

PRODUCT DISCOVERY
DESIGN SPRINTS
PRODUCT WORKSHOPS
HACKATHONS
R&D / PROTOTYPING
CUSTOMER JOURNEY MAPPING
PRODUCT STRATEGY
PRODUCT DESIGN



**WHO AM I?
WHAT DO I DO?
WHY AM I HERE?**

Design Matters Mexico 2024
CENTRO, CDMX

Talk by Karol Oponowicz
ordergroup / zeronest

"Lessons Learned"
Jan 31 - Feb 01, 2024

PL → MX



DRUMMER / GAMER

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A photograph of two men practicing Tai Chi in a lush green forest. The man on the left is wearing a blue cap and a dark hoodie, while the man on the right is wearing a blue cap and an orange t-shirt. They are both in a similar Tai Chi stance with arms extended. The background is filled with dense green foliage. The text "LESSONS LEARNED" is overlaid in large white letters across the center of the image.

LESSONS LEARNED

YOU ARE GOING
TO LEARN ABOUT



01.

SPECIALISATION AS A SUPERPOWER

02.

HOW TO PROPERLY RIDE THE HYPE TRAIN

03.

BUILD YOUR (SOFT) SKILL-TREE

04.

DESIGNER → STARTUP FOUNDER



01.

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DESIGNER → STARTUP FOUNDER

**DESIGN
GENERALIST**

**DESIGN
SPECIALIST**



**DOMAIN
SPECIALIST**



THIS IS THE WAY.

SPECIALISATION
AS A SUPERPOWER

WHY?

TO STAND OUT & BE MORE COMPETITIVE
IN A CROWDED MARKET

TO BETTER POSITION YOURSELF (FOR
RECRUITERS) AS A SPECIALIST / OWN A NICHE

AI WILL AUTOMATE SIMPLE AND REPEATABLE
GIGS, SO FOCUS ON THE UNIQUE ONES

THERE ARE AREAS THAT NEED GOOD DESIGN
(ENTERPRISE & INDUSTRIAL SOFTWARE)

WITH KNOWLEDGE COMES OPPORTUNITY

SPECIALISATION
AS A SUPERPOWER

DOWNSIDERS?

POSITIONING & SPECIALISATION
TAKES TIME AND DISCIPLINE

LESS PROJECTS IN THE BEGINNING
UNTIL YOU'LL BUILD UP YOUR REP.

REQUIRES UNIQUE KNOWLEDGE AND
DEEP INSIGHTS FROM A DOMAIN

IT TAKES AWAY A LOT OF COOL
"PLEASURE / PET PROJECTS"

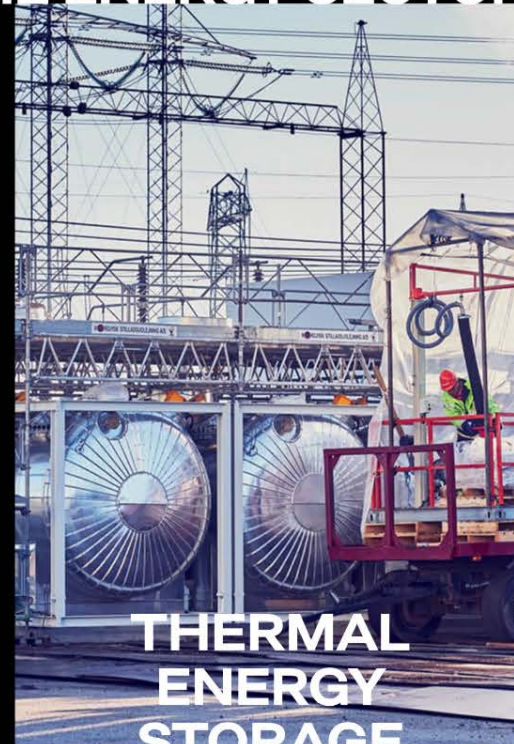
2 YEARS AGO WE DECIDED TO FOCUS ON THE ENERGY SECTOR



**VIRTUAL
POWER
PLANT**



**ELECTRIC
VEHICLES
V2G**



**THERMAL
ENERGY
STORAGE**



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FEAR IS THE MIND-KILLER

HOW TO RIDE
THE HYPE TRAIN

02.

**"NEW
THING"**



CURIOSITY

TRY IT!

