



A Great Project Needs a Great Team (Generating Value)

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Objectives of the Session

*Build **awareness** around -*

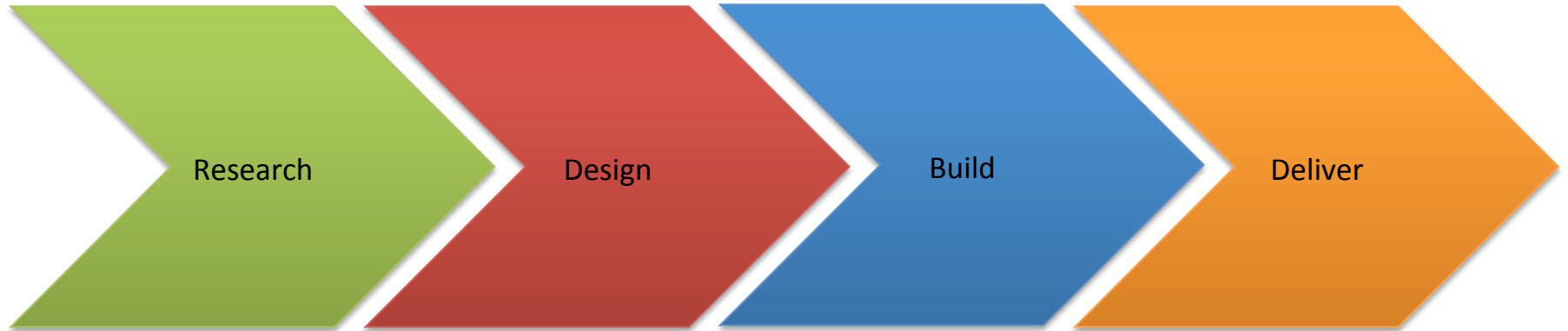
1. capturing your stakeholders (team/mentors/partners) – identify, attract, engage
2. attracting support – \$\$
3. where do you focus resources first – ‘ready, fire, aim?....’

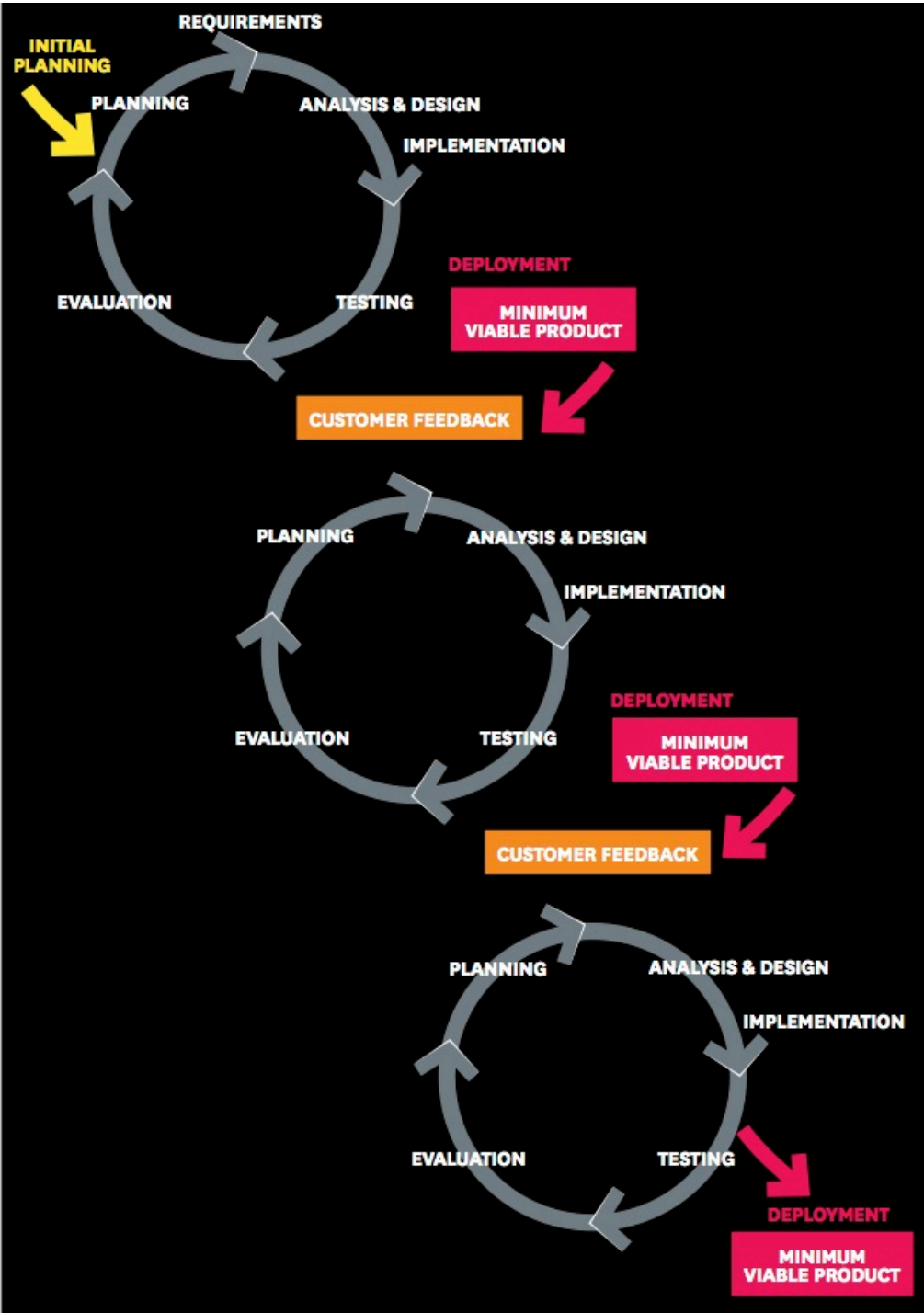
Review from last week

Lean Start-Up Take-Aways

1. Value starts and stays with a Problem, not a Solution
2. The fallacy of the perfect plan - life is messy
3. Don't keep it a secret - seek out validation
4. Invest a little, then a lot
5. Test and Pivot
6. Fail early and often
7. All of the above – mix and repeat

The Linear Model – ‘Get it to market...’





