

ACADEMIC EDITOR

Steven D. Eppinger
MIT SLOAN SCHOOL OF MANAGEMENT

EDITORIAL ADVISORY BOARD

Christophe N. Bredillet
UQTR, CANADA

Darren Dalcher
HERTFORDSHIRE BUSINESS SCHOOL, UK

Edward J. Hoffman
ASK JOURNAL, USA

Joana Geraldi
UNIVERSITY COLLEGE LONDON

Kalle Kähkönen
TAMPERE UNIVERSITY OF TECHNOLOGY, FINLAND

Marly Monteiro de Carvalho
SÃO PAULO UNIVERSITY

Monique Aubry
UNIVERSITÉ DU QUÉBEC À MONTREAL - CANADA
P. John Clarkson FREng
UNIVERSITY OF CAMBRIDGE, UK

Pierre Bonnal
CERN, SWITZERLAND

Sam Savage
STANFORD UNIVERSITY, USA

Tyson R. Browning
TEXAS CHRISTIAN UNIVERSITY

Udo Lindemann
TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY

Young Hoon Kwak
THE GEORGE WASHINGTON UNIVERSITY, USA

MANAGING EDITORS BOARD

Abdelaziz Bouras
QATAR UNIVERSITY

Bernard Yannou
ECOLE CENTRALE PARIS, FRANCE

Darli Rodrigues Vieira
UQTR CANADA

EDITORIAL REVIEW BOARD

Eugenio Pellicer
POLYTECHNIC UNIVERSITY OF VALENCIA

Franco Carom
POLYTECHNIC OF MILAN

Hsueh-Ming S. Wang
UNIVERSITY OF ALASKA

Jui-Sheng Chou
TAIWAN TECH

Mario Vanhoucke
UNIVERSITY OF GENT, BELGIUM

Philip Huang
PEKING UNIVERSITY

Xiaobo Xu
AMERICAN UNIVERSITY OF SHARJAH,
UNITED ARAB EMIRATES

PUBLISHING STAFF

EDITOR-IN-CHIEF & PUBLISHER

Osmar Zózimo de Souza Jr.
zozimo@journalmodernpm.com

PUBLISHER ASSISTANTS

Américo Pinto

Larissa S. Romualdo Suzuki

J. A. Vianna Tavares

Mário Henrique Trentim

GRAPHIC DESIGN

Ricardo Martins
ricardo@journalmodernpm.com

SUBSCRIPTIONS

subscriptions@journalmodernpm.com

SUBMISSION OF ARTICLES

Outside referee's judge selected submissions. Submit manuscripts and article proposals as Microsoft Word files to papers@journalmodernpm.com. Guidelines are on the JPM website.

CUSTOMER SERVICE

For subscription, reprints, permissions or back issue orders, or service information: email: info@journalmodernpm.com and web site about www.journalmodernpm.com Call +55 41 3029-9397

OFFICE BRANCH

Local 206 - 370 rue des Forges
Trois-Rivières, QC G9A 2H1 - Canada

The JPM Publishing House



Rua Fernando Simas, 705/72
Curitiba-PR, Brazil, Postal code: 80430-190
ISSN 2317-3963

Reprints, Permissions, Back Issues

To reproduce or transmit one or more JPM articles by electronic or mechanical means (including photocopying or archiving in any information storage retrieval system) requires written permission. Search for articles and order PDFs permissions or back issues at JPM services on website. Or contact customer service.

Design of Project and Start-up Model

Project and Start-up have many common-points and it begins by temporary organization behavior. Startups business model aim to fast growth through its scale, repeatable and social impact. Many of these target objectives is reached by Minimum Viable Product (MVP) concept that allow shorten product-cycle development and anticipate the lessons learned by user experience and then use it to improve the product features to pursue successful business results.

Design management is bridging the corporate projects to have embed start-up behavior. The benefit of looking ahead with Project Design.

Design is an iterative and social process – the evaluation of choices and outcomes early-on, before committing to a course of action. By rapidly exploring possibilities – through dialogue, analysis, and prototyping – awareness is built and better results are achieved. And as things change a good design must be easily adjusted. Project Design is the capability to model, explore, and optimize complex projects and programs.

Some companies confuse painfully detailed project schedules and budgets with effective project design. Traditional scheduling and reporting methods overlook nearly half of what actually determines the ultimate outcome of these projects and programs. They miss the opportunity to examine the complex interactions that will determine whether their efforts are likely to meet expectations. Attention to the cost, time and risk associated with day-by-day singularities and dynamics of teamwork, including coordination tasks. Project Design is the capability needed by teams to perform in today's dynamic teamwork environment.

With Project Design teams develop a model of a project which integrates three fundamental systems: products,

processes, and teams. A functional and temporary organizational structure should be designed to meet each project benefit and changes during lifecycle. The project design promotes a rapid assessment of trade-offs, what-ifs and contingencies that arise after the baseline model has been established.

Based on collaboration the project design process stimulates the teams to characterize scope and dependences, roles and responsibilities, uncovered assumptions, risks and their mitigation, and trade-off analyses then they reach a consensus on a baseline model and options. And the coordination activity should be managed – designed, prioritized, allocated, measured, and adjusted. A full and meaningful baseline project plan outcome and teamwork engaged. The results have shown practical and streamlined collaborative planning with rapid trade-off analyses.

Project design workouts rapidly expose old assumptions embedded deeply in our processes and professions, stimulating teams to build a new situational awareness as to when and where attention and coordination matter.

The design management used by projects have similar meaning that start-up formula to have success on the business model innovation and disruptive approach. Taste it before to buy! That's design of project, in a collaborative way setup a suitable organizational, process and teamwork structures to build the product/service that will be provide by project outcome.

References: inspired by and excerpted from Bryan Moser papers, CEO of Global Project Design - www.gpdesign.com.



Zózimo

Editor-in-chief & JPM Publisher