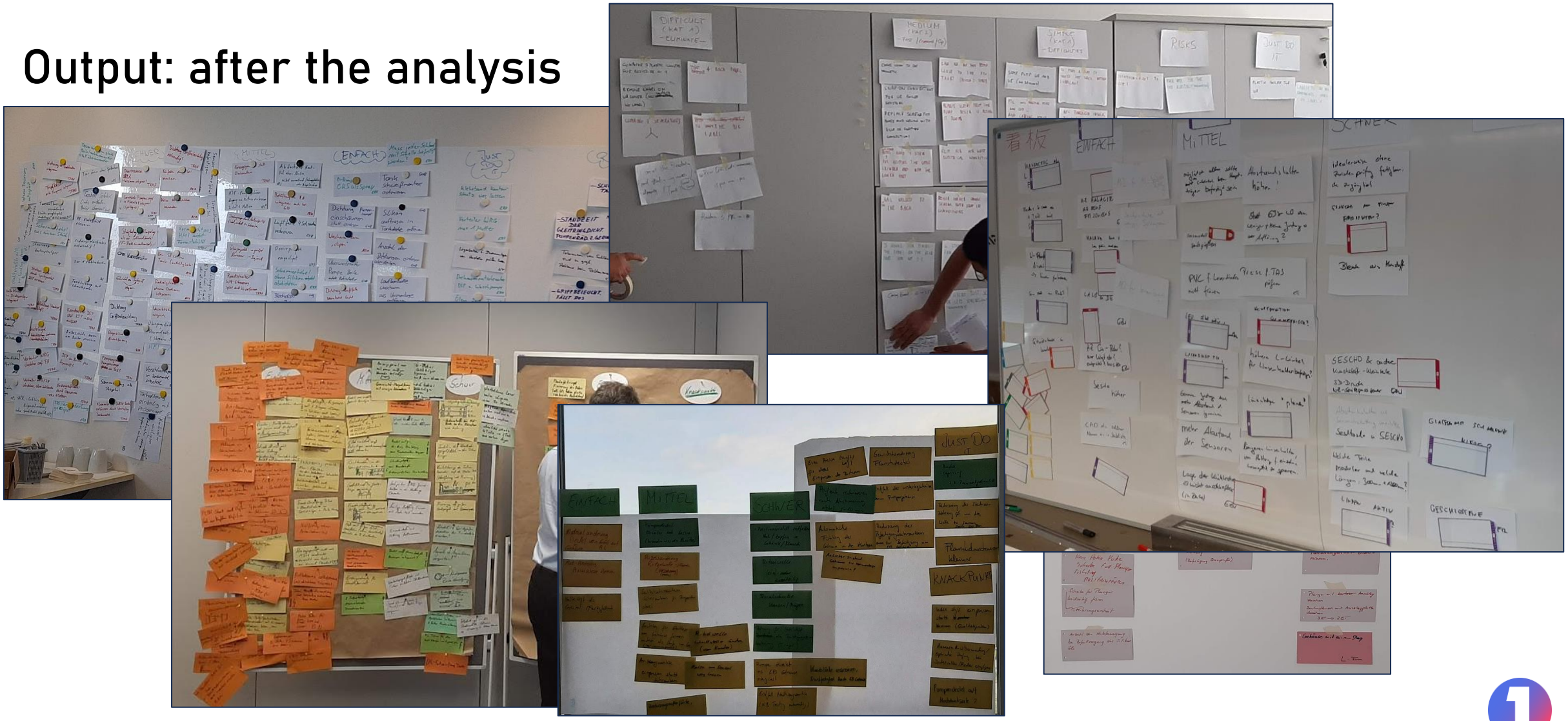
Output: after the analysis



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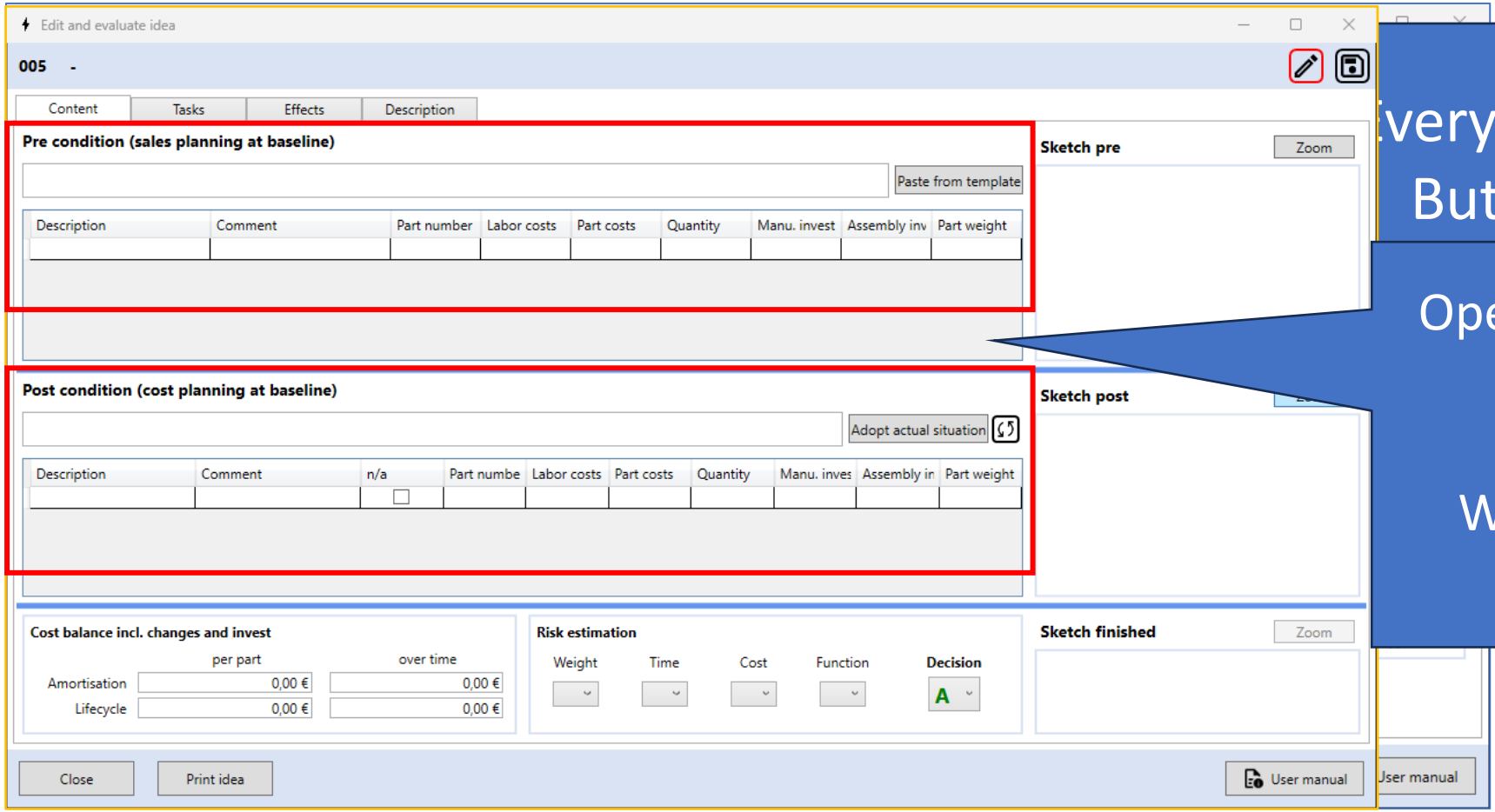
OK.. Ideas are great… and now?