Source -
[http://
designthinkingbarcelona
a.com/](http://designthinkingbarcelona.com/), accessed
January 20/15

Prototypes and Minimum Viable Product

The screenshot shows a web browser window with the URL <https://www.kickstarter.com/projects/1779924852/massuni-design-your-own-furniture-in-seconds>. The page features the Kickstarter logo and navigation links. The main heading is "Massuni - Design your own furniture in seconds!" by Jeff Wilson. Below this, there's a section for the "MASSUNI" product, which is a "Mixed Shelves above Cupboard". The product is shown in a 3D rendering and a technical drawing with dimensions. A green starburst badge says "KICKSTARTER STAFF PICK". A "PLAY" button is visible. To the right, the campaign status is "56 backers", "\$16,508 CAD pledged of \$75,000 goal", and "0 seconds to go". The funding status is "Funding Unsuccessful" with a note: "This project's funding goal was not reached on November 18."

MASSUNI FIND DESIGN

PRODUCT NAME: Mixed Shelves above Cupboard

STYLE: Boxer

PICK A STYLE SET

PICK AT RANDOM

CREATE YOUR OWN

Trim/Base

Face

Hardware

Drawer

SAVE SAVE AS \$706 + shipping QTY ADD TO CART

26-7/8"

26-1/8"

10-3/4"

10-3/4"

10-3/4"

66-7/8"

29-7/8"

PLAY

KICKSTARTER STAFF PICK

56 backers

\$16,508 CAD pledged of \$75,000 goal

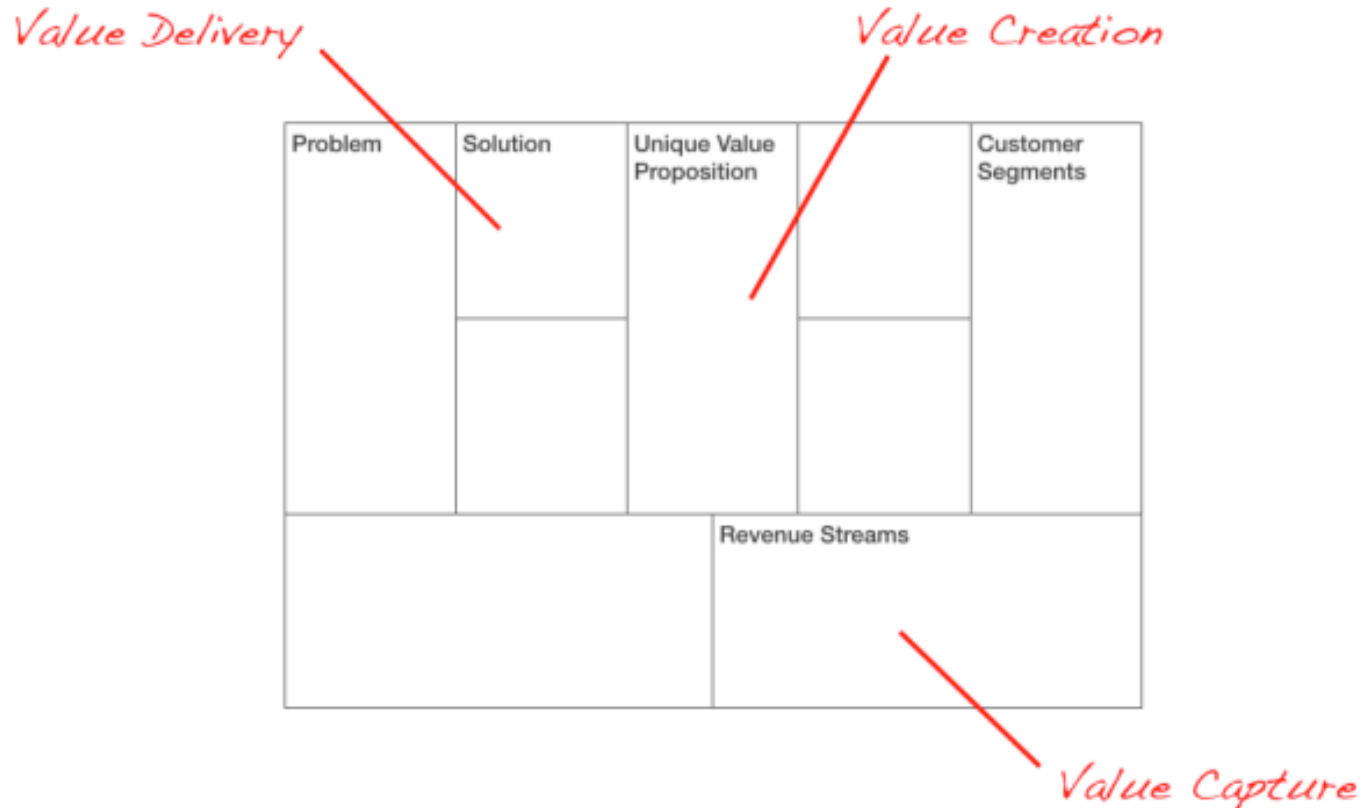
0 seconds to go

Funding Unsuccessful

This project's funding goal was not reached on November 18.

