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## Pain Point Pitch by Porsche

Daniel Bareiß, Innovation Manager at Porsche, went to Hannover Messe as a speaker at the pain point pitch, organized by Bundesverband Deutsche Startups and Microsoft on the first day of the industry fair. His blogpost.



Before I tell you about our pain point at Porsche, let me add a few more words on what pain points actually are.

### Understanding the problem: What are Pain Points?

Put very simply, a pain point is a specific problem that a company (or their customer) is facing, e.g. something that they are aware of, which bothers them, and which needs improvement. There are, of course, different types of pain points, which are often grouped into four broader categories: Financial pain points, productivity pain points, process pain points and support pain points.

Pain points can be surprisingly tricky to identify. It is only if the real problem is known that one can successfully alleviate it. It is therefore important to avoid assumptions, and not let preconceived notions get in the way. To really drill down on the actual problem, we at Porsche use a method that has its roots in Design Thinking. The "How Might Me" method allows us to identify the pain point and then reframe it. By framing the problem as a "How Might We" question, we set ourselves up for innovative solutions.

As you may imagine, it is not enough to simply know what the problem is. One also needs to know how to solve it. More complex problems often require the engagement of external resources – this is where startups come into play. In my opinion, they are often an excellent external resource as they aren't involved in internal structures and address a problem in a completely new way. Which brings me back to my pitch in Hannover: My 10-minute pitch at the Pain Point Pitch at Hannover Messe was all about the high quality of our customer relations.

Everybody hurts: A Porsche Pain Point



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