Every idea will be listed
But how to assess?

Open the Evaluation form for ideas..
And then?...
Where do we get data from?

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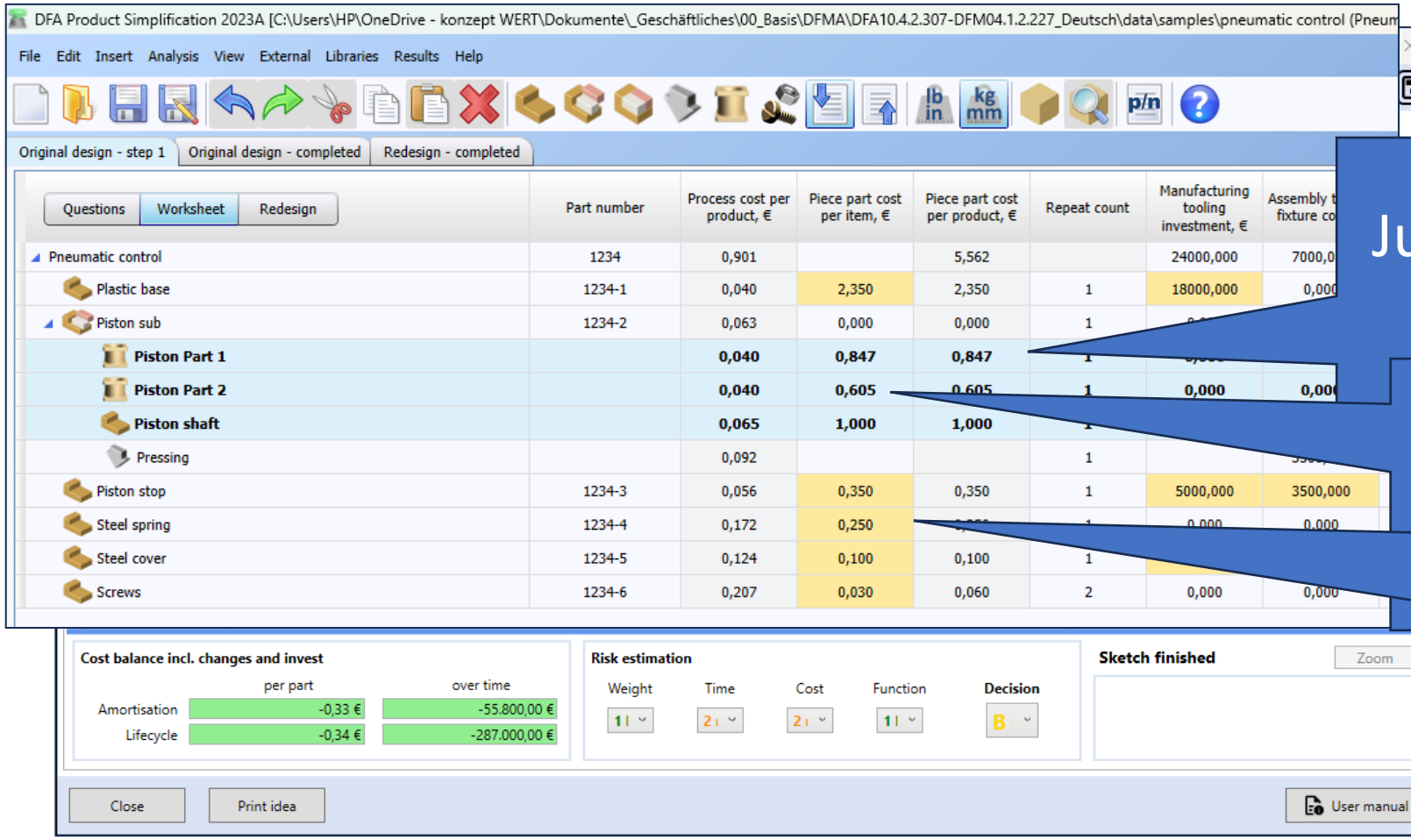
Perfect situation… we have the current situation from DFA



Just take the data from DFA worksheet

And take it as

What is the post-condition?

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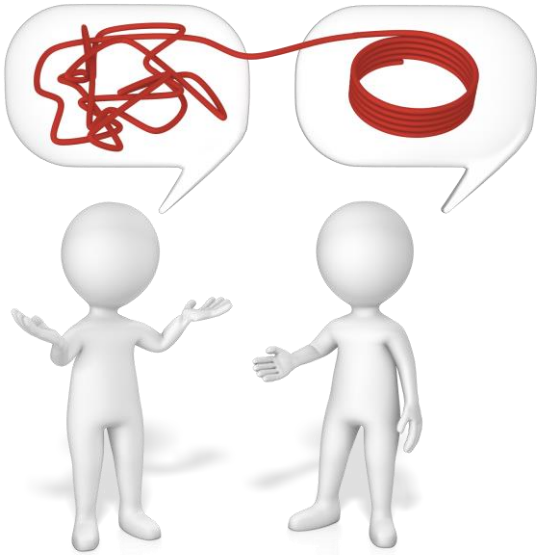
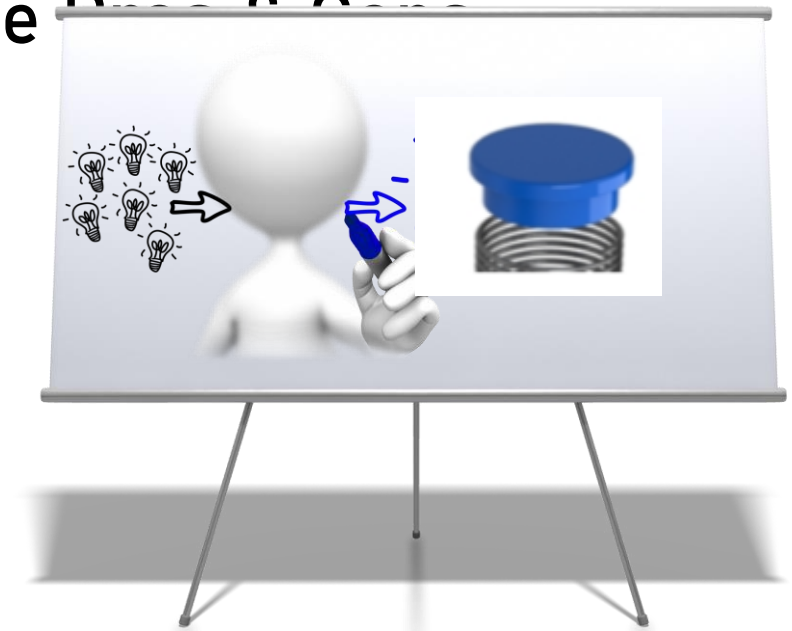
Post condition: work out the idea!!