+

GO DEEPER / EDUCATE
/ JOIN A COMMUNITY

+

IDEATE HOW IT
CAN IMPROVE
YOUR WORK/LIFE

+

BUILD SOMETHING
& TEST IT ON PEOPLE

+

ONLY THEN YOU CAN
FORM A VALID OPINION



SEARCH

**CHANCES
& PROFIT**



SEARCH TURNED INTO

- 7 COMMERCIAL PROJECTS
- 1 INDUSTRIAL PROJECT
- WEB3 HACKATHON
- WEB3 MENTORING PROGRAM
- 3 CONFERENCE APPERANCES

HOW TO RIDE
THE HYPE TRAIN

CURIOSITY TURNED INTO

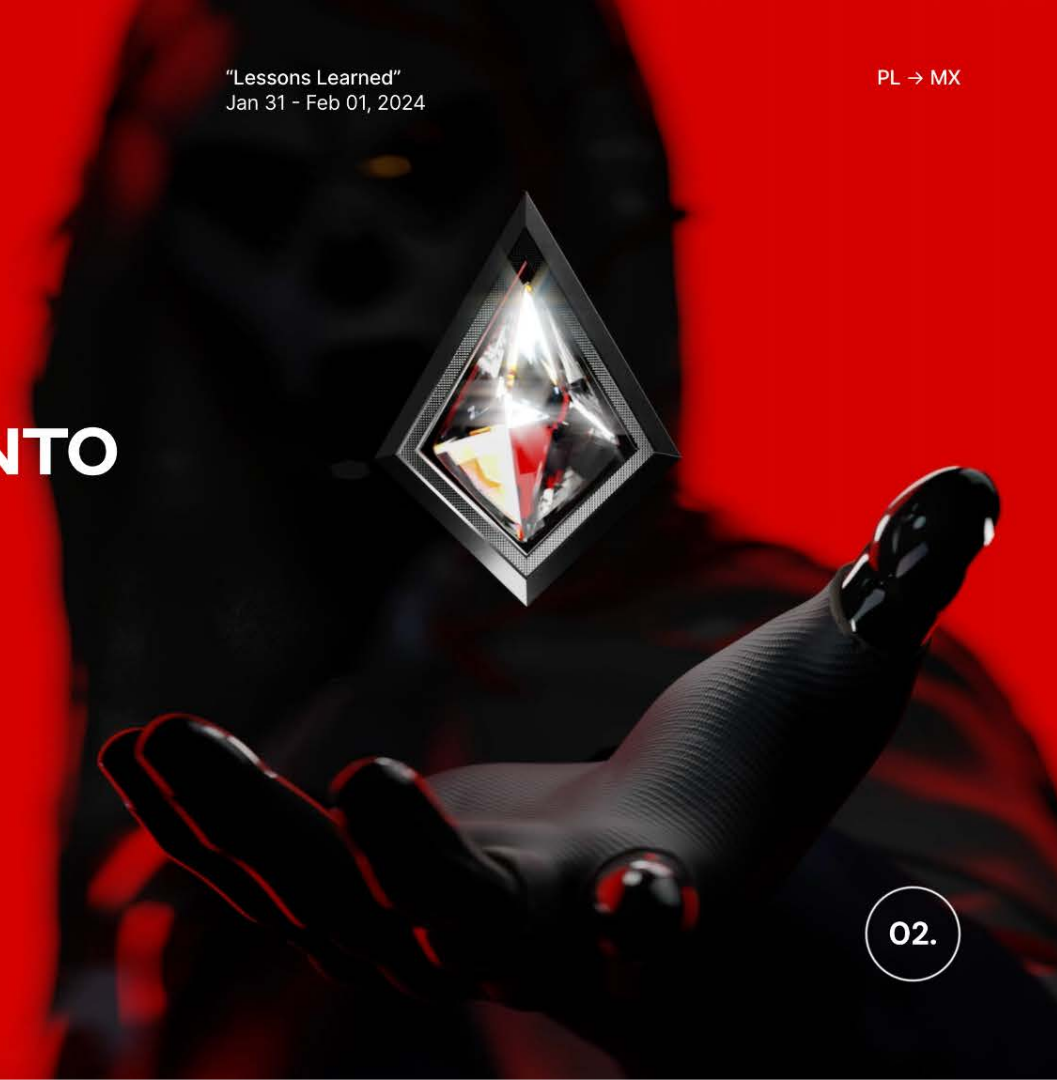
NEW TYPES OF PROJECTS

NEW WAYS FOR FINDING NEW BUSINESS

BUILDING BETTER PRODUCTS
WITH COMMUNITY FEEDBACK

NEW BUSINESS MODELS & IDEAS THAT
CAN BE APPLIED IN MANY INDUSTRIES

HOW TO RIDE
THE HYPE TRAIN



Curiosity



Ideation

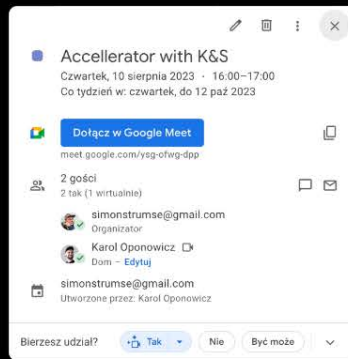


Search for opportunity

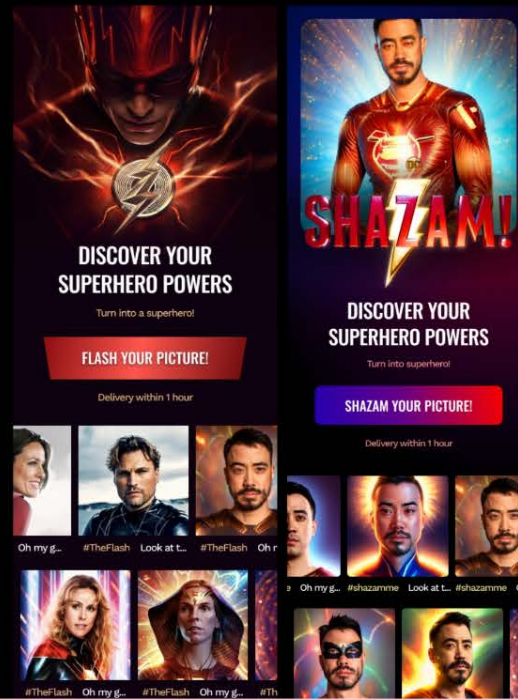
GEN AI HYPE TURNED
INTO OPPORTUNITY

WEEKLY MEETINGS
& PROJECT CONCEPTS

PITCHING TO WARNER BROS. GLOBAL
FOR "FLASH" PROMO CAMPAIGN



FOLLOWED
BY MINI-HACKATHONS



HOW TO RIDE
THE HYPE TRAIN

Curiosity



Ideation



Search for opportunity

NO-CODE



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DESIGNER → STARTUP FOUNDER

INVEST IN SOFT SKILLS →

THAT'S SOMETHING
THAT WILL ELEVATE