https://www.kickstarter.com/projects/1639830094/makers-and-eaters-unite-100-farmers-1-city?ref=category_location

Business Model Canvas



Why canvases make sense

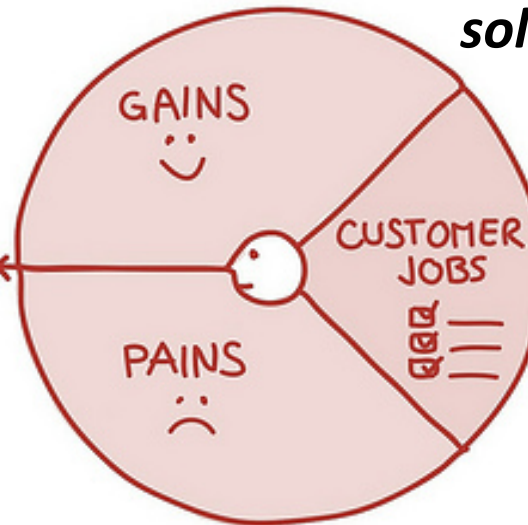
- Visual thinking – thinking about complex systems in pictures
- Simple – one page
- Quick to update
- Everyone can watch it change
- All the key elements are always visible
- If you change one element you have to examine the others

Value Proposition?

You and your solution



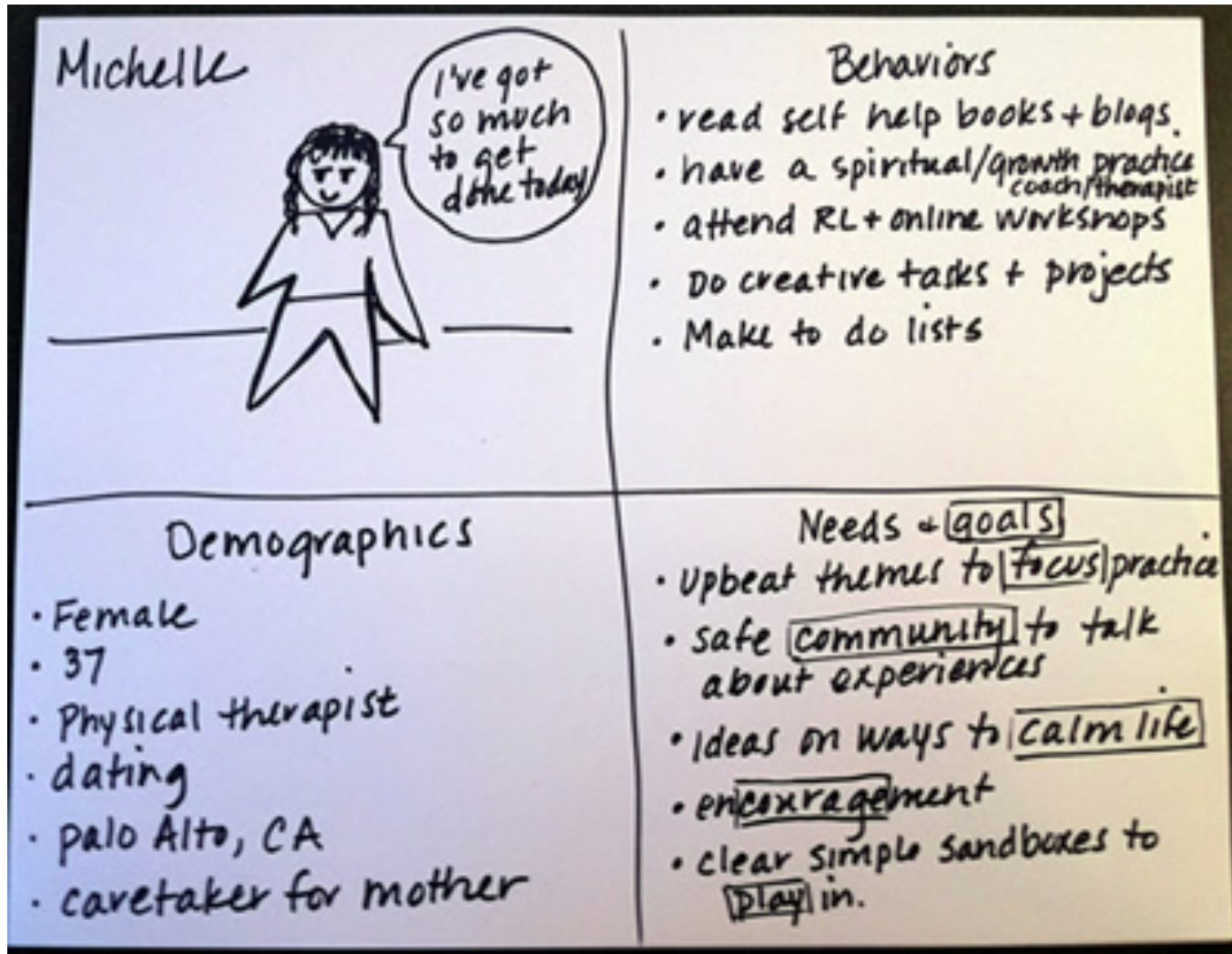
Who needs a solution



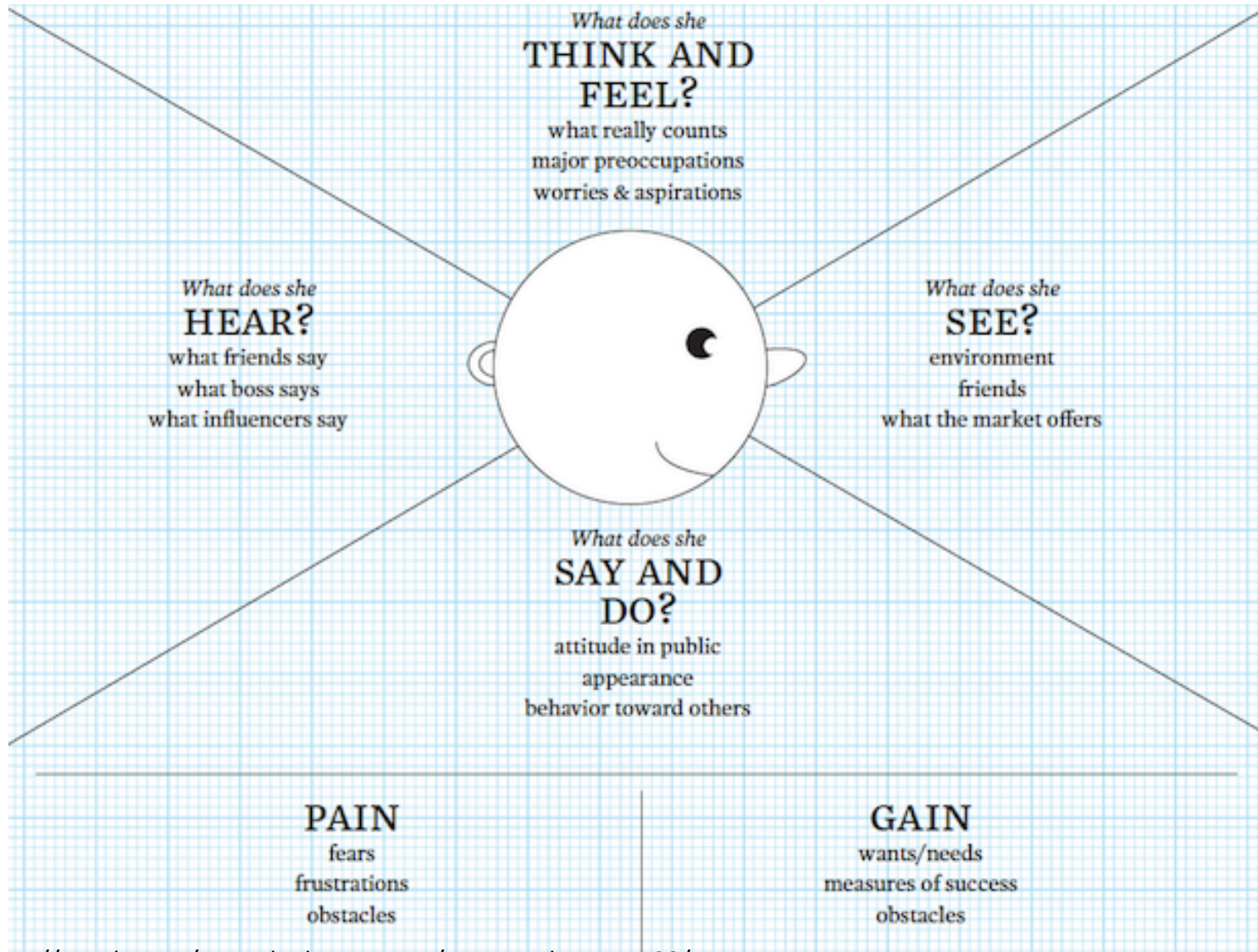
<http://businessmodelalchemist.com/blog/2012/08/achieve-product-market-fit-with-our-brand-new-value-proposition-designer.html>

Personas

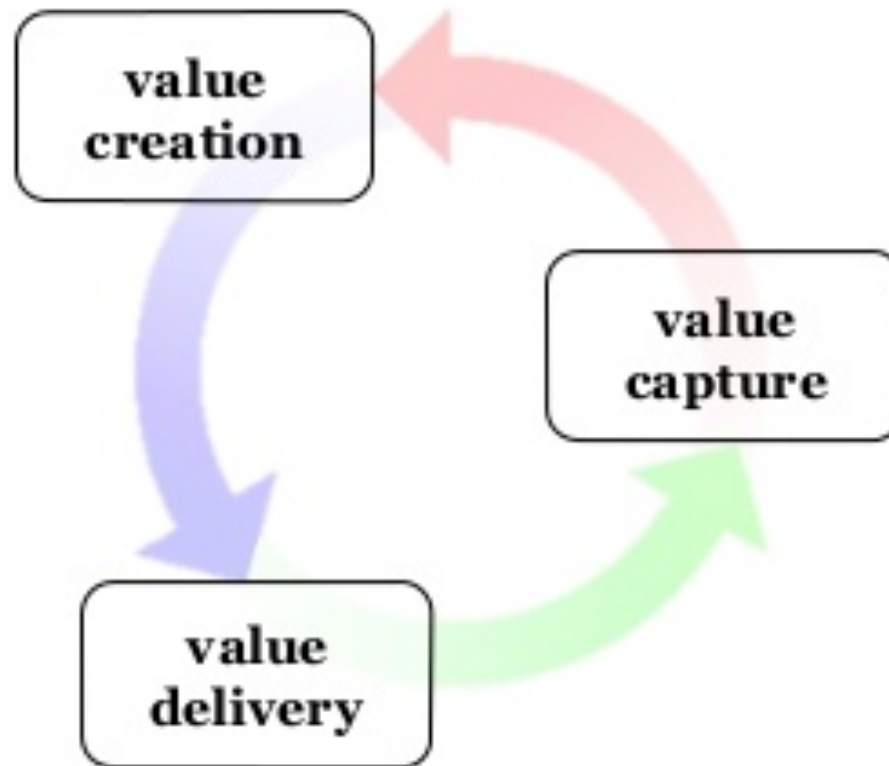
Source - <http://designthinkingbarcelona.com/>,
accessed January 20/15

