



HELLO, I'M DAPHNE

Planet-centered innovation
strategist & designer

daphne@fecheyr.be
daphne.fecheyr.com
<https://www.linkedin.com/in/daphnefl/>

DAPHNE'S WORK PORTFOLIO



PH.D. IN BIOMIMICRY

I was among the first three students to get a Ph.D. in Biomimicry from the University of Akron. We shaped the program, co-created the curriculum, and went beyond existing boundaries and beliefs. I blogged, researched, published, gave keynotes, and I was a mentor for new students. I co-founded Hedgemon, a result of a design class in which we invested hedgehogs as inspiration to create an impact-absorbing material against concussions. I interviewed 50+ end-users, wrote the business plan and secured \$25k seed investment. Hedgemon is an Innovation Fund Awardee to compete in the NFL helmet challenge.

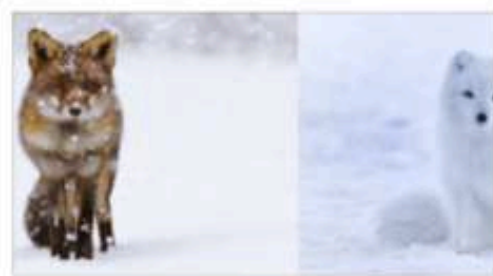


HOW DOES NATURE...



Nature is Remarkably Resource Efficient. Are You?

This article is the third in a series of posts.



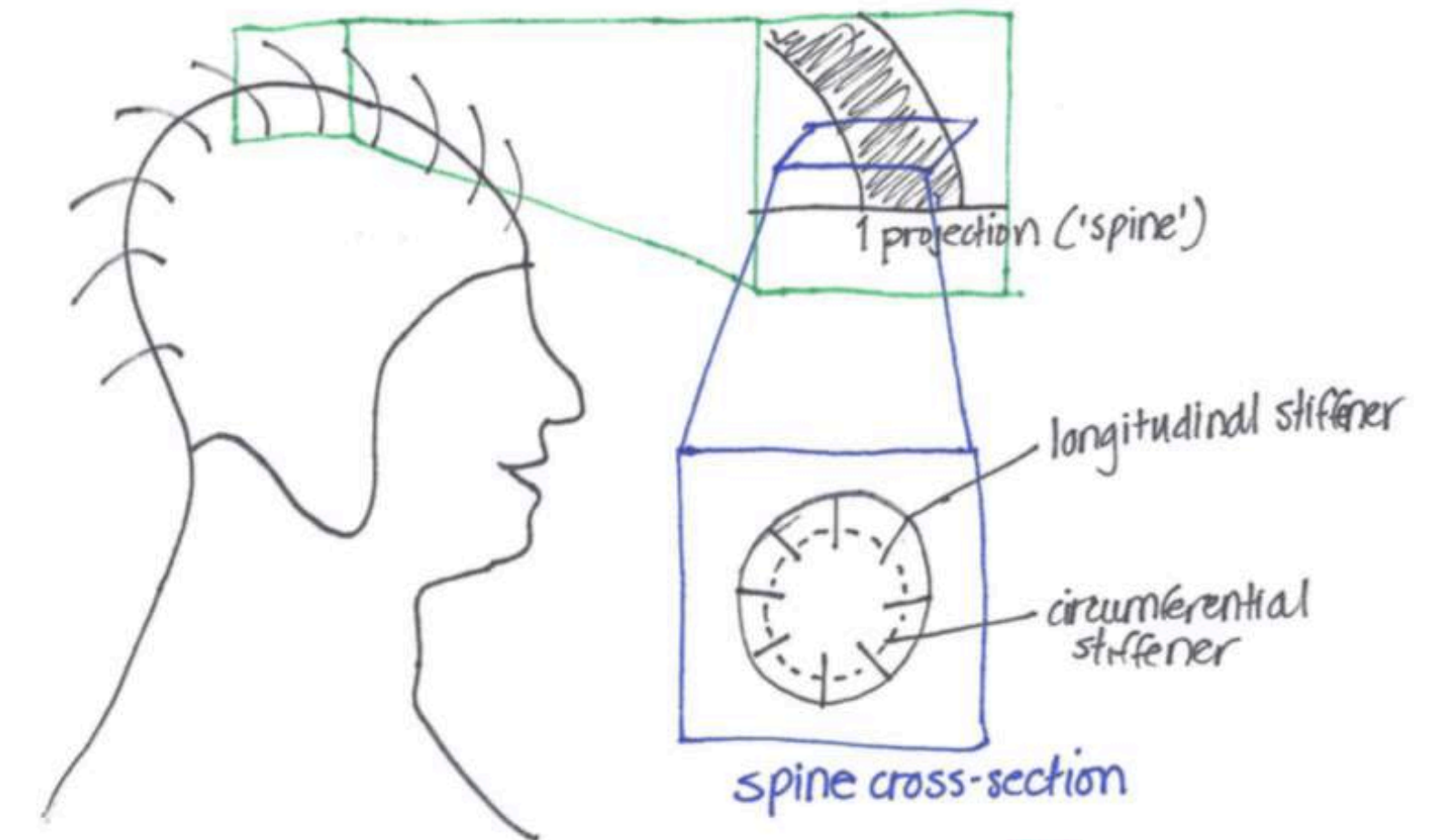
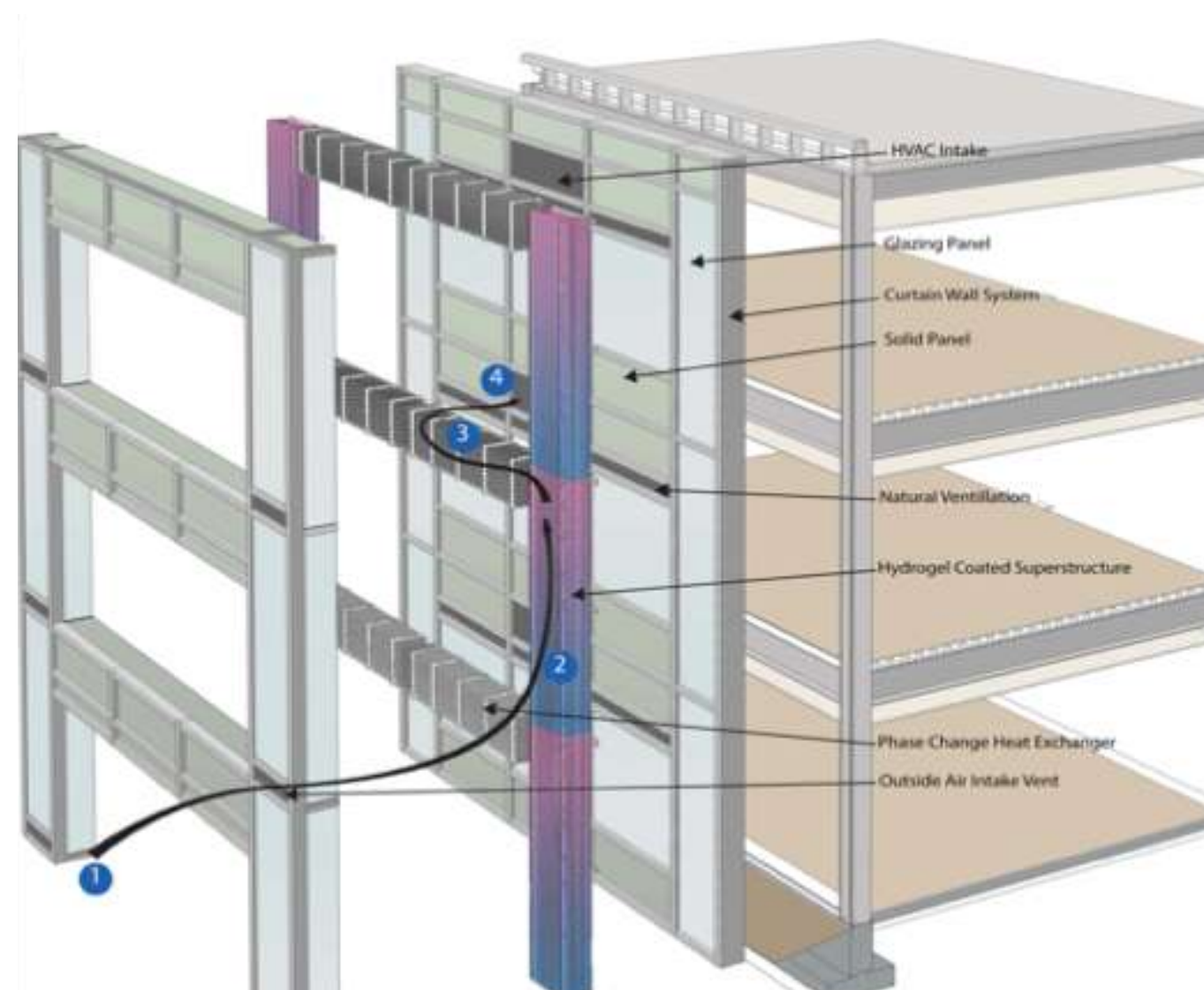
The Ability to Evolve is What Defines Agile Organizations

