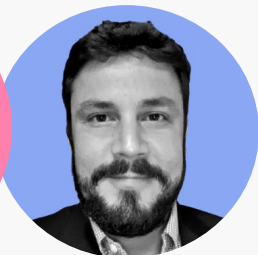


De Startup a Empresa: Construindo seu Ecossistema de Inovação com



Milan Guenther

Designer Empresarial
& Presidente Intersection Group



Paulo Tonin

Arquiteto de Negócios
& Designer Empresarial



Quinta-feira
13 fevereiro 2025
19h30 às 21h45



IMPACT HUB /
PRIMAVERA
Rodovia SC 401,
4100 - Saco Grande
Auditório

ENTRADA FRANCA



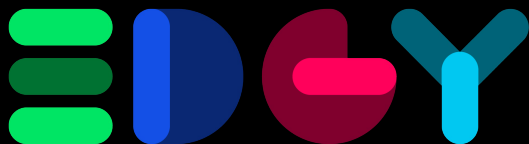
INTERSECTION
FLORIANOPOLIS



**“Nós ajudamos pessoas a
construírem melhores empresas”**

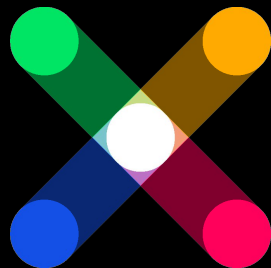


Intersection Group é uma associação **sem fins lucrativos**



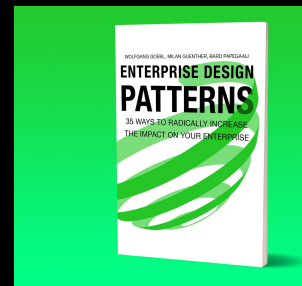
Uma linguagem para Design Empresarial

Com propósito claro, útil para as pessoas, e que cumpre suas promessas



Comunidade e eventos

10 anos de conferência,
1.300 membros do Slack,
8.000 assinantes



Aprendizagem e publicações

Livros, cursos certificados
e ferramentas entregues
por parceiros



Nosso propósito em Florianópolis

Criar uma comunidade local para administradores, executivos, pesquisadores, startups, agilistas, designers, consultores, arquitetos de negócio com o objetivo de compartilhar conhecimentos, práticas e estudo de casos da disciplina de Design Empresarial por meio da linguagem EDGY.



Benefícios em participar da Comunidade

Hub de discussão e estudos de caso de **Design Empresarial**;

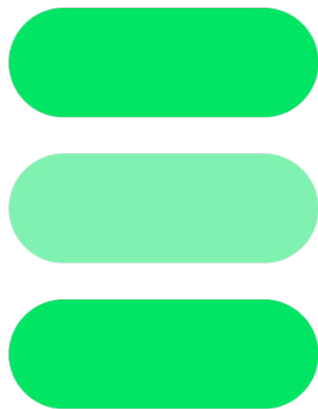
Linguagem de código aberto estruturada para administração abrangente de empresas;

Capacitações inovadoras para uma diferenciação competitiva no mercado.



Intersection Group

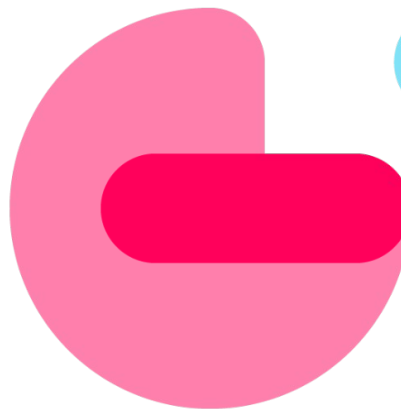




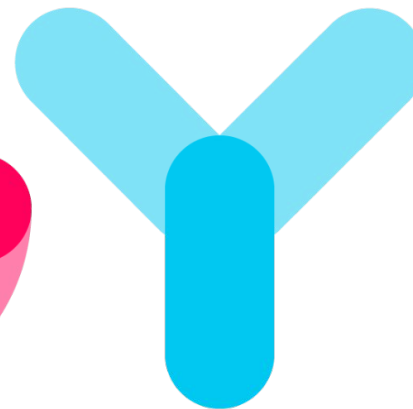
Enterprise



Design



Graph



interplaY

Uma linguagem gráfica para
Design Empresarial colaborativo

INTERSECTION24

Rome, September 18-20

Talk

**Easy to use,
hard to master.
How to navigate
EDGY**

Jean-Sébastien Daigle



Fácil de usar, difícil de dominar

Desde Paris/ 2014 até Roma/ 2024, faz 10 anos que os padrões de Design Empresarial são continuamente discutidos.