This is a second creative process

Now it is time to discuss and clarify the





The objective is a description and a sketch of a target situation…

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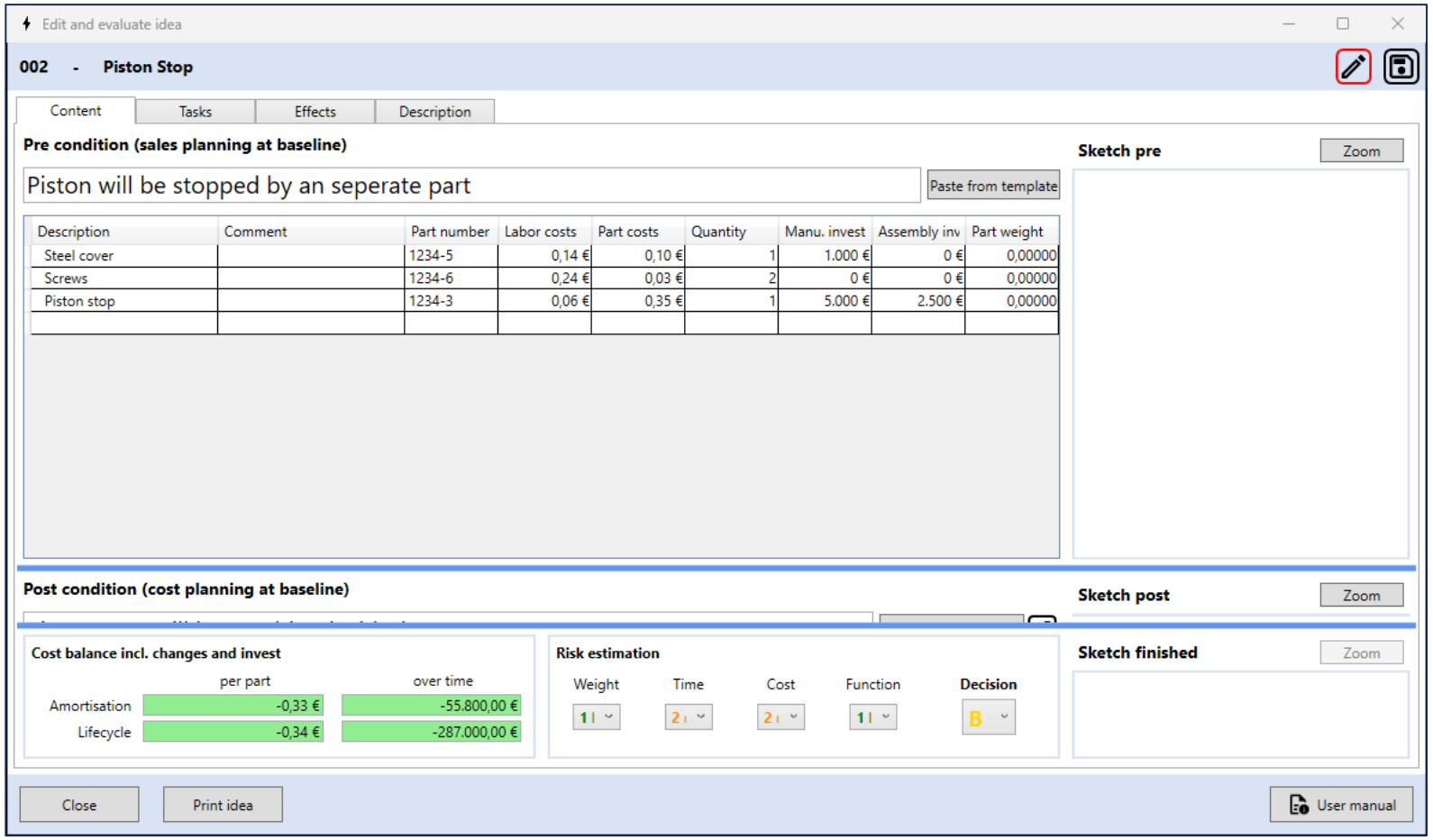
Then… Convert the elaboration into figures… … - On the cost side