This article is the second one in a series of posts.



Yes, We Live in a VUCA World... But Nature has 3.8 Billion Years of Experience!

Ready for another series of articles?



BALANCE, DESIGN INTERNSHIP

My role at the design studio Balance, Inc. was to infuse Biomimicry Thinking within their way of working.

I enabled their innovation team to shift from thinking outside the box to simply thinking outside. One of my ideas was adopted for a client project. We were invited to give a TEDxCLE talk, "From spider webs to elevators: leveraging biomimicry," capturing our lessons learned.

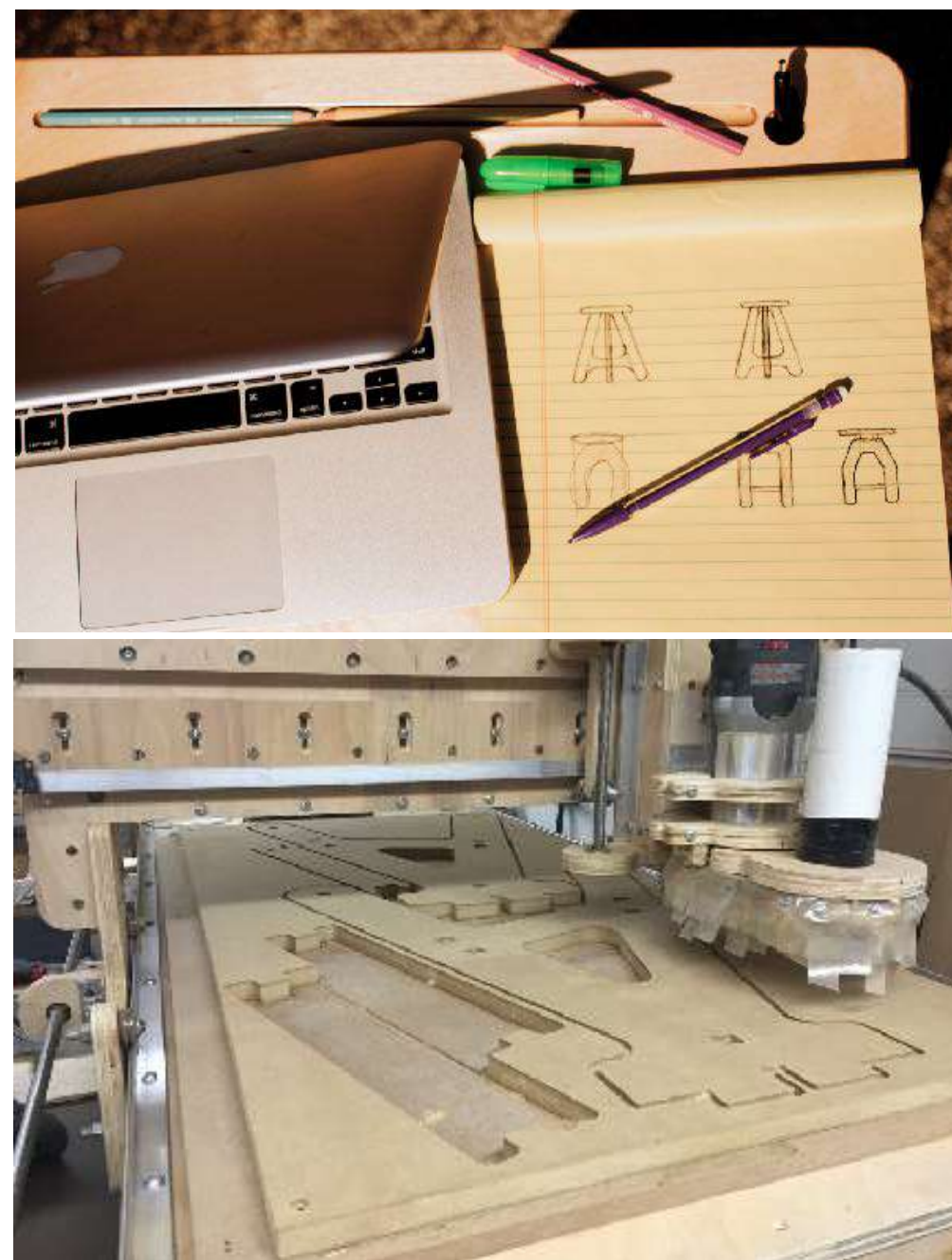


JASWIG, CO-FOUNDER

Motivated by my own need and the realization that “sitting is the new smoking,” I, together with a structural engineer and a woodworker, developed an award-winning sustainable standing desk. Together, we went through ideation, prototyping, testing, and pitching. We successfully created a truly human-centered and eco-conscious product. We raised >\$74k in crowdfunding on Kickstarter. As a co-founder, I took on many hats: designer, website developer, campaigner, community builder, team manager, and business developer. Our first institutional customers were closed, thanks to me.

I'm most proud when people tell me they now stand when waiting for the bus instead of sitting.

Jaswig was acquired by Knoll, Inc. in 2019.