Em nossa Comunidade Florianópolis, iremos seguir o mesmo caminho: compartilhando conhecimento sempre.



INTERSECTION

CONFERENCE

PARIS, APRIL 16 - 17, 2014

WWW.INTERSECTIONCONF.COM



INTERSECTION GROUP

Why is Amazon so successful? Discuss.



Shop top categories that ship internationally

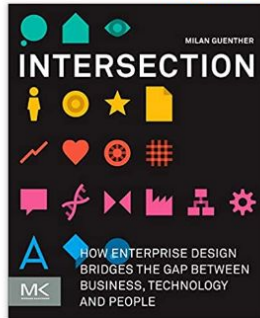
Books > Computers & Technology > Software

Intersection: How Enterprise Design Bridges the Gap between Business, Technology, and People 1st Edition

by Milan Guenther (Author)

★★★★★ 14 ratings

Look inside



ISBN-13: 978-0123884350

ISBN-10: 9780123884350

Why is ISBN important?

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Add to book club

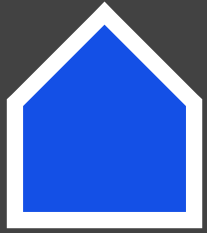
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Many organizations struggle with the dynamics and the complexity of today's social ecosystems that connect everyone and everything, everywhere and all the time. Facing challenges at the intersection of business models, technical developments, and human needs, modern enterprises must overcome the siloed thinking and isolated efforts of the past, and instead address their relationships to people holistically. In *Intersection*, Milan Guenther introduces a Strategic Design approach that aligns the overarching efforts of Branding, Enterprise Architecture, and Experience Design, and sets them on a common course to shape tomorrow's enterprises.





Startup Challenges

Why are you here?

I work on an ambitious product.

I design a top notch user experience.

I depend on an effective organisation.

I need to make operational processes work.

I help realising our purpose in a complex environment.

I contribute to delivering on our brand promises.



Enterprise Design

Introducing some EDGY

I work on an ambitious **product**.

I design a top notch user **experience**.

I depend on an effective **organisation**.

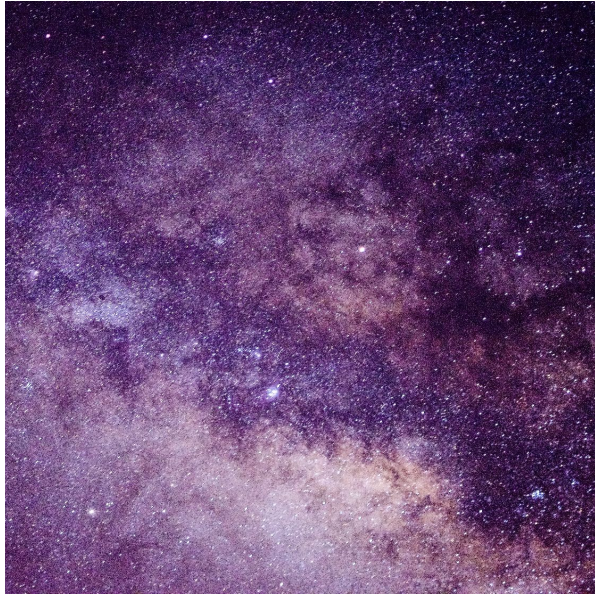
I need to make operational **processes** work.

I help realising our **purpose** in a complex environment.

I contribute to delivering on our **brand** promises.