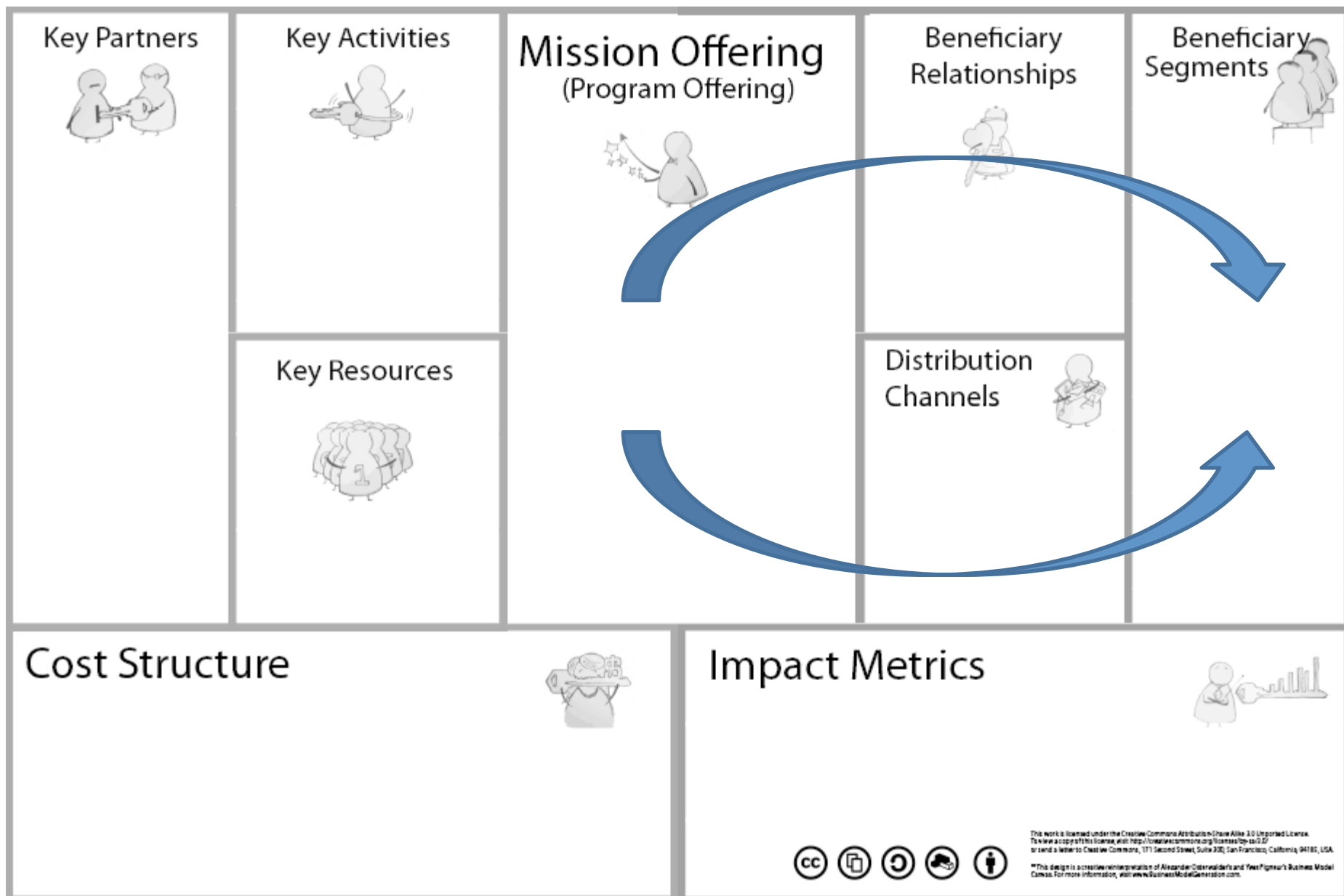


Empathy Canvas/Map



The Value Logic Model





Key
Non-Program
Partners



Key
Non-Program
Activities



Donor-Focused
Value Proposition



Donor
Relationship



Donor
Segments



Key
Non-Program
Resources



Distribution
Channels



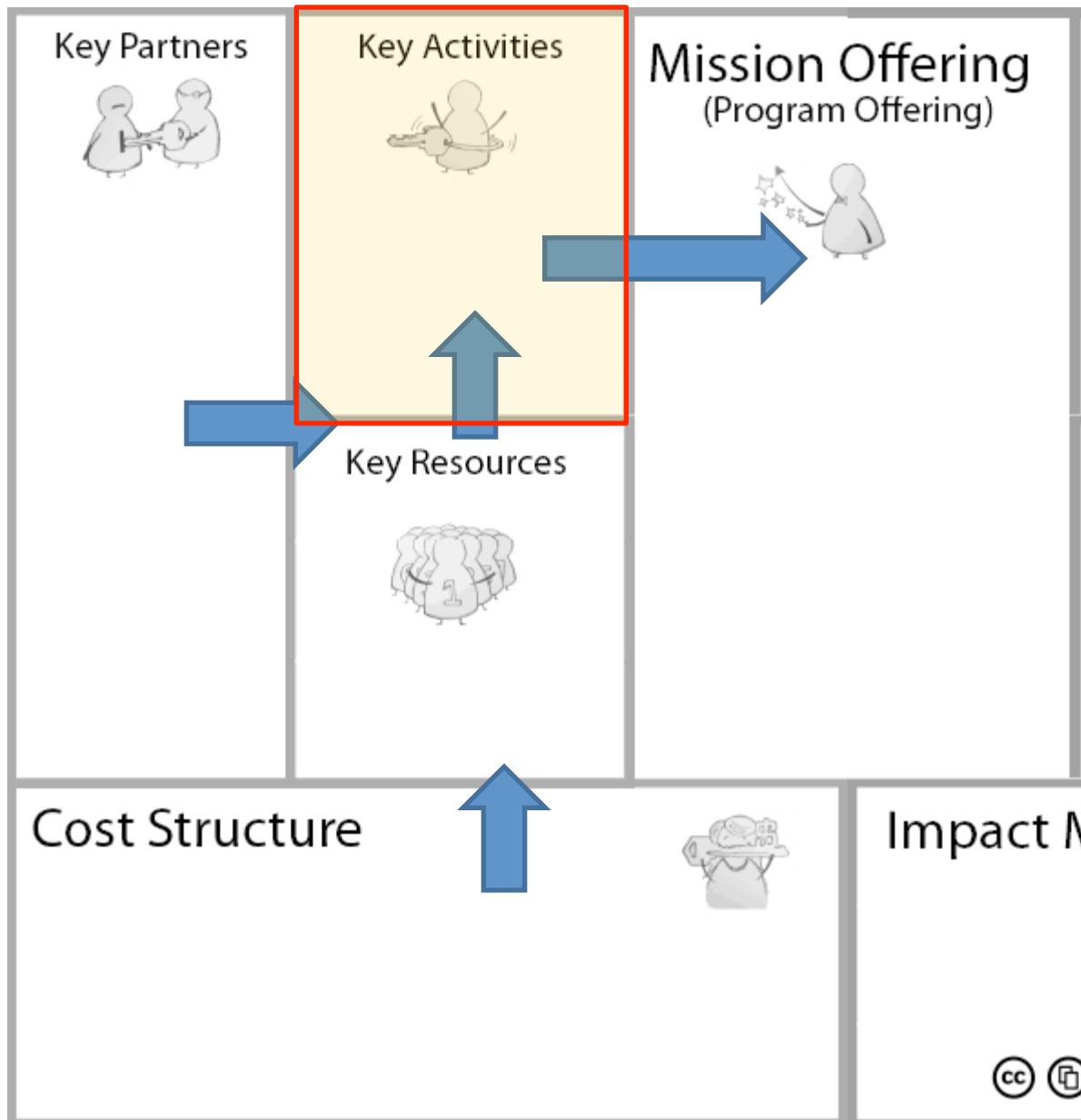
Non-Program Cost Structure