XPLANE, INNOVATION INTERNSHIP

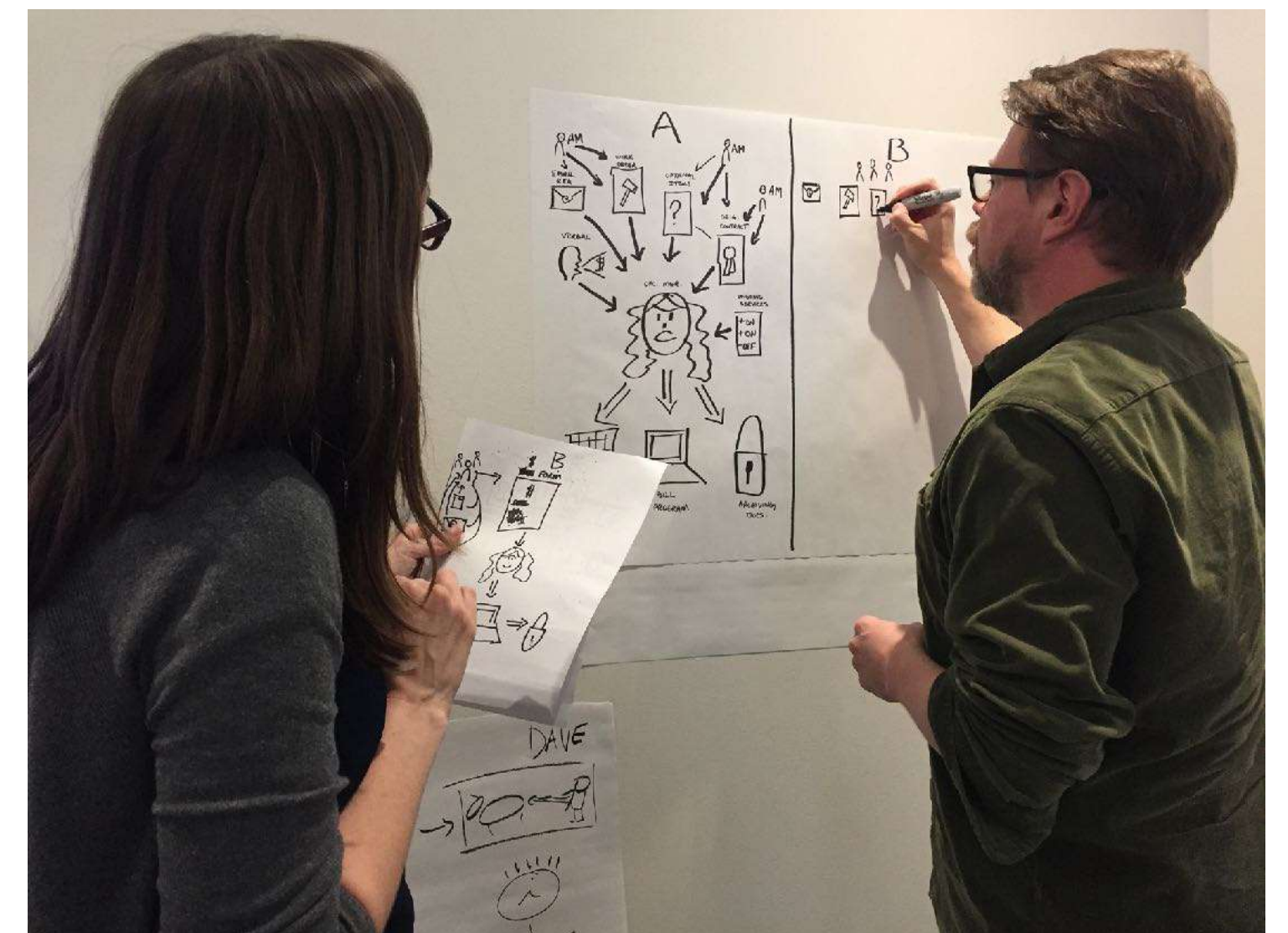
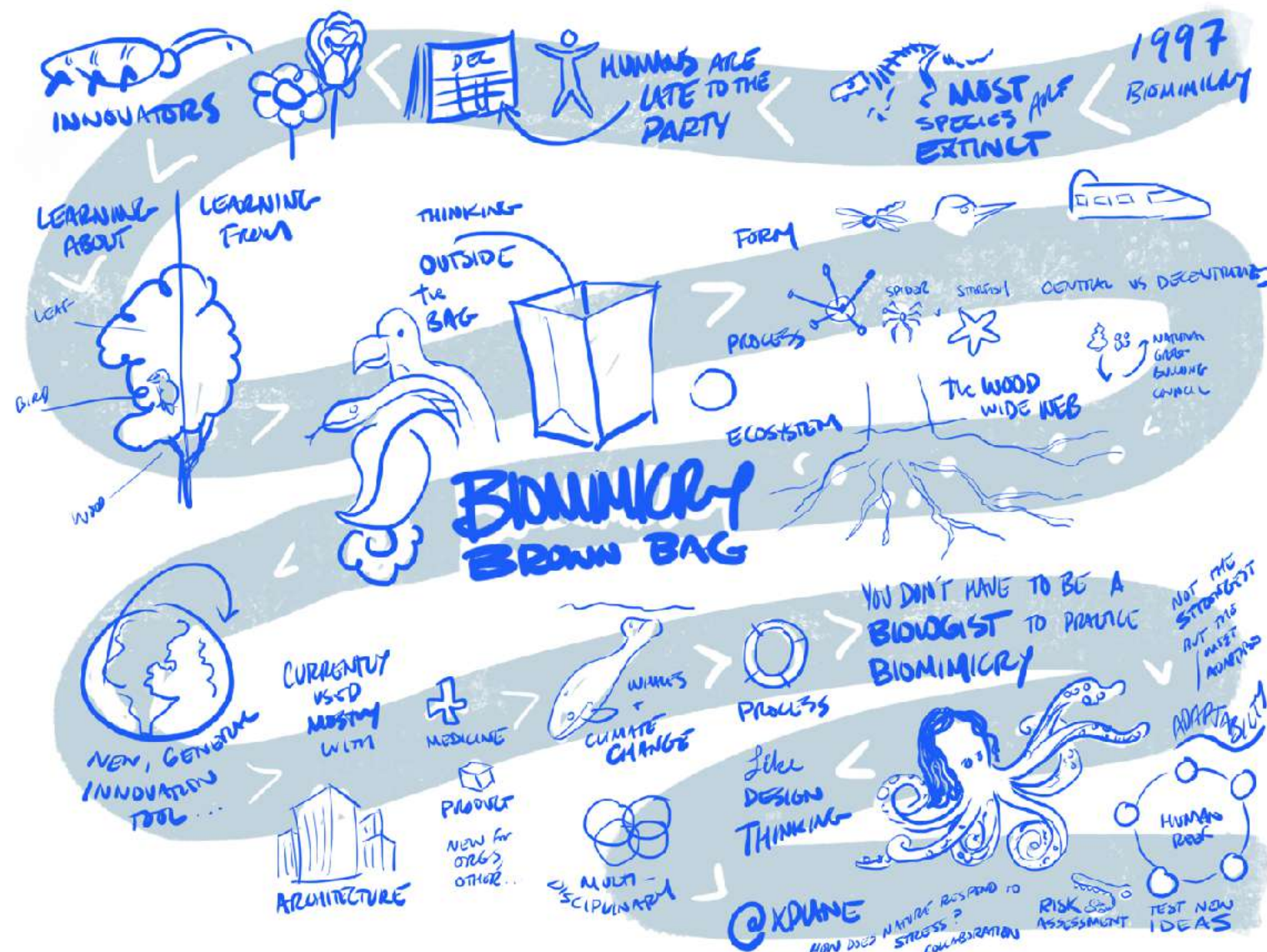
“How can we turn complex ideas into simple explanations that everyone can understand?” XPLANE’s Visual Thinking approach has an answer for that important question. I learned and taught the basics of this new visual *language* through designing and facilitating workshops for clients. In addition, I developed new tools to optimize their internal idea-capturing process to support better collaboration and co-creation amongst colleagues.



IDEA CAPTURE Canvas
Use this canvas to capture ideas or concepts that could turn into a Product/Academy offering. It helps evaluate its priority and feasibility.

HIGH-LEVEL CONCEPT Describe the big picture <input type="checkbox"/> Workshop <input type="checkbox"/> Academy <input type="checkbox"/> Product <input type="checkbox"/> Event		TITLE	
PROBLEM	SOLUTION	PRIORITY MATRIX	REVENUE/BUSINESS VALUE How is it going to benefit XPLANE (e.g. increase revenue, new market, brand awareness, thought leadership...)?
PERSONA Empathy map of target audience	VALUE CLOUD Uniquely values and aspects	READINESS 1. Ingredients + recipe 2. Making the dough 3. In the oven 4. Fully baked 5. Ready to be eaten	ROADMAP Next steps, milestones, who needs to be involved
EARLY ADOPTER Who is a potential early user?	COMPETITION Examples of existing alternatives that solve the problem	RISKS Shortcomings, constraints, dangerous assumptions, caution	SWOT
	UNFAIR ADVANTAGE What will make our solution stand out?		Strengths Weaknesses Opportunities Threats

© 2018 XPLANE | www.xplane.com



BIOMIMICRY STRATEGIST, FREELANCE

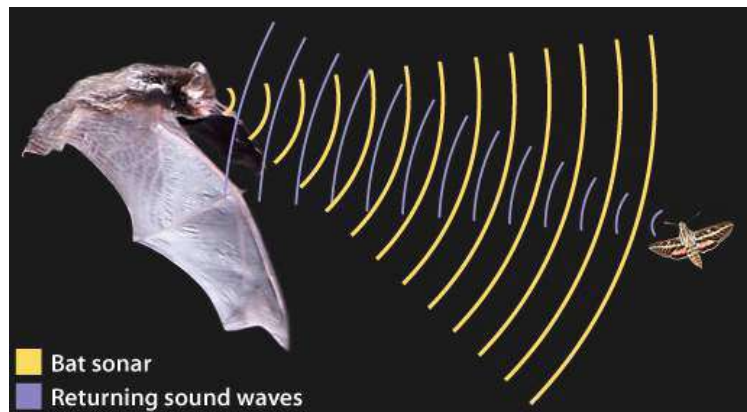
“How would nature solve it?” Another question I love asking. I’ve applied Biomimicry Thinking for many different types of challenges: Cleaning sewage pipes, inspiring visitors at the zoo to think creatively about bio-inspired design, developing a visualization platform to support collaboration in virtual teams, building a framework for anti-fragile organizations, ... to list a few. I’ve advised C-level, entrepreneurs, students, and governmental institutions.