Innovation Ecosystems are full of **Enterprise Design Challenges**



Dark Matter

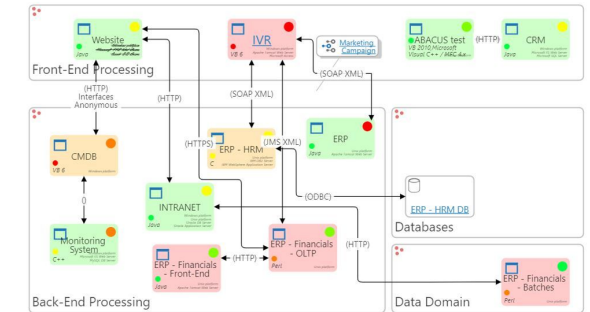
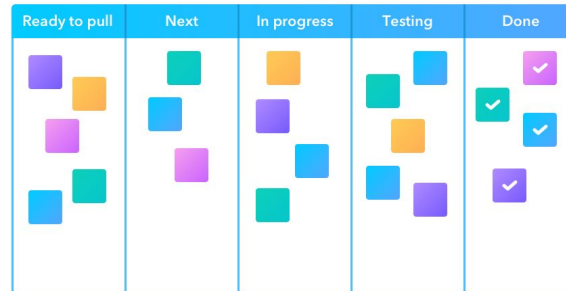
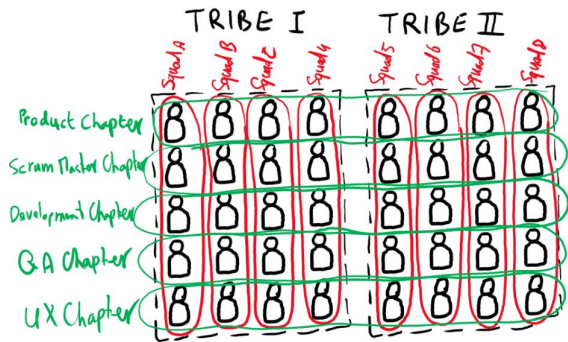
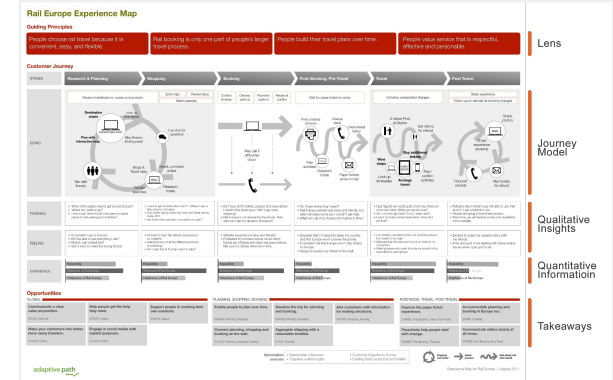
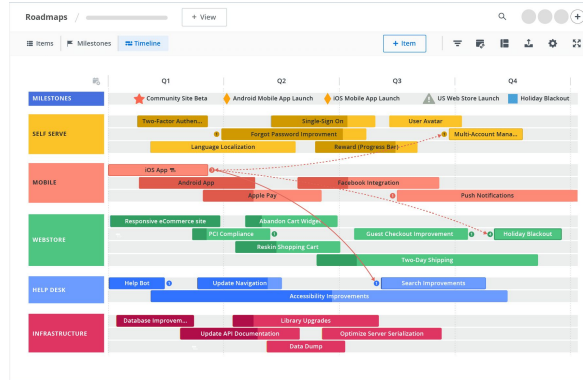
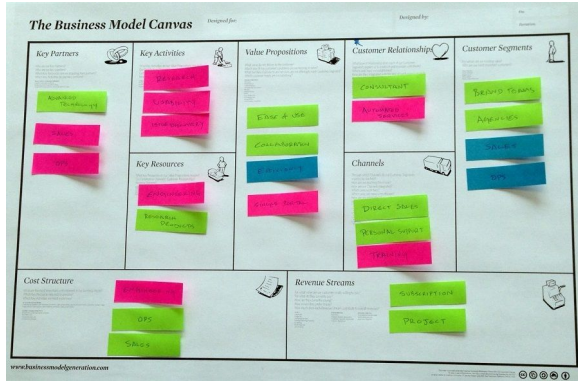


Team Silos



Domain Complexity

To make sense of this mess, enterprises need **maps**





N SÉRIE

LA CASA DE PAPEL

Ce qui avait commencé comme un casse sophistiqué s'est transformé en véritable guerre contre le système. Ce n'est plus un braquage, c'est une révolution !

[▶ Lecture](#) [i Plus d'infos](#)