YOUR CAREER

BUILD YOUR
(SOFT) SKILL-TREE

Tav
Race: Seldarine Drow
Class: Bard

Abilities

STR 8	DEX 16	CON 13
INT 12	WIS 10	CHA 16

Proficiencies

- Stealth
- Perception
- Deception
- Intimidation
- Performance
- Persuasion

Cantrips

- Fire Bolt
- Light
- Thunder

Spells

- Fire Bolt
- Light
- Thunder



T Inspect

03.

Stealth Proficiency
Add your Proficiency Bonus to any roll made to

Venture Forth

Designer (Bard)

Class Proficiencies:

CURIOSITY

PUBLIC SPEAKING

PRESENTATION SKILLS (PITCHING)

COMMUNICATION / FACILITATION

ABILITY TO DESCRIBE, ARGUMENT
& DEFEND YOUR IDEA

TAKING FEEDBACK & CRITIQUE

LISTENING / EMPATHY

BUILD YOUR
(SOFT) SKILL TREE

Venture Forth

 Inspect

Stealth Proficiency

Add your Proficiency Bonus to any roll made to



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DESIGNER → STARTUP FOUNDER



The Scream,
1893
Edvard Munch

BRIGHT FUTURE FOR DESIGNERS

DESIGNER →
STARTUP FOUNDER

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THANKS FOR HAVING ME



In order to boost global progress

We help entrepreneurs solve real world
problems through software



KAROL OPONOWICZ
ordergroup / zeronest

PL → MX

