ABSTRACT

Startup is a company or business that has not been established. This company is usually still in the process of developing and researching to find the right market. Currently there are a lot of startups that are starting to emerge and mushrooming. Start up business, many of which mean that this is a business investment system that will move the business automatically. But the startup is more inclined to the development of a digital era business system which relates to the online world. The purpose of this paper is to find out how the process of developing micro elements of design concepts in startup companies. This research was conducted with a qualitative descriptive case study approach with the object of research at startup companies Islamic Dawa T-Shirt. Data analysis is done by triangulation from the results of documentation, interviews and direct observation by the author.

The results of this study include; first, the elements contained in the Cambridge Business Model, especially in the confirmed concept design phase at KDI companies, but with different intensities. Second, some elements can be passed without being implemented directly in KDI's company. Third, of the three elements that exist in the concept design phase, namely ideation, concept design and virtual prototyping, KDI companies do not have to implement everything. Based on these findings, this study contributes to the development of startups.

Keywords*: Start up, Ideation, Concept Design, Virtual Protoyping, Micro Elements*