[↻](#) 16+

Notre sélection du jour pour vous

N  **MARSHA STEWART**
Ajust récent

N  **LA DIPLOMATE**
Nouvelle saison

N  **LOUPS-GAROUS**
Ajust récent

N  **LES MEURTRES ZEN**
Ajust récent

N  **Nobody Wants This.**

MAD MEN 

Reprendre avec le profil de Lucile

Impact

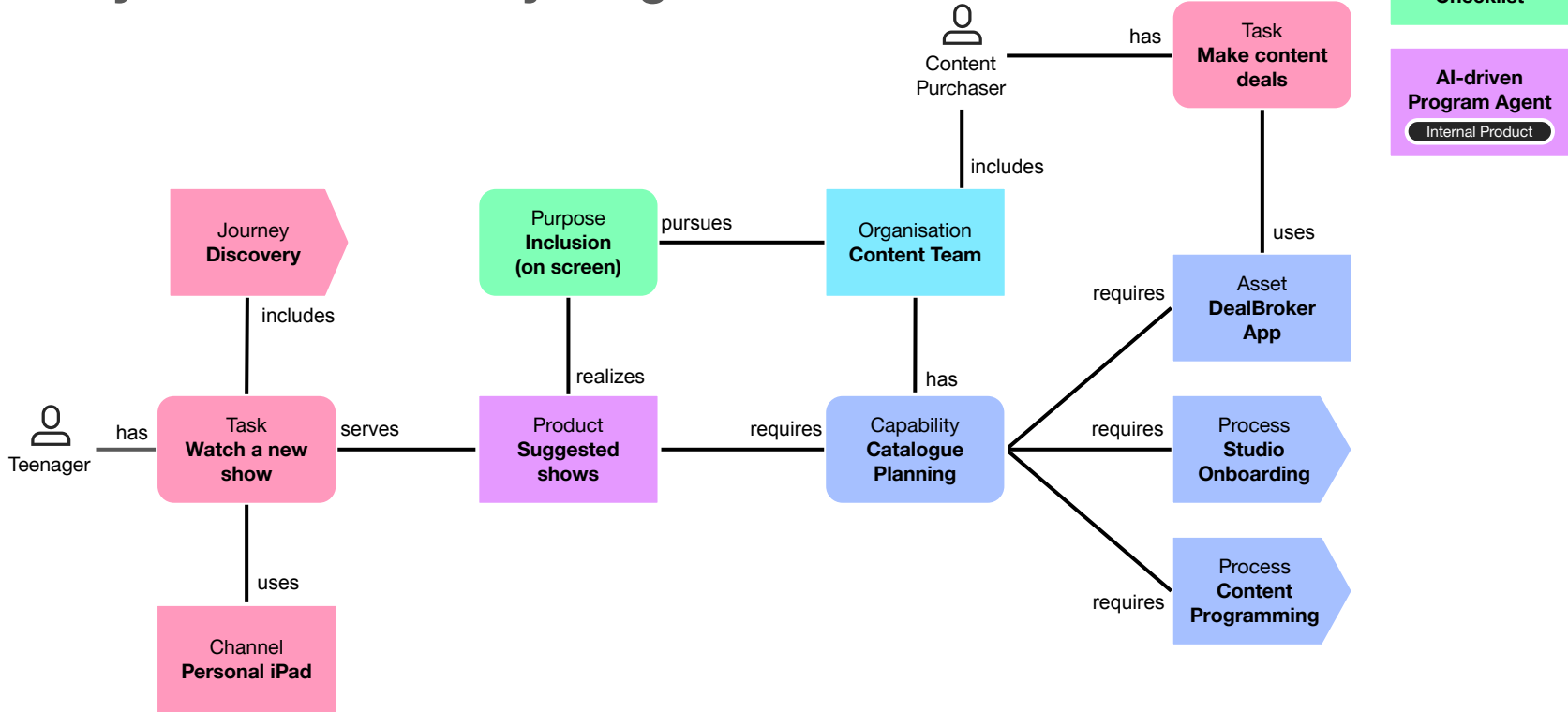
Inclusion

We want more people and cultures to see themselves reflected on screen - so it's important that our employees are as diverse as the communities we serve.