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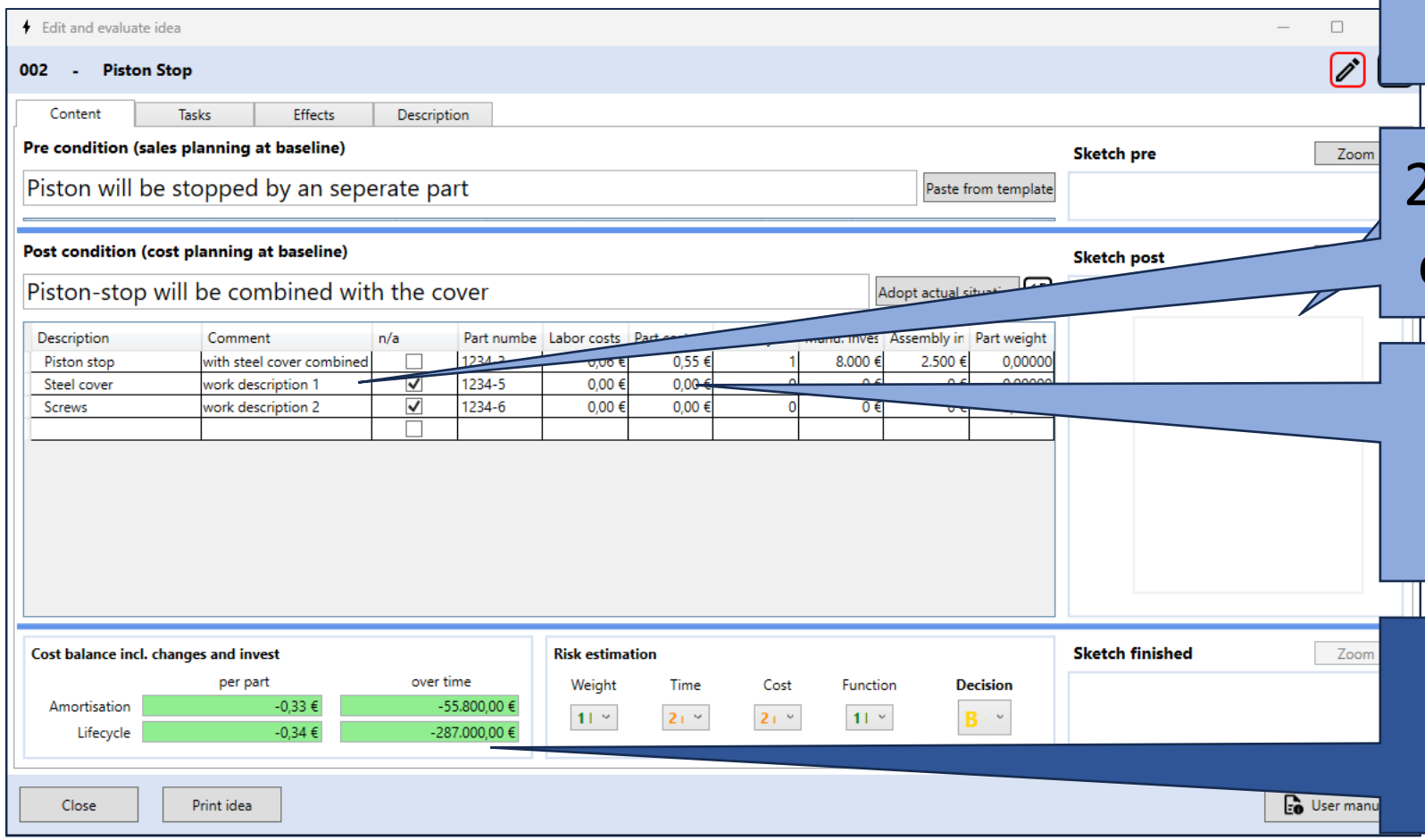
Then… Convert the elaboration into figures… … - On the cost side



1) Insert the sketch

2) Describe the changes of the Target Situation.

3) Estimate the new situation per item
(use DFM if nec.)

4) Result: Potenzial of the Idea…

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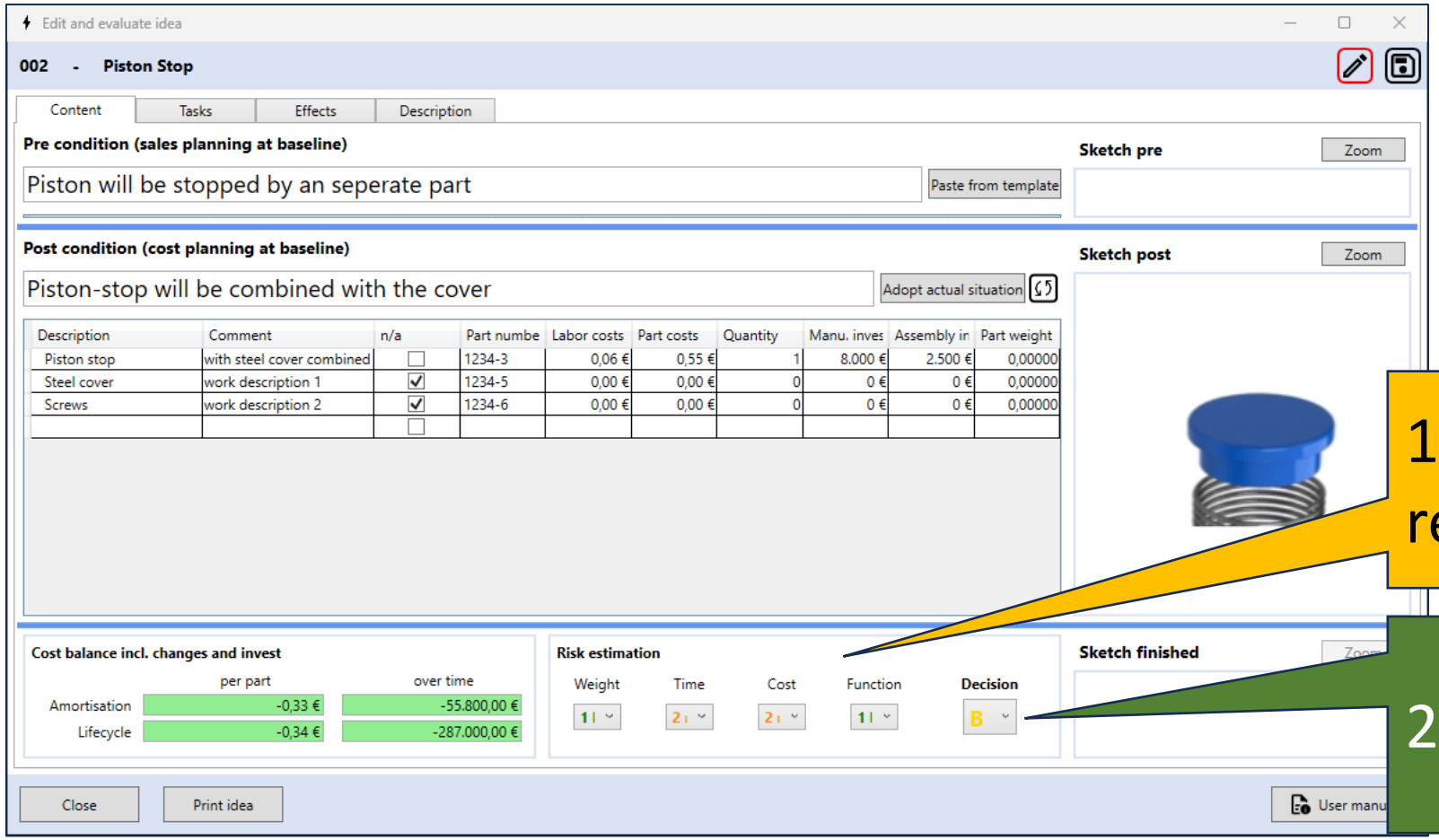
Then… Convert the elaboration into numbers… - On the risk side