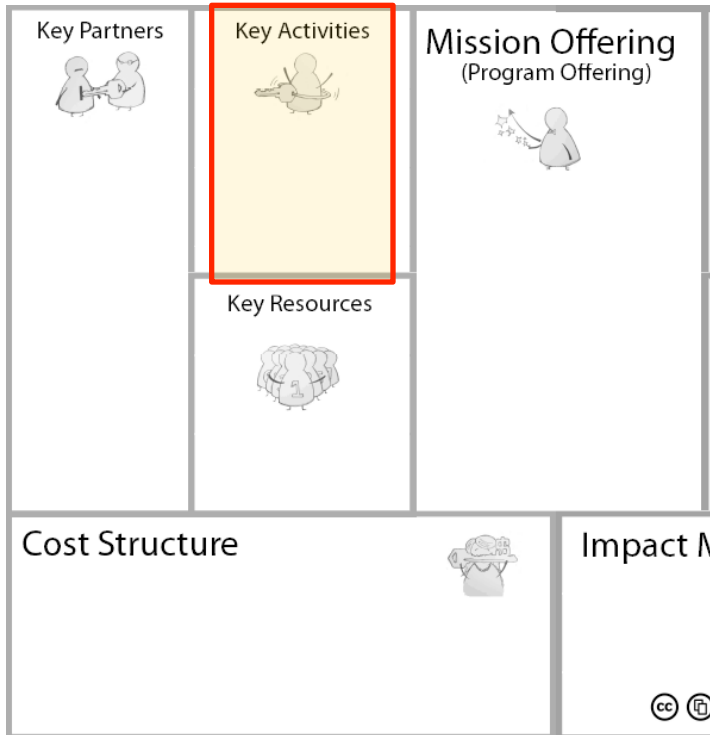
Revenue Streams



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or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.
**This design is a creative reinterpretation of Alexander Osterwalder's and Yves Pigneur's Business Model Canvas. For more information, visit www.BusinessModelGeneration.com.