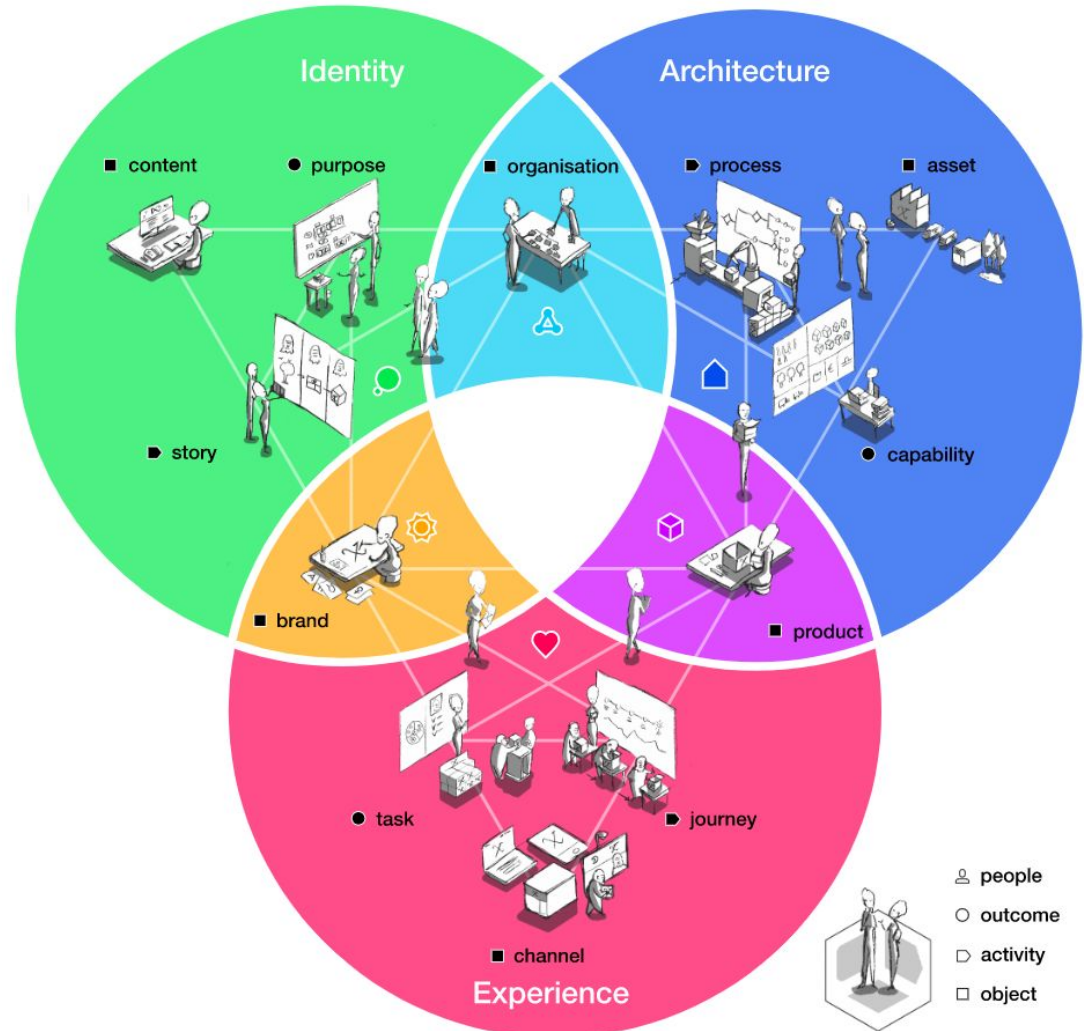
[Learn More →](#)



An Enterprise Design Challenge in EDGY: "Diversify our content for young viewers."