1) Assess the risk regarding diff. aspects

2) Result: Team decision

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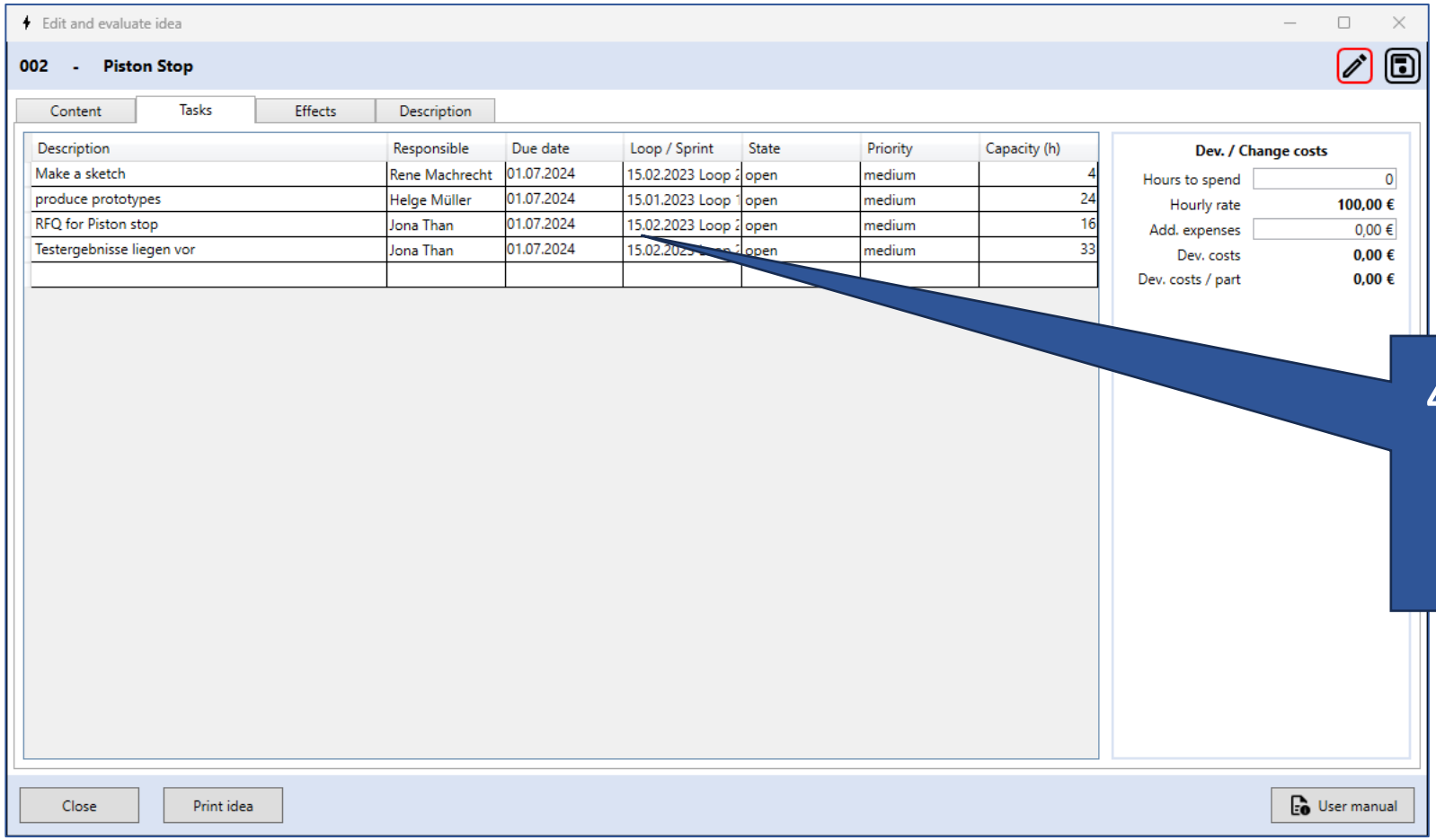
Last: Define responsibilities



4) Tasks related to next milestones/loop/ sprint/meeting

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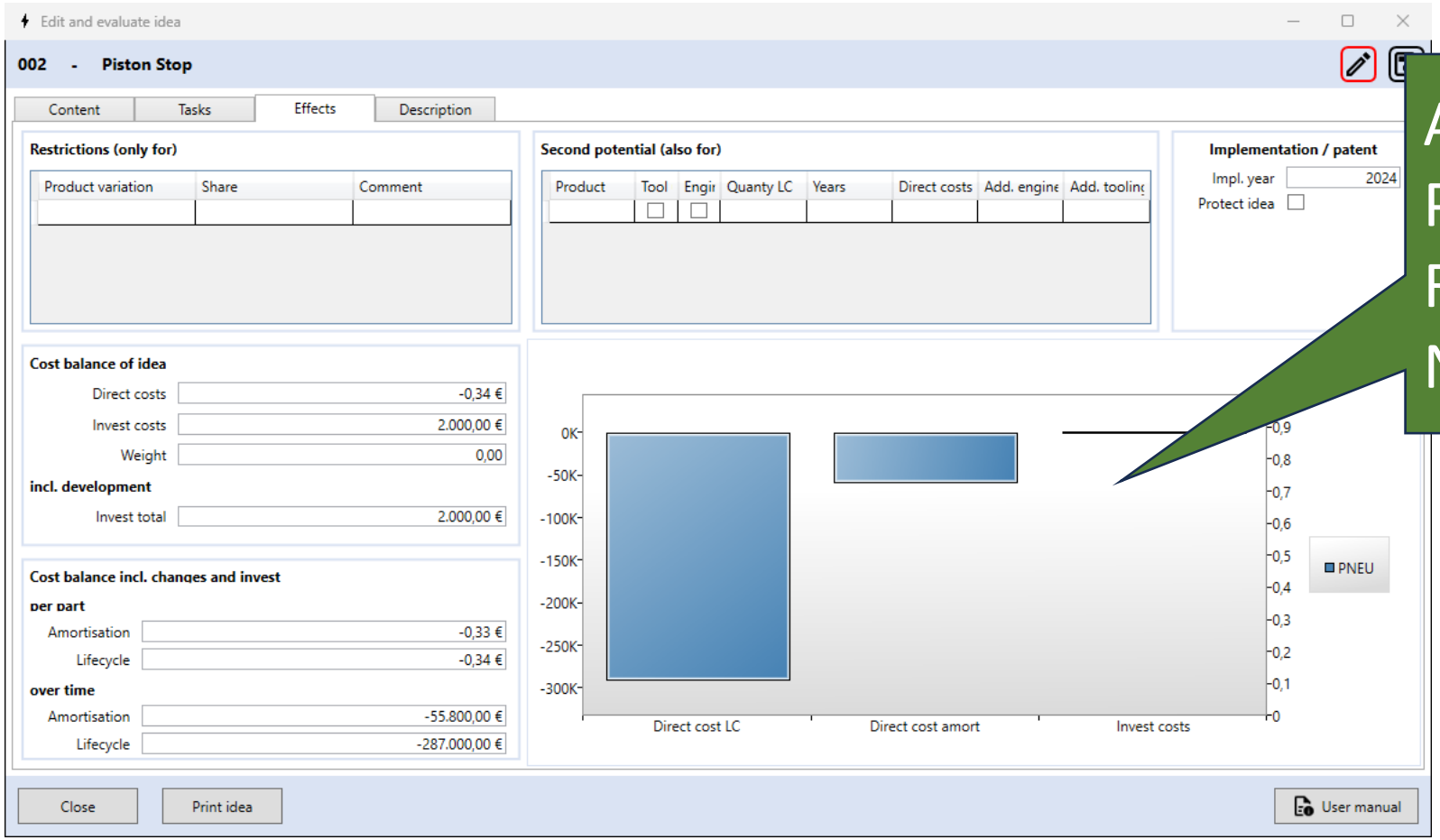
What get the management back? (1)