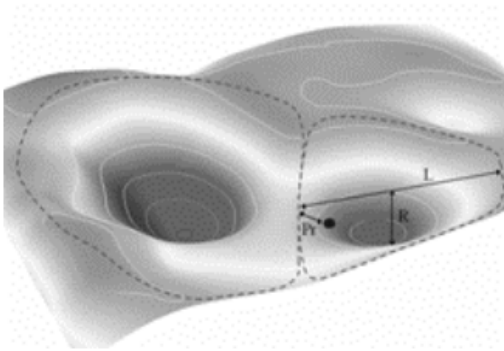
Key Activities



- ‘Key’ key activities are what you do to build value –
The Value – better nutrition
The Actions – providing better delivery options/access, sourcing lower cost /high quality foods
- Different from ‘*important*’ activities
Fundraising, marketing, etc.
- Key activities inform you on key resources

Basins of Attraction/Traps

Fig. 1a. Three-dimensional stability landscape with two basins of attraction showing, in one basin, the current position of the system and three aspects of resilience, L = latitude, R = resistance, Pr = precariousness.



<http://constructive.net/tag/basin-of-attraction/>,
Walker et al, 2004

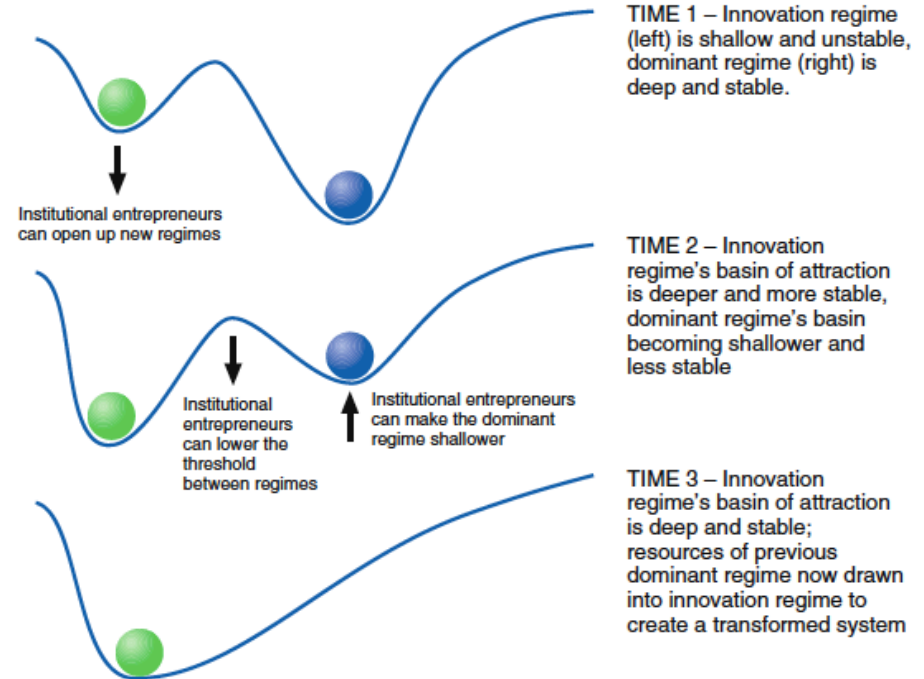
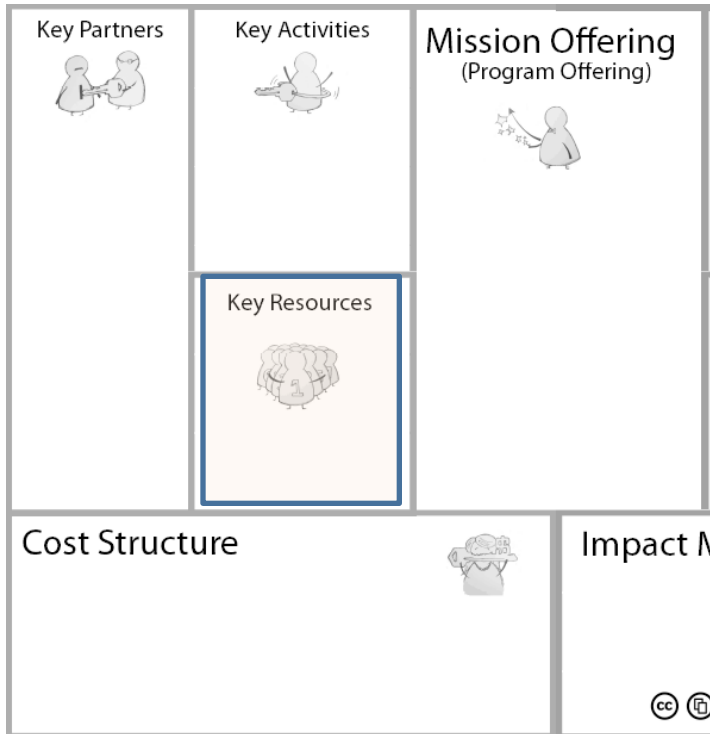


Fig. 2 Cross-scale dynamics of social (systemic) innovations and the role of institutional entrepreneurs. Institutional entrepreneurs are key to systemic transformation. Their role is to question the institutional

context, frame it for those working at more microscales, identify those inventions with potential to tip systems and sell these to institutional decision makers when the opportunity arises