EDGY Elements



High-level Goals

Customer service improvement

Increase customer satisfaction

Increase automation

Speed up development process

Operational-level Goals

Build self-service portal

Focus on customer insight

Focus on Lean processes development

Build Demand Management Capability

Focus on digital first approach

Get rid of failure demand

Build RPA

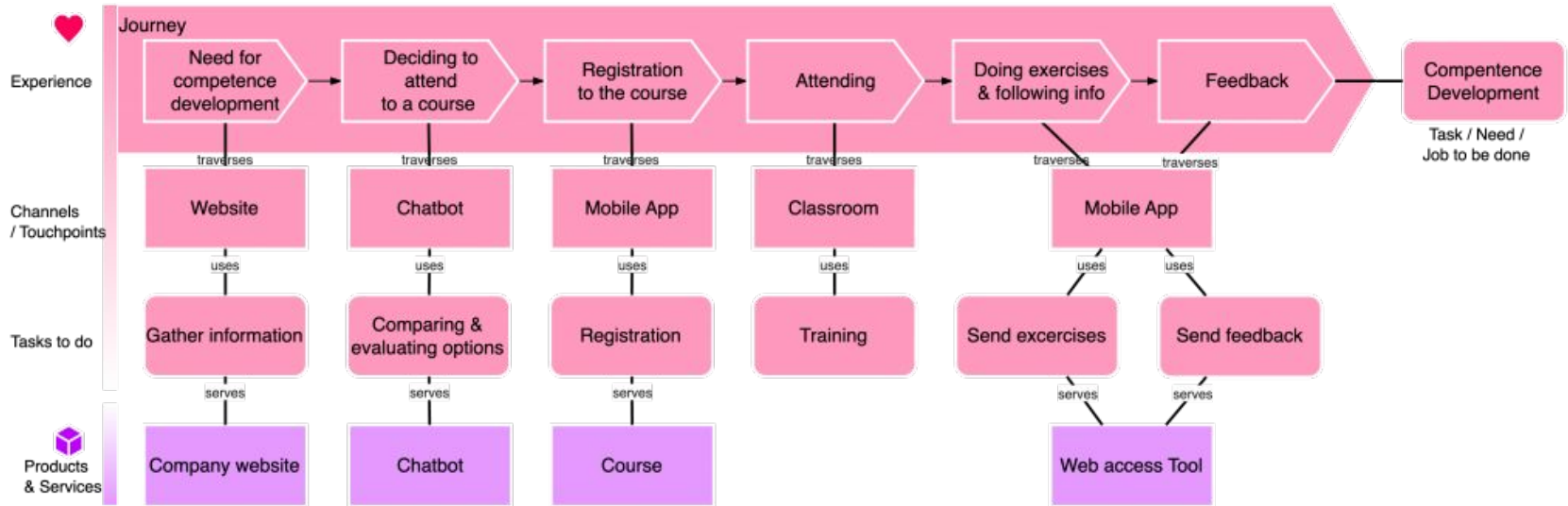
Focus on concept design

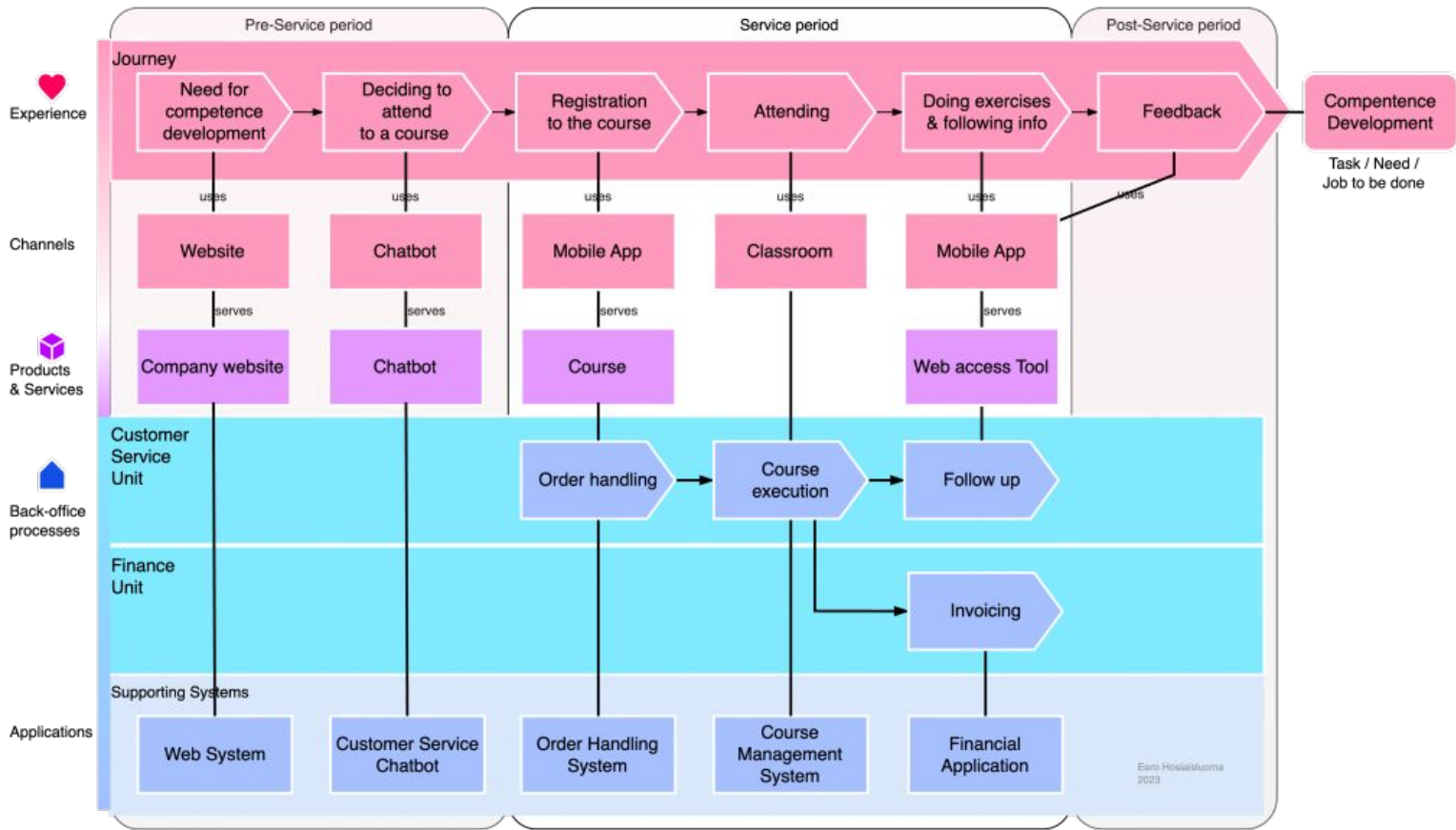
Build analytics capability

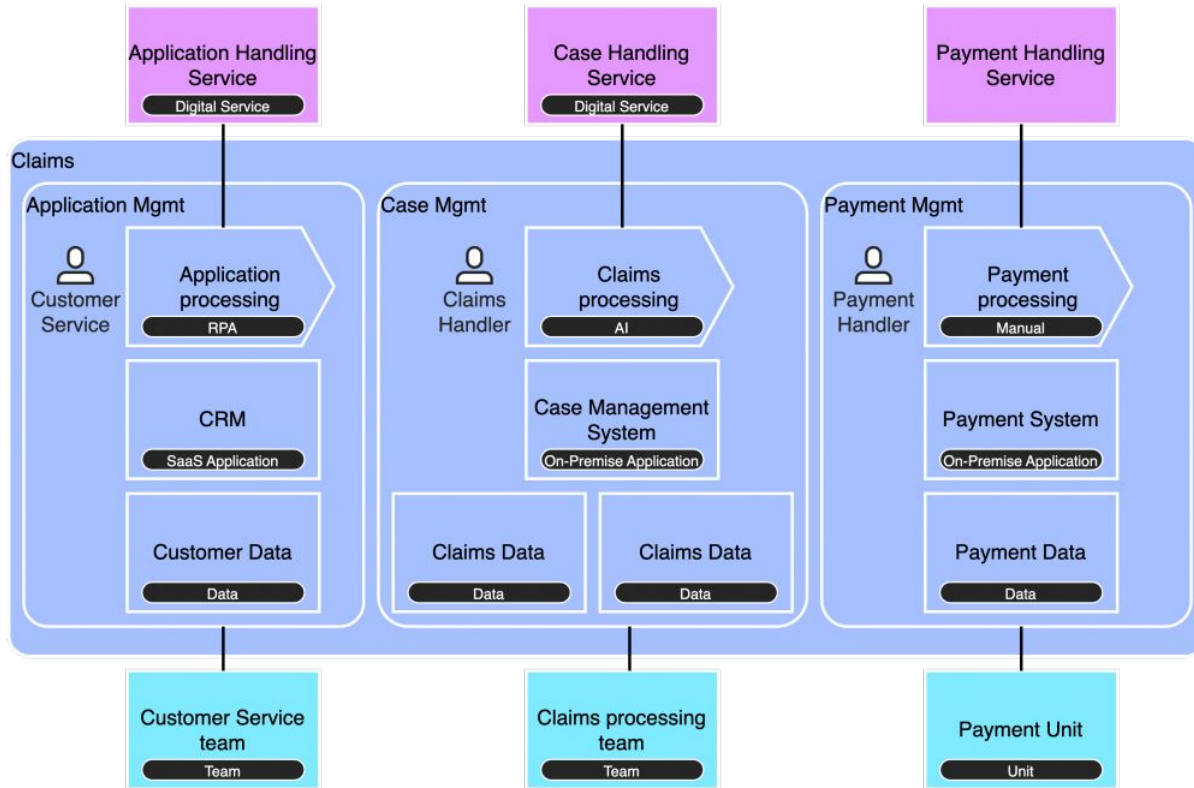
Build enterprise design capability