What can **bats** teach us about **avoiding collisions**?

SUPERPOWER: Echolocation allows “seeing” without eyes

Bats, nocturnal birds, whales and dolphins use echolocation to “see” in the dark, by emitting clicks and listening for the echoes that bounce off objects.

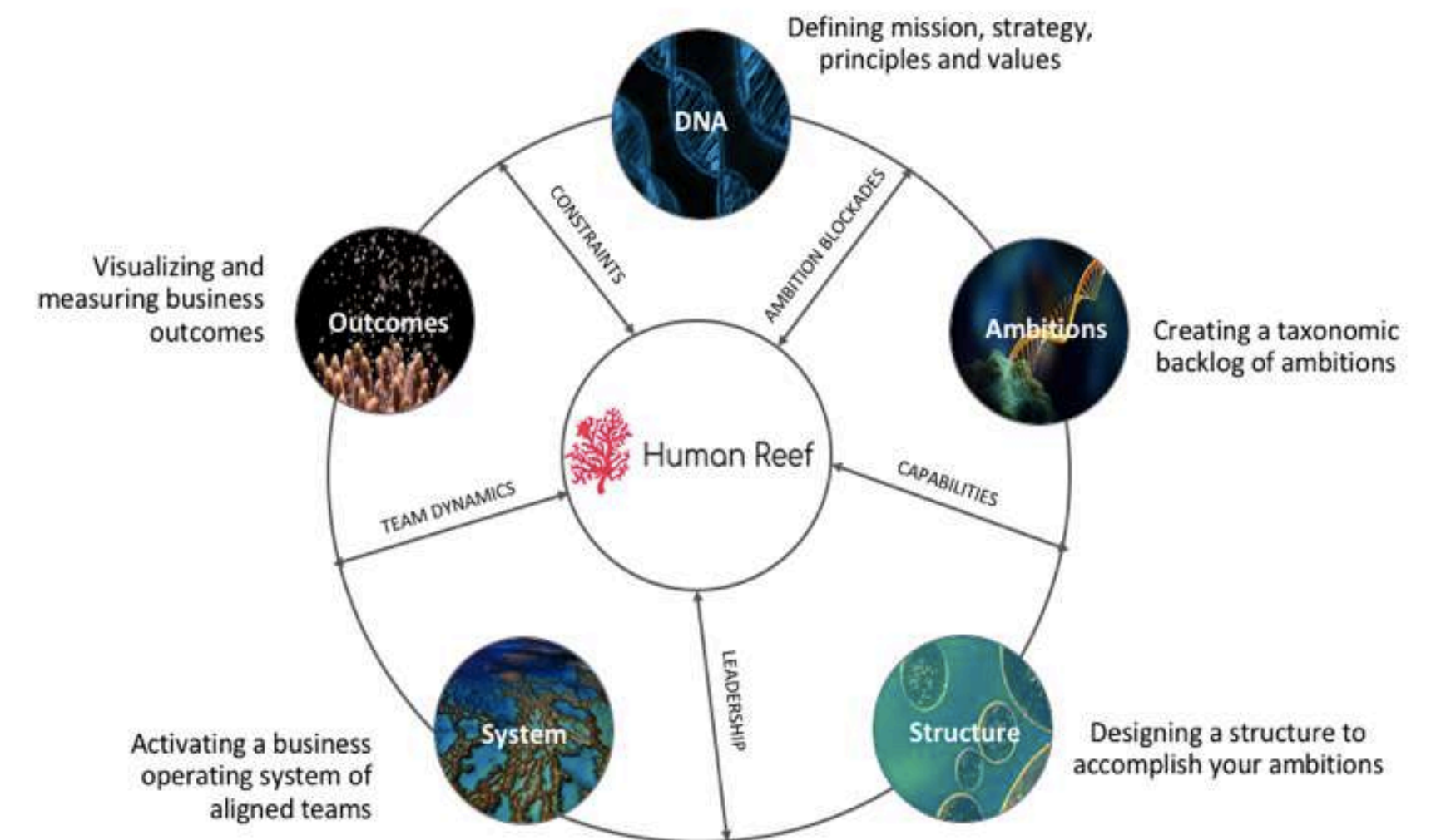
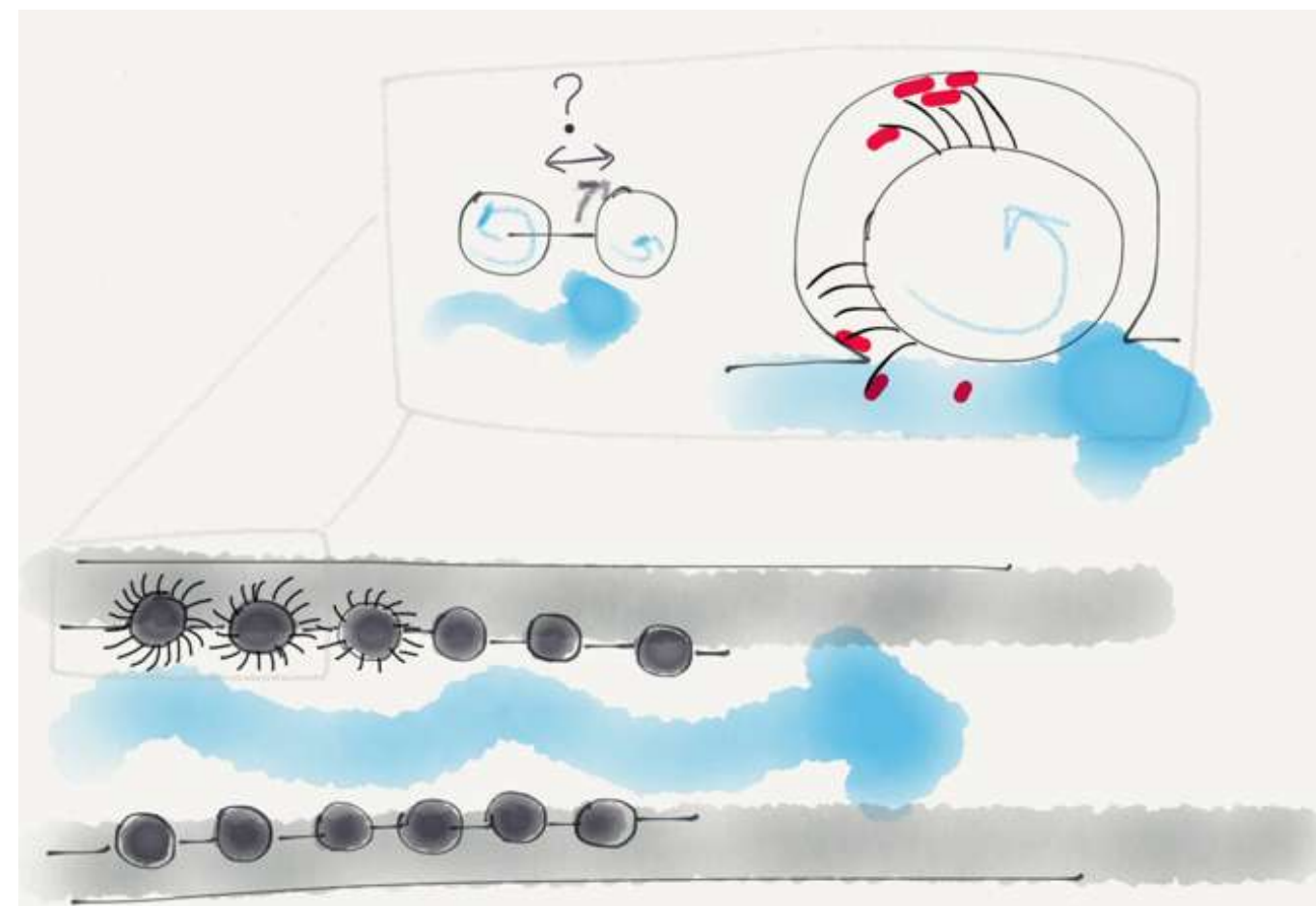


What can we build based on “seeing” through sound?

