

Propositions about the dissertation

Vision Concepts for Small and

Medium-Sized Enterprises:

Developing a Design-Led Futures

Technique to Boost Innovation by

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1. The field of future studies has unjustly ignored the making of concept cars (this thesis).
2. The principles of concept cars as a design-led futures technique also hold for small and medium-sized enterprises (this thesis).
3. Vision concepts convert speculative design from academic explorations into business reality (this thesis).
4. Design-led futures techniques require enterprises to take an ethical stance when envisioning the/their future (this thesis).
5. Because design-led futures techniques emphasize experiential activities, enterprises can easily appropriate these techniques to envision the/their future.
6. Business-centered images of the future are difficult to operationalize, whereas human-centered visions promote actionable outcomes.
7. Training in research-through-design makes you both a better researcher and a better designer.
8. Prototypes do not speak for themselves but require that you tell clear-cut stories.
9. Family and pets can be as valuable as sparring partners as your academic colleagues.
10. Nothing is more rewarding than connecting what you take home (European rigor and method) with what you brought home (Latin realism and spontaneity).

These propositions are regarded as opposable and defensible, and have been approved as such by the promoters: Prof. dr. P.J. Stappers and Prof. dr. H.J. Hultink.