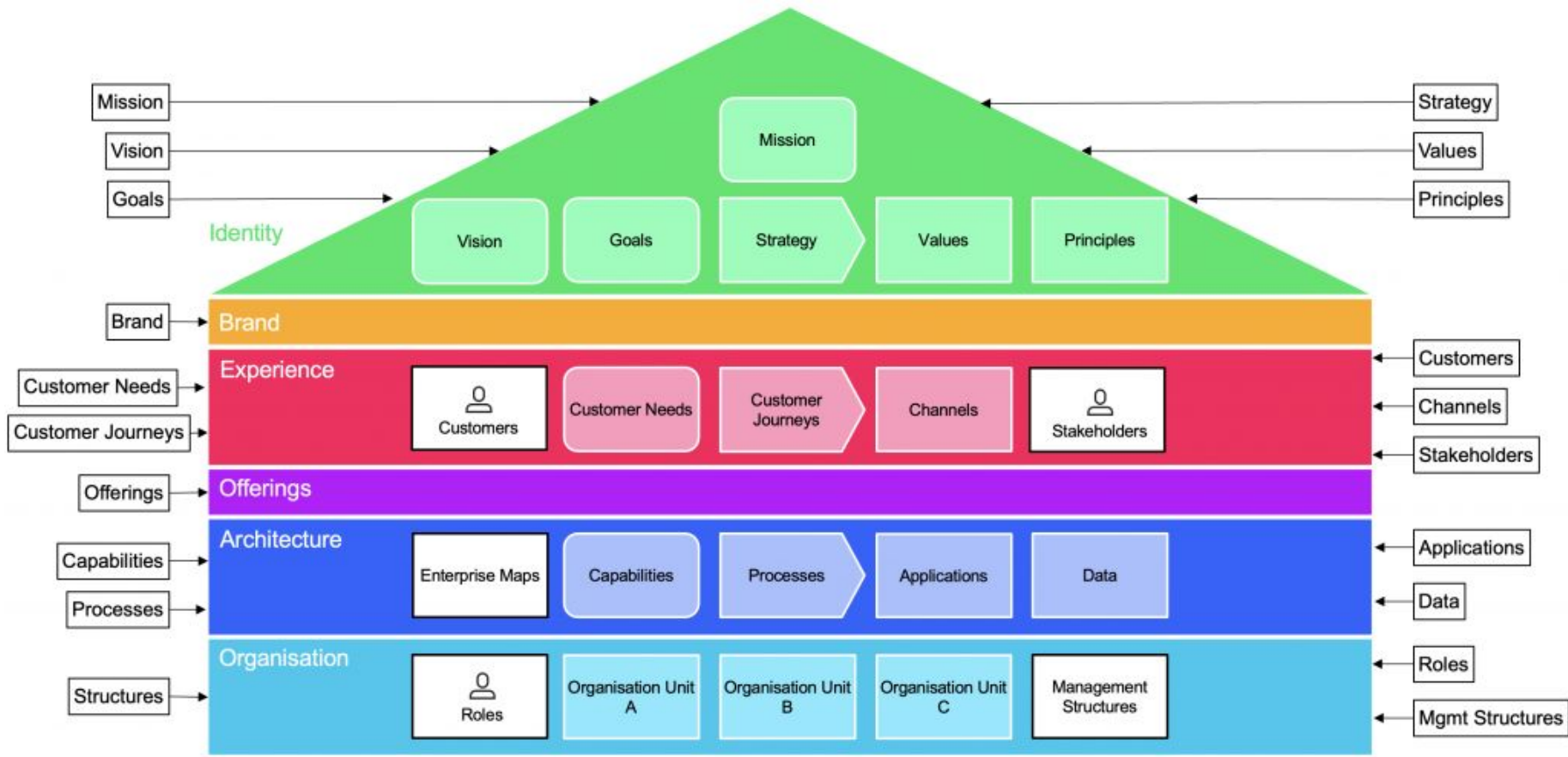
Increase employee satisfaction













An Open Source tool for collaborative Enterprise Design.



www.enterprise.design

(Ongoing) implementations we know of





EDGY 23 Stencils

EDGY for Miro

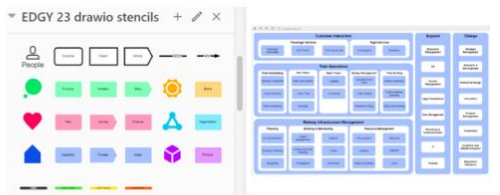
Use this template in the Miroverse to create a collaborative whiteboard with EDGY stencils and example maps.



[Use EDGY in Miro](#)

EDGY for diagrams.net and Confluence

Draw EDGY maps using the free diagramming software [drawio.com](#). You can also use the [Atlassian Confluence](#) as a repository for storing your EDGY elements and link them to your EDGY maps, using the [diagrams.net](#) app for Confluence. Use the [Intersection Railways](#) example maps as a starting point to draw your own EDGY maps: download the PNG files and open them in [drawio.com](#) to edit.



[Download EDGY stencils / example maps](#)

EDGY for Google Slides and PowerPoint

Use your favourite presentation software to draw EDGY maps.



Contents

- EDGY Tools
- EDGY 23 Documentation
- EDGY 23 Stencils
- Partner Tools
- Mappings





INTERSECTION
FLORIANÓPOLIS



Obrigado!





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