Assessed idea:
Potenzials
Risks
Necessary tasks

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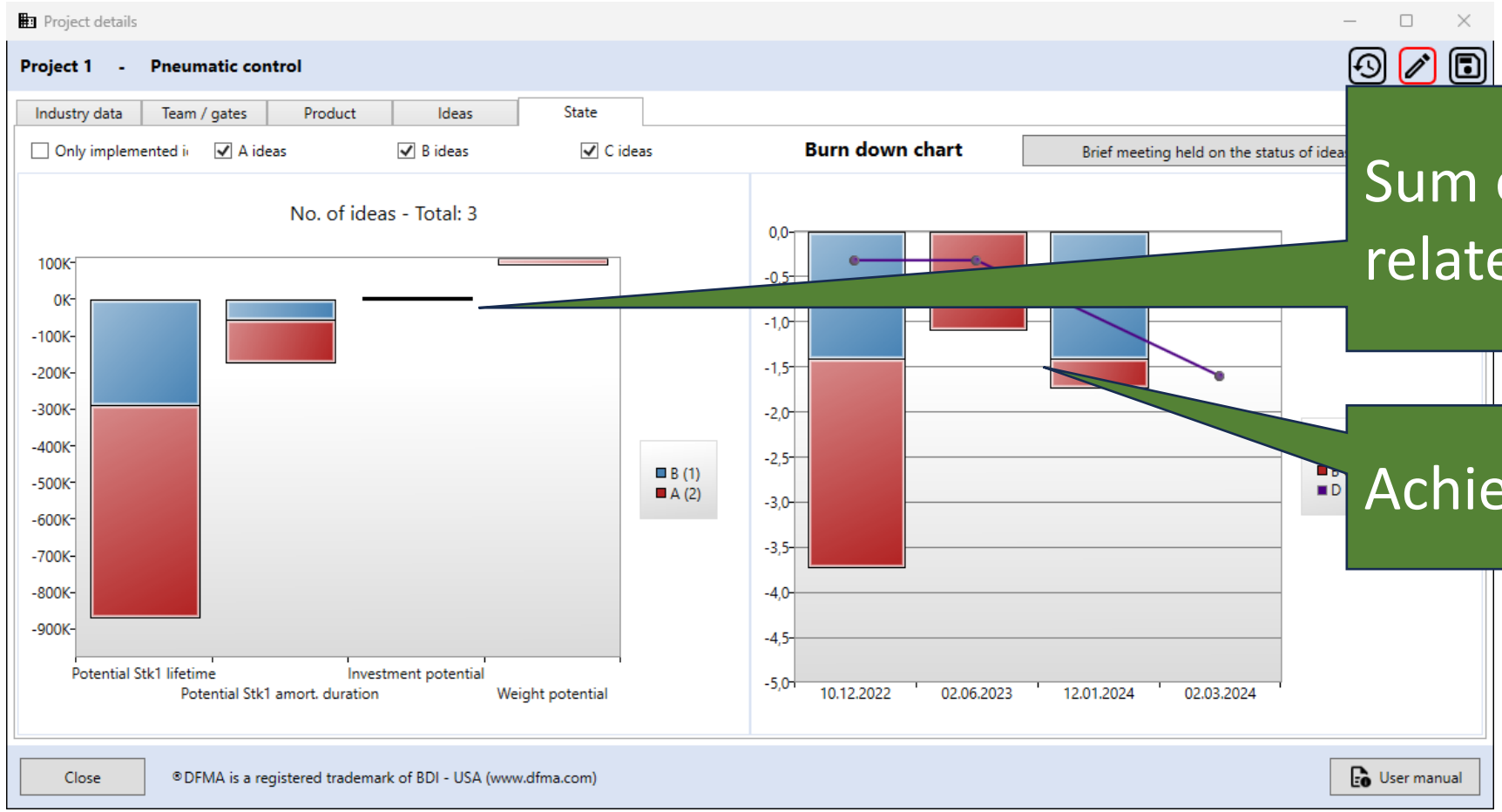
What get the management back? – (2)