Some blind people use echolocation to help them navigate, but very few learn to do it well. We can develop tools, like a bike, that help blind people “see” better based on echolocation.



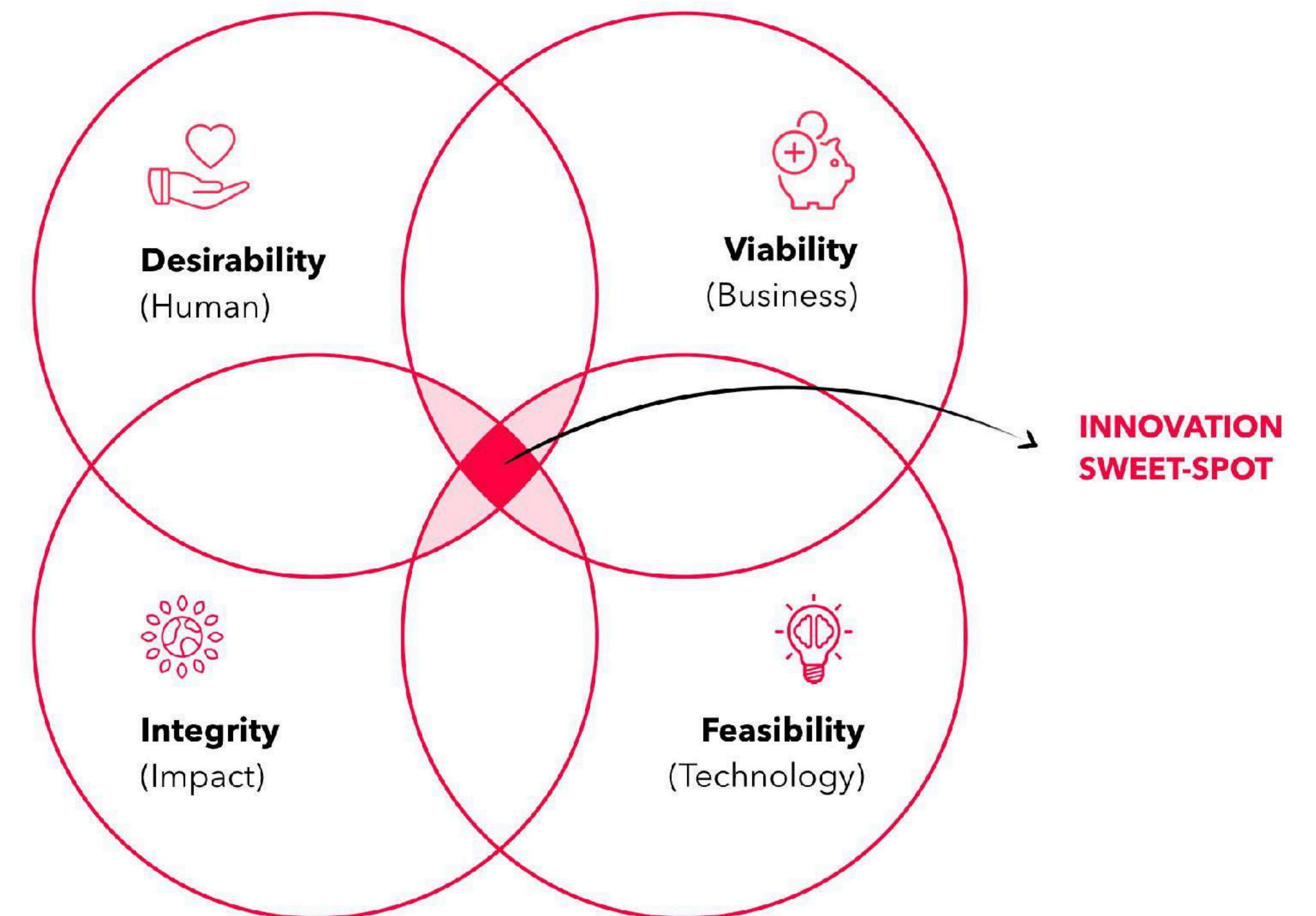
How else could echolocation improve safety?
How could it be used to help us find things?



BOARD OF INNOVATION, SR. CONSULTANT

My journey resembled the fuzzy front end of innovation. Luckily, I quickly started seeing where it was leading. Being an innovation consultant made me connect the dots a lot easier. I've trained and coached 250+ employees in their design thinking and business model innovation journeys. Industry focus of corporate clients included finance, food & beverage, media, and transportation. A simple addition of "Integrity" to the innovation sweet spot resulted in the most popular article posted in BOI's 10-year existence.

I like challenging the status quo - especially to make it benefit our world.



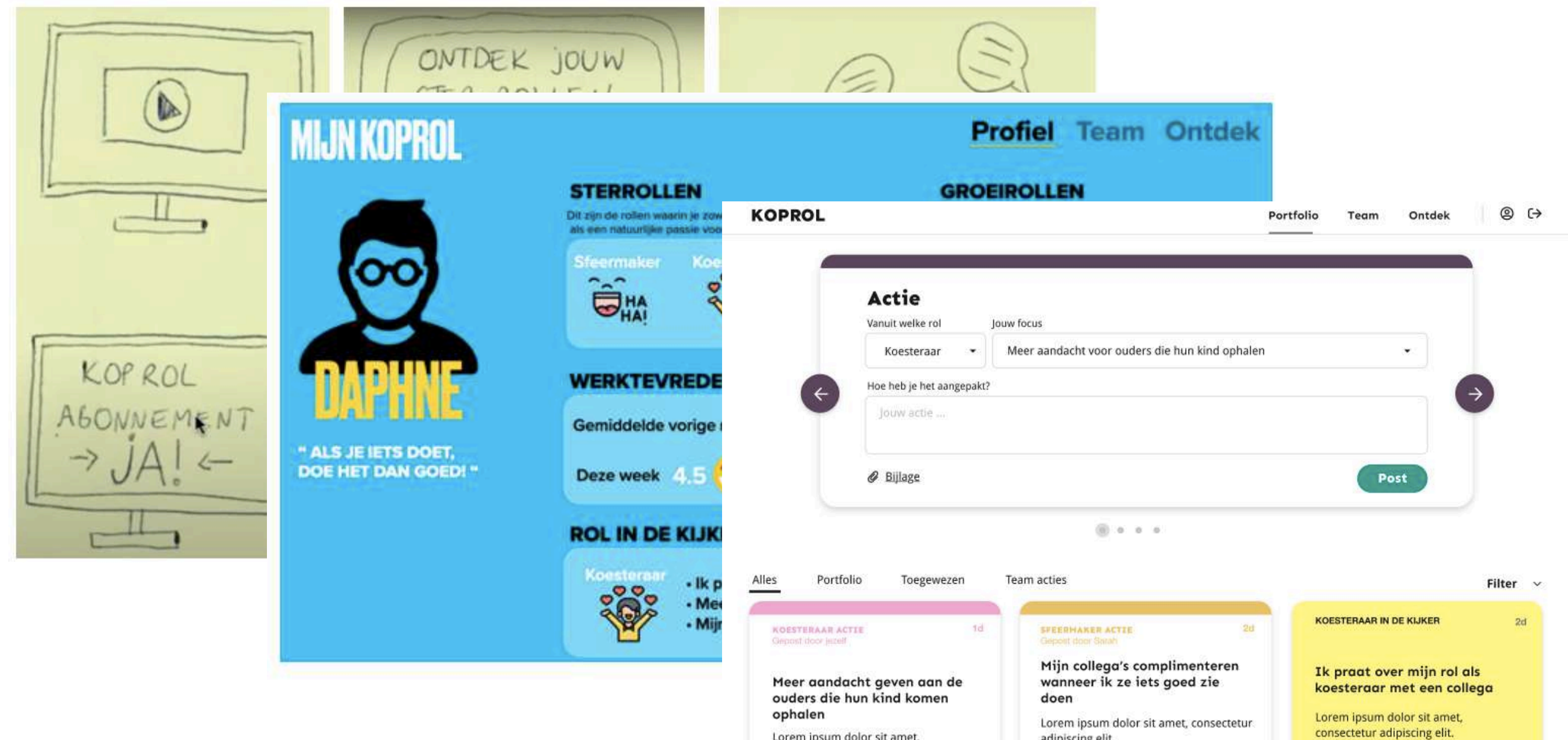
OCTOPONION, FREELANCE CONSULTANT

Being anti-fragile to changing conditions, I temporarily became an independent planet-centered strategist and designer.

Even though my most creative achievement was bringing to life a beautiful daughter,

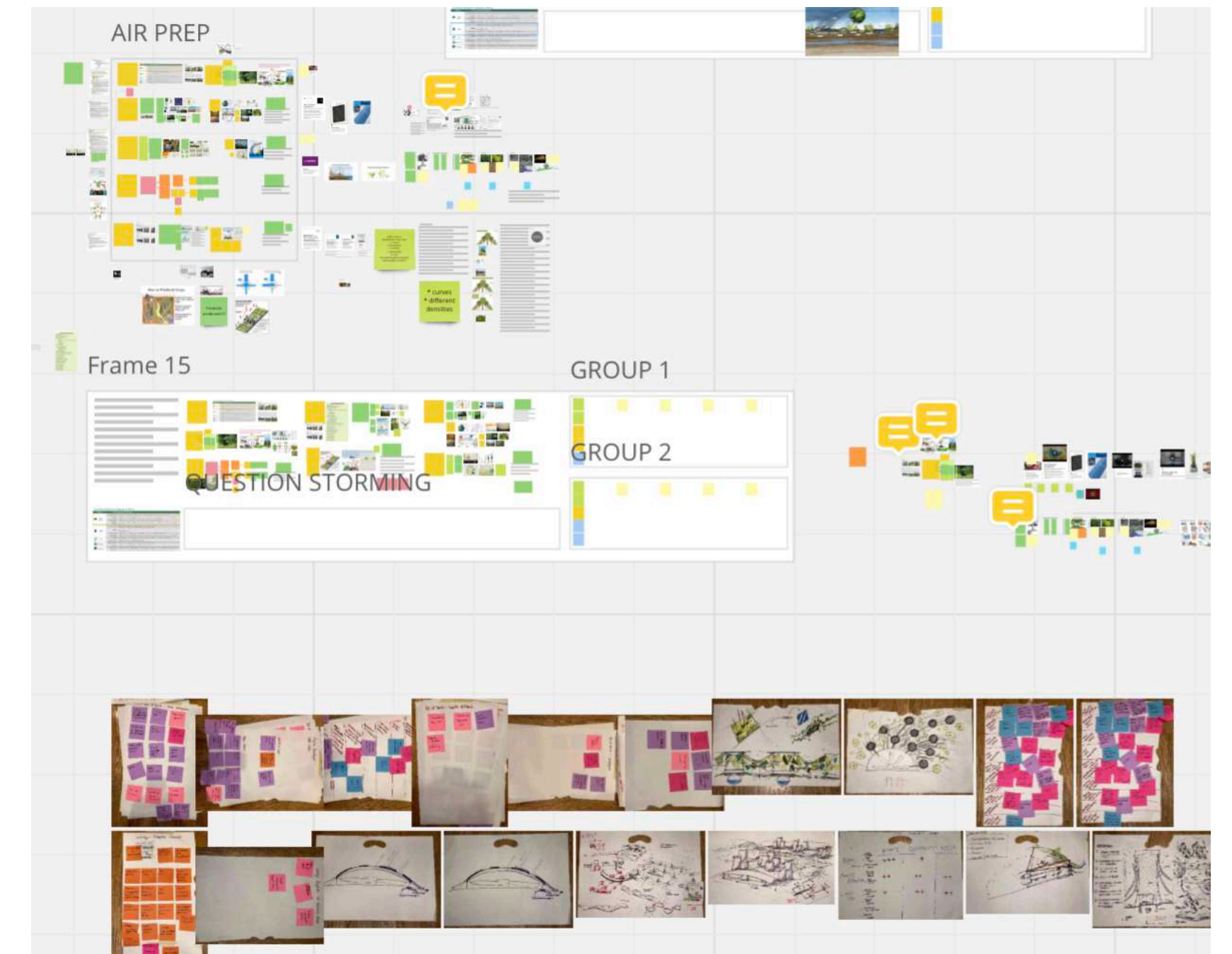
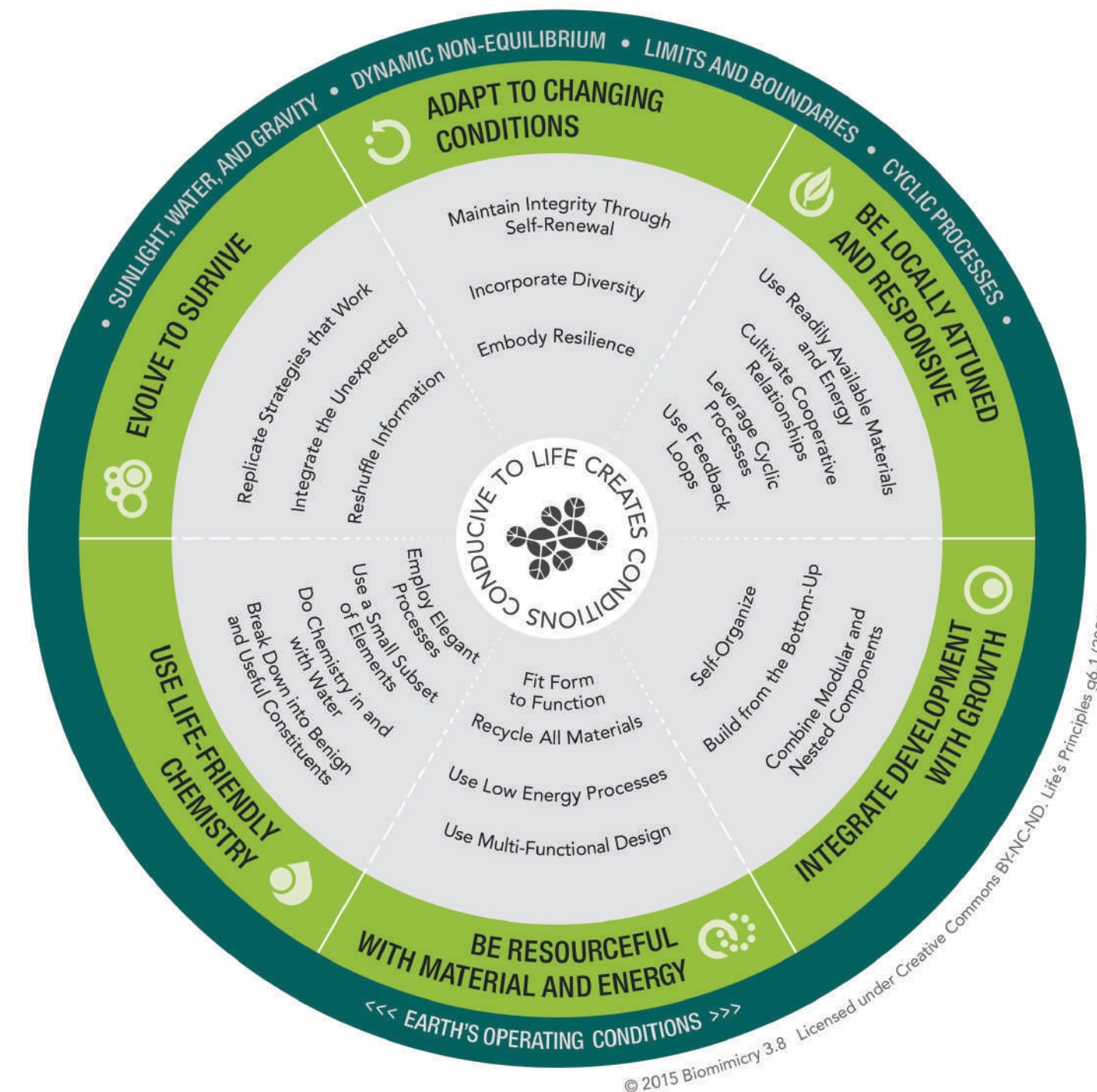
I also led two teams to bring their ideas from zero to one:

- **STASHED**, healthy instant food for busy people: I successfully supported the team in pitching their idea to Belgium's leading Accelerator StartIt @KBC, and I was responsible for launching their EU e-store and attracting their first 50 customers.
- Representing **IDROPS**, I collaborated with Arteveldehogeschool to co-create a digital tool to give daycare providers higher job satisfaction and better growth perspectives, which was piloted in 5 daycares.



BIOMIMICRY 3.8, PRINCIPAL BIOMIMIC

Working with Biomimicry 3.8, the world's leading nature-inspired consultancy, made my career path come full circle. I brought my entrepreneurial personality and scientific background to co-create meaningful solutions and strategic collaborations. I strengthened their team as a creative centipede, solution architect, future-proof designer, and focused go-getter. This resulted in highly-populated Miro boards full of biomimicry concepts and pilot initiatives, transformative immersion workshops, innovative research insights and summaries, and internal tool improvements.



CAPTURING HONEST MOMENTS

END *of the* LINE

SITES AND SCENES ALONG AMTRAK'S ROUTE NETWORK



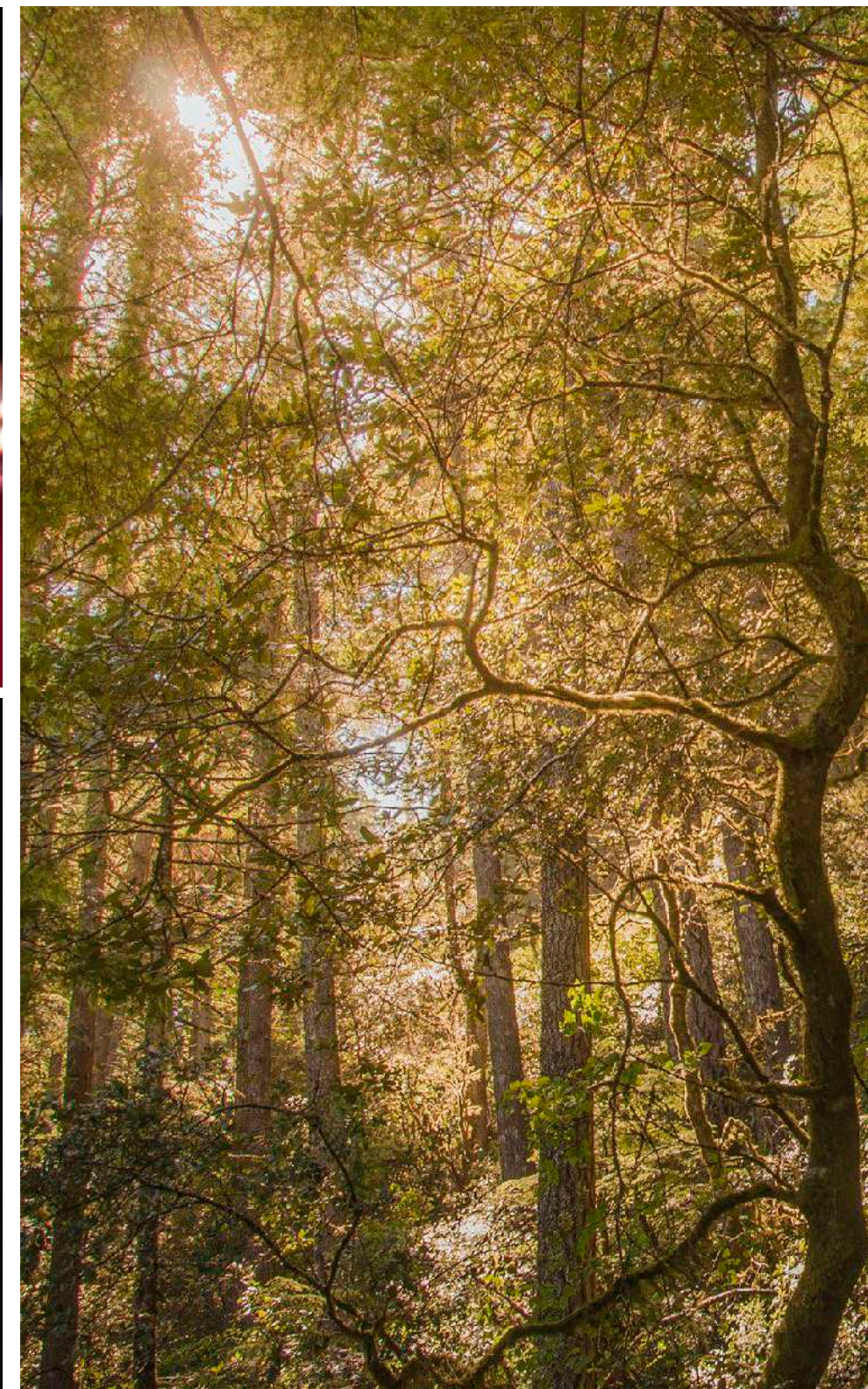
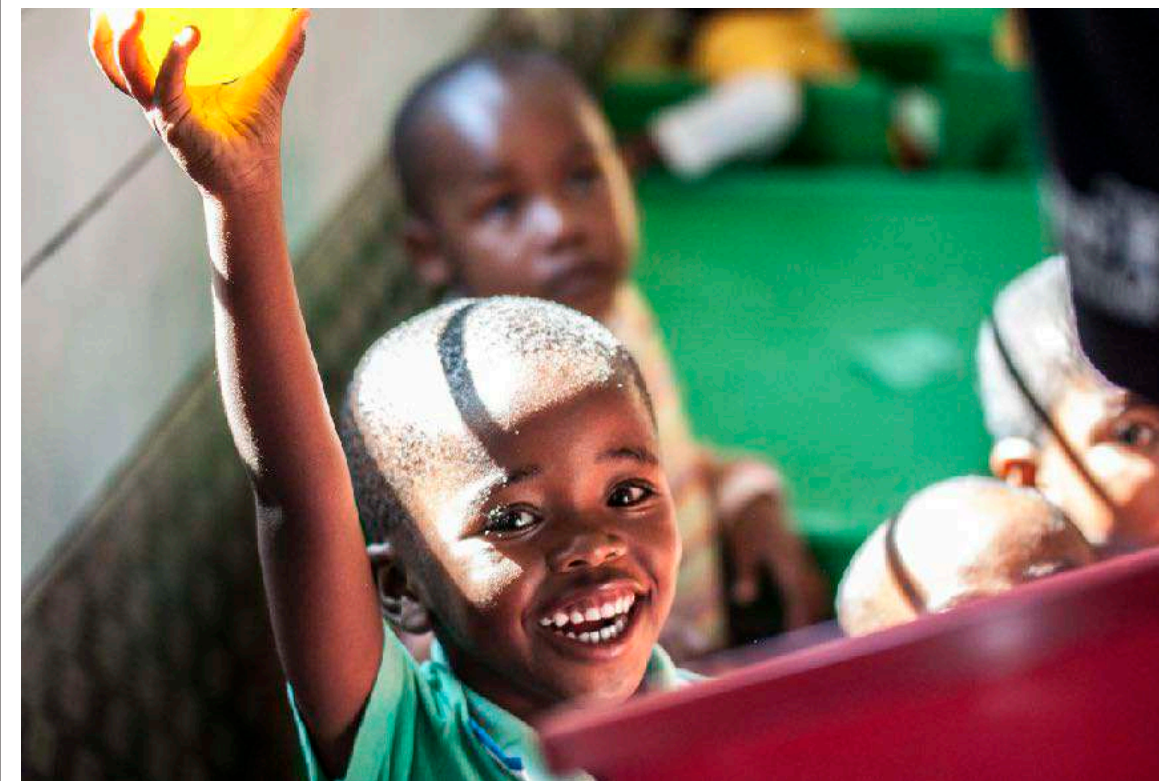
PHOTOGRAPHER: Daphne Fecheyr-Lippens, 29, @livegooddowell
HOMETOWN: Ghent, Belgium
OCCUPATION: Innovation consultant
TRAIN: California Zephyr, Westbound
LOCATION: Outside Emeryville, California
CAMERA: Nikon D90