Sum of all ideas related to the project

Achievement over time

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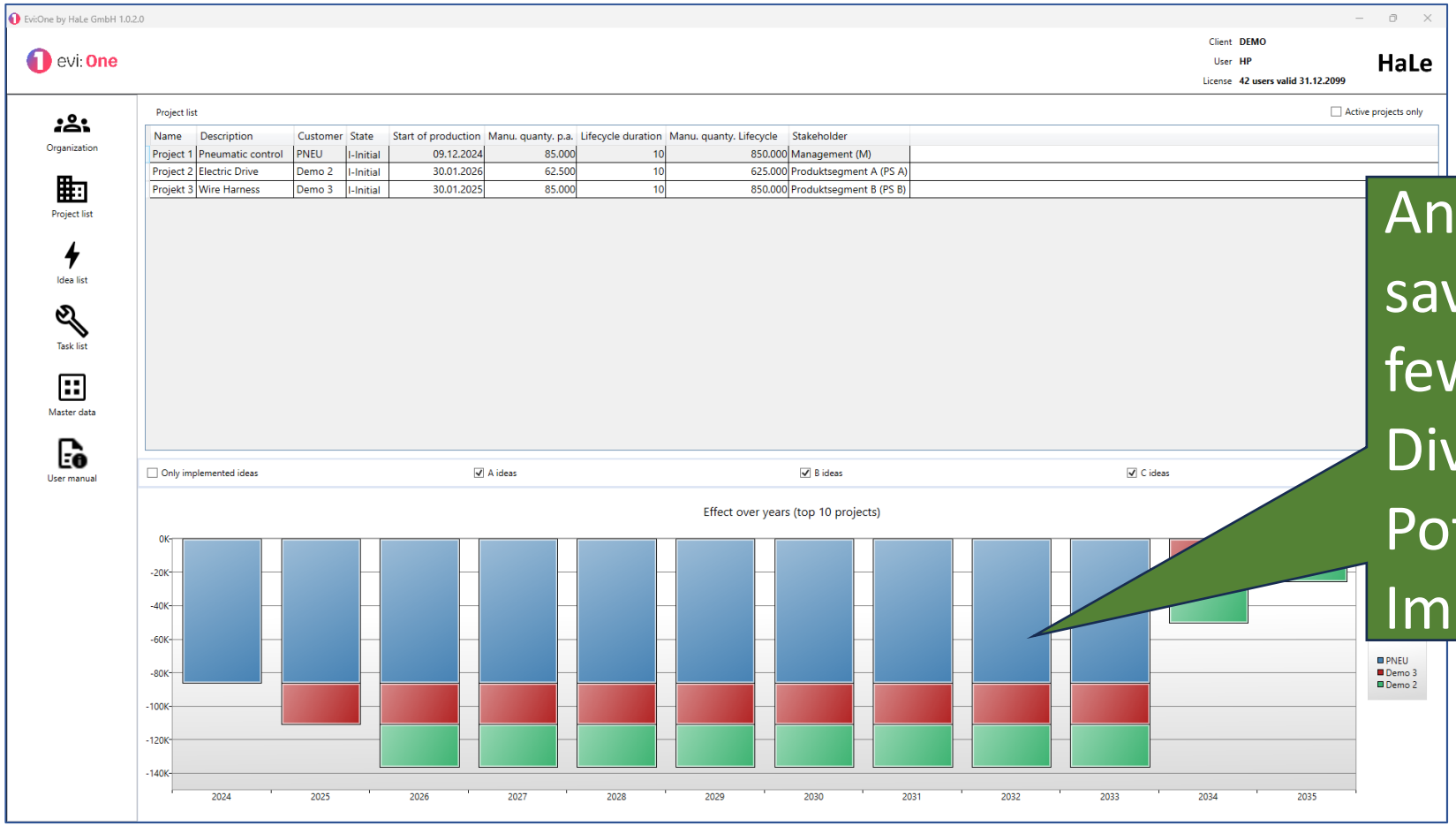
What get the management back? – (3)



An outlook for project savings over the next few years
Divided in Potenzials and Implemented ideas..

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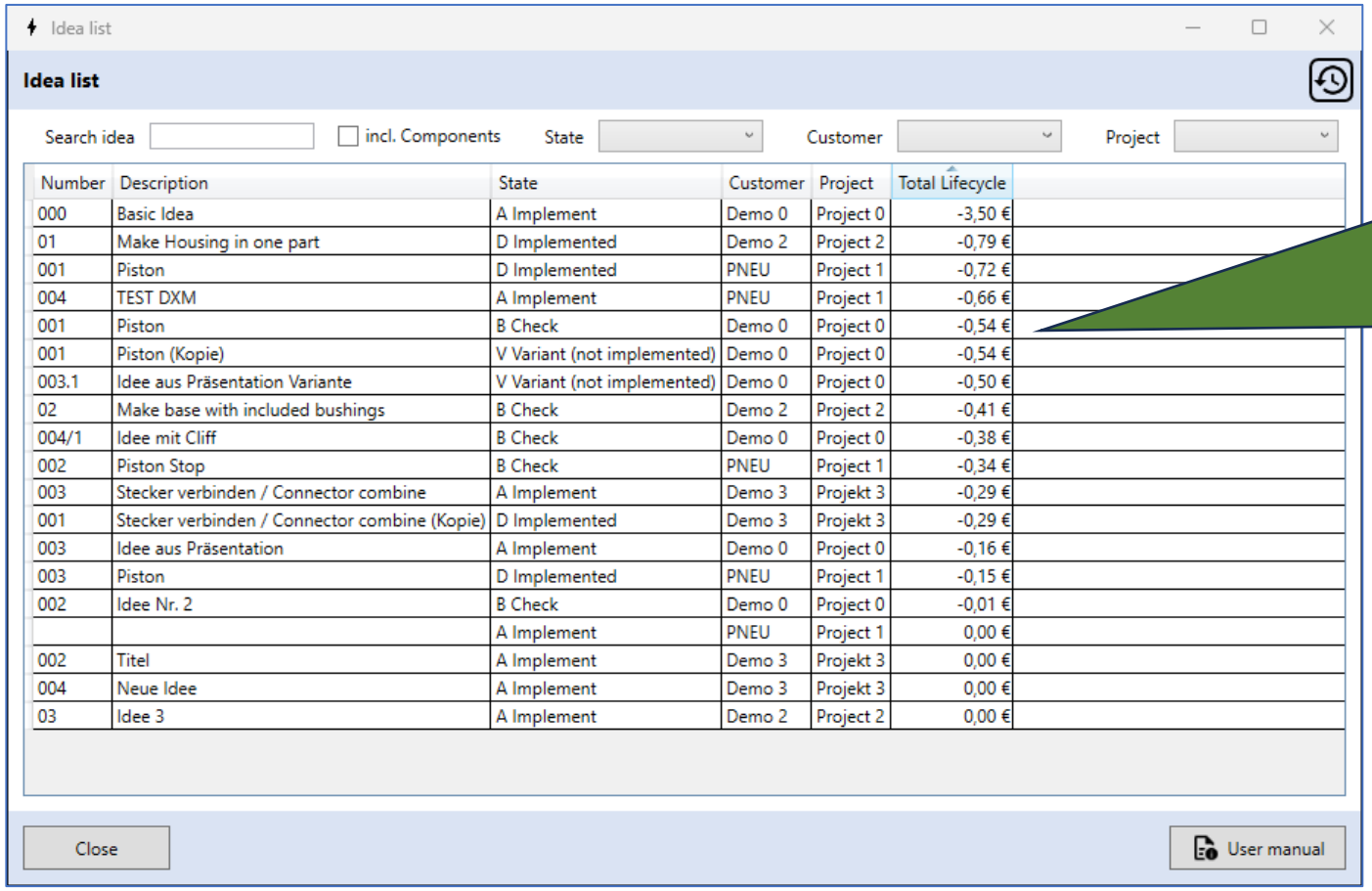
What get the management back? – (4)