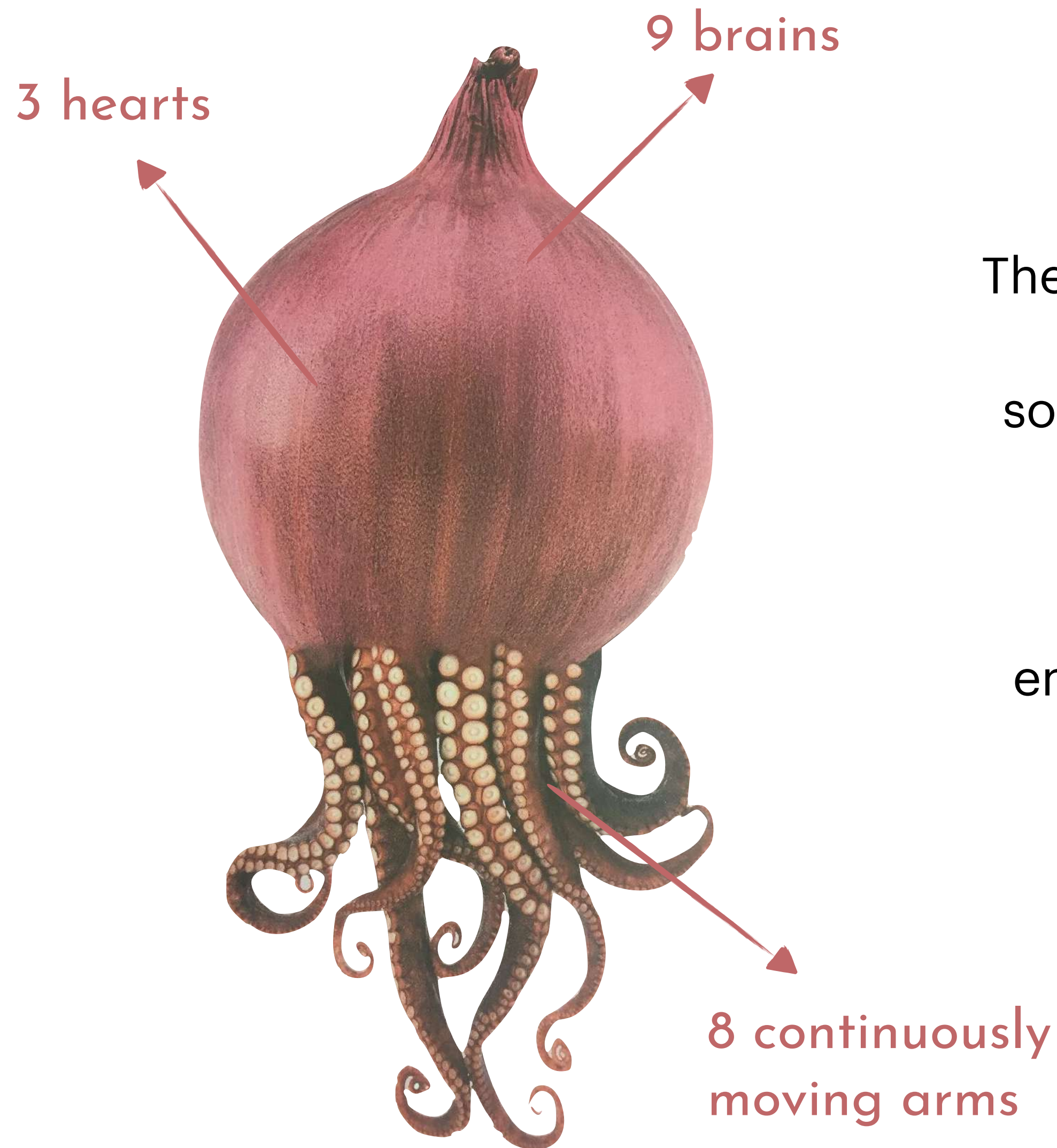
THE TRIP: I was waiting for my work permit and did two weeks of train travel around the U.S., starting in Portland, Oregon, with stops in Chicago, New York City, New Orleans, and Los Angeles. It was the first time I went on a solo trip, and I'm so grateful I did it—it was transformational. Once you're onboard you have nothing to worry about. After a while, the train starts feeling like your little home. **AMERICA THE BEAUTIFUL:** What I love about the U.S. is the amount of wilderness that's still left. You can stare at seemingly never-ending mountains, prairies, desert, and lakes. Even the nothingness in Texas, New Mexico, and Arizona is breathtaking. **THE IMAGE:** I'd been enduring a lot of snow and rain, and the warmth of the California sun felt so good, so I just played around with my camera during one of the stops. The reflection of the palm trees on the train window felt so exotic. Showing the scenery through a reflection rather than a direct shot of the landscape—it's kind of like sharing the story from the train's perspective.

TO ENTER, POST YOUR PHOTO TO INSTAGRAM AND TAG @AMTRAKNATIONAL OR #AMTRAKNATIONAL

Taking pictures makes me tell stories from an interesting perspectives. It's my way out of being in my head (*Why is there no "off"-button?*). I capture honest smiles, enlightening places, and details of our world. Winning Amtrak's National Photo Contest was a pleasant surprise, as I had never even submitted a picture.



MY OCTOPONION APPROACH



The **onion** part represents all the layers I like to reveal through deep insights, provoking questions and conversations. Be warned; sometimes, when reaching the very core, unexpected tears might appear.

An **octopus** morphs into almost anything depending on their environment, is an expert in finding creative solutions and knows when and how to escape from dangerous situations.

BIOMIMICRY THINKING

= Design Thinking + Systems Thinking + Social Entrepreneurship



A close-up photograph of a dolphin's head above the water surface. The dolphin is looking towards the camera with a calm expression. The water is a deep blue color with gentle ripples. The dolphin's skin is light grey and appears smooth. The background is a vast expanse of blue water.

DOLPHIN'S STRATEGY

Quickly analyze situations, understand unique messages, know which battles to win or ignore, and build trusted relationships.

MUTUALISTIC LICHEN

Masters in building win-win partnerships and facilitating co-creation and collaboration.





MYCORRHIZAL NETWORKS

The *invisible* support that acts as glue and helps to maintain a healthy balance in the community.



Are you **curious** to see what's possible when we work together?