Number	Description	State	Customer	Project	Total Lifecycle
000	Basic Idea	A Implement	Demo 0	Project 0	-3,50 €
01	Make Housing in one part	D Implemented	Demo 2	Project 2	-0,79 €
001	Piston	D Implemented	PNEU	Project 1	-0,72 €
004	TEST DXM	A Implement	PNEU	Project 1	-0,66 €
001	Piston	B Check	Demo 0	Project 0	-0,54 €
001	Piston (Kopie)	V Variant (not implemented)	Demo 0	Project 0	-0,54 €
003.1	Idee aus Präsentation Variante	V Variant (not implemented)	Demo 0	Project 0	-0,50 €
02	Make base with included bushings	B Check	Demo 2	Project 2	-0,41 €
004/1	Idee mit Cliff	B Check	Demo 0	Project 0	-0,38 €
002	Piston Stop	B Check	PNEU	Project 1	-0,34 €
003	Stecker verbinden / Connector combine	A Implement	Demo 3	Projekt 3	-0,29 €
001	Stecker verbinden / Connector combine (Kopie)	D Implemented	Demo 3	Projekt 3	-0,29 €
003	Idee aus Präsentation	A Implement	Demo 0	Project 0	-0,16 €
003	Piston	D Implemented	PNEU	Project 1	-0,15 €
002	Idee Nr. 2	B Check	Demo 0	Project 0	-0,01 €
		A Implement	PNEU	Project 1	0,00 €
002	Titel	A Implement	Demo 3	Projekt 3	0,00 €
004	Neue Idee	A Implement	Demo 3	Projekt 3	0,00 €
03	Idee 3	A Implement	Demo 2	Project 2	0,00 €

One repository for all ideas, all projects (with potential)
Also as a ideation source for other projects

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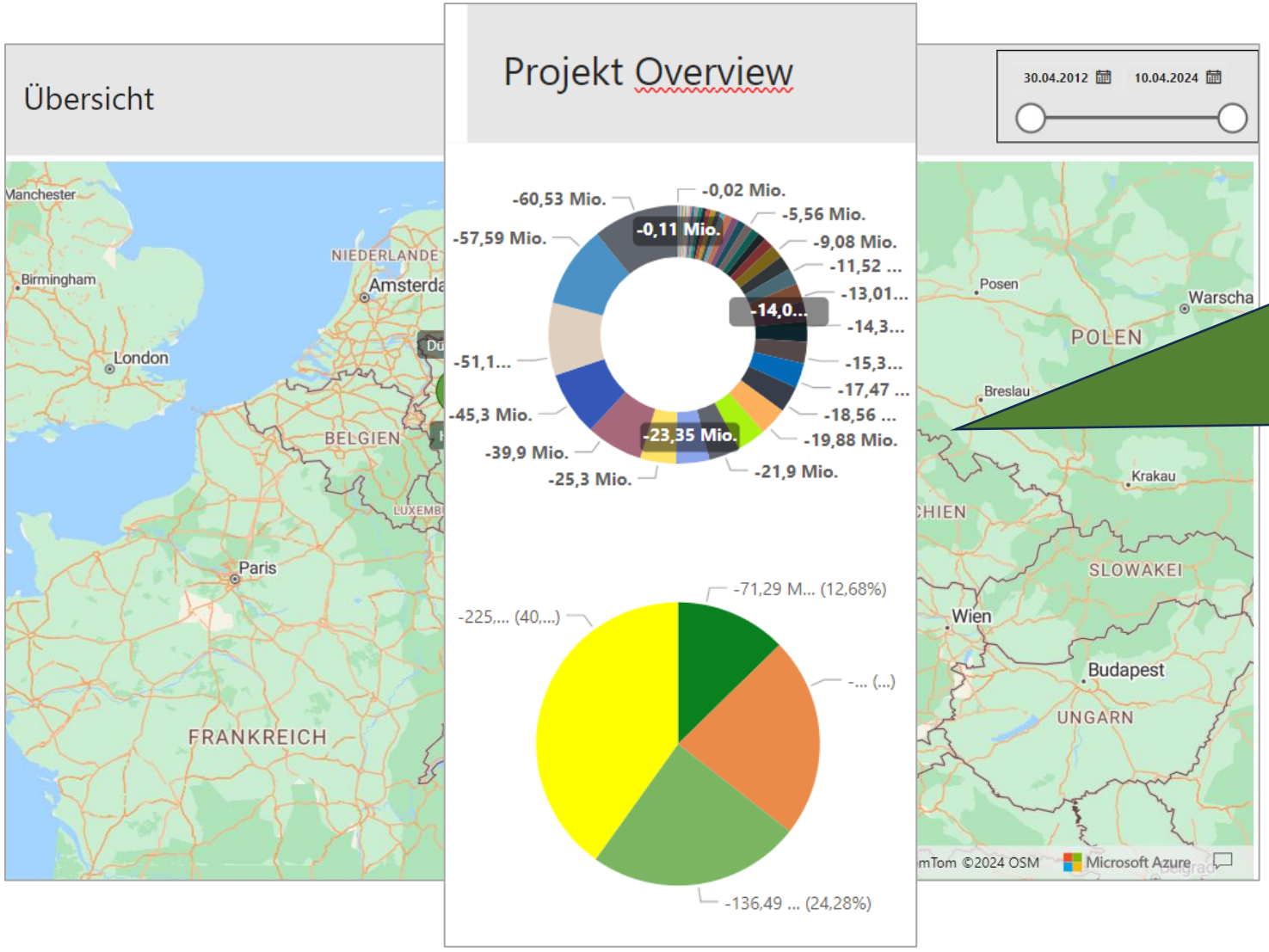

One SQL-Database for all your projects.
Access with all your office tools as
Power BI
MS Access
MS Excel
...

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Management/Stakeholders

What gets the management back?

The success of working with DFMA+EVI

- They get back ar… list of opportunities
- They ge… timated sum of savings
- T… ck a position coordinated within the
- They get back higher maturity of design concepts
- They get back a clarified list of tasks with less redundance
- They get back Higher Profits

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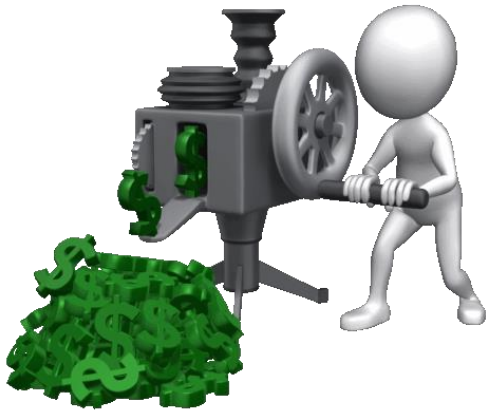
Benefit for you… if you are a responsible DFMA-User:

- **You get potentials of every idea you want**
- **You can show your management the profit increase for the coming years**
- **You have a repository of ideas also for inspiration in other projects**
- **You can identify bottlenecks in “conversion of ideas” into money – and take countermeasures**
- **From/For every site you want.. globally**



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Benefit for you… if you are a DFMA-Reseller:

- **You can show your customers the increasing of profits for the upcoming years (only by doing DFMA) – direct after the first projects**
- **You enable your customers to verify the ROI of their (DFMA-) invest**
  - **project by project**
  - **year by year**
- **You push your customers to a “structured communication” company**

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Thank you

Thank you for your attention

What question do you have?

Ideas2money

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