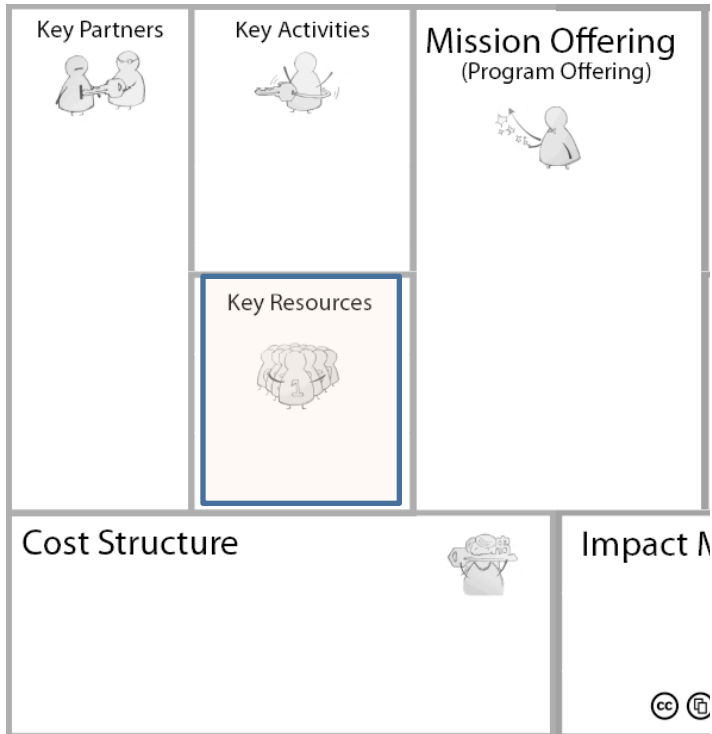
Key Resources



Mentors

- have experience you need but lack
- need to understand your needs
- can offer networks, contacts and connections
- will hand you off to someone better able to help

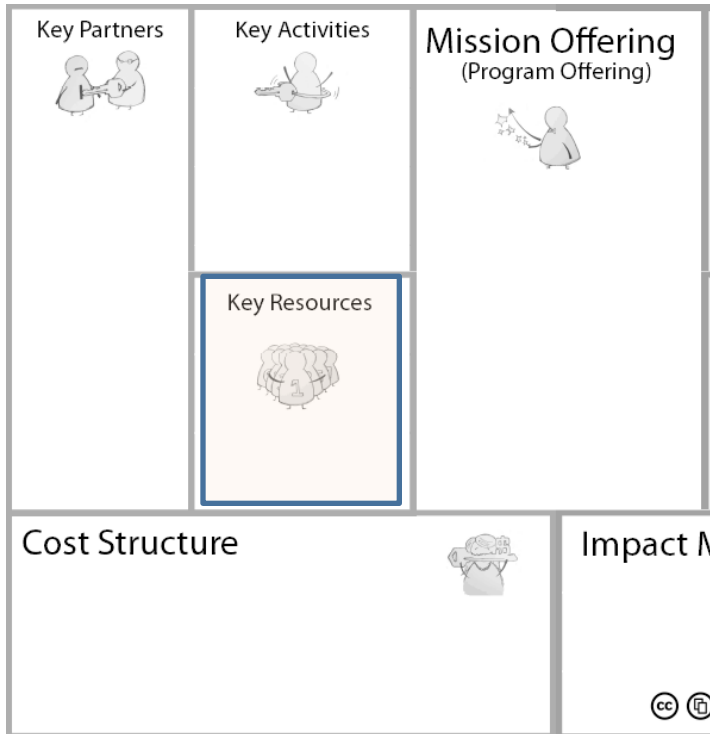
Key Resources



Investors/Supporters
(Governments, funders,
foundations, individuals)

- Want to see their support create impact - value
- Want to understand who you are, what you aim to do, and why you have a chance to succeed – based on evidence
- Need to know what you will do next – does your plan make sense

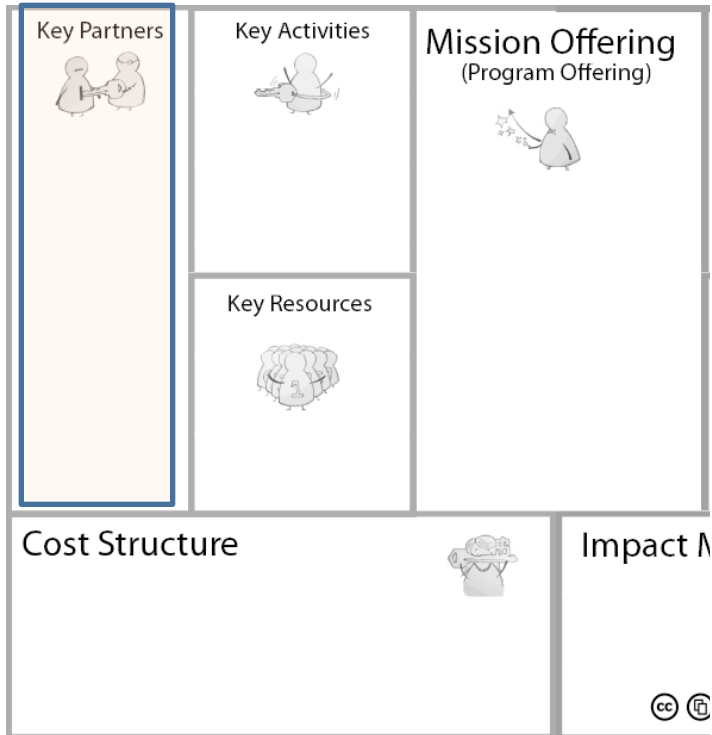
The Team



How do you build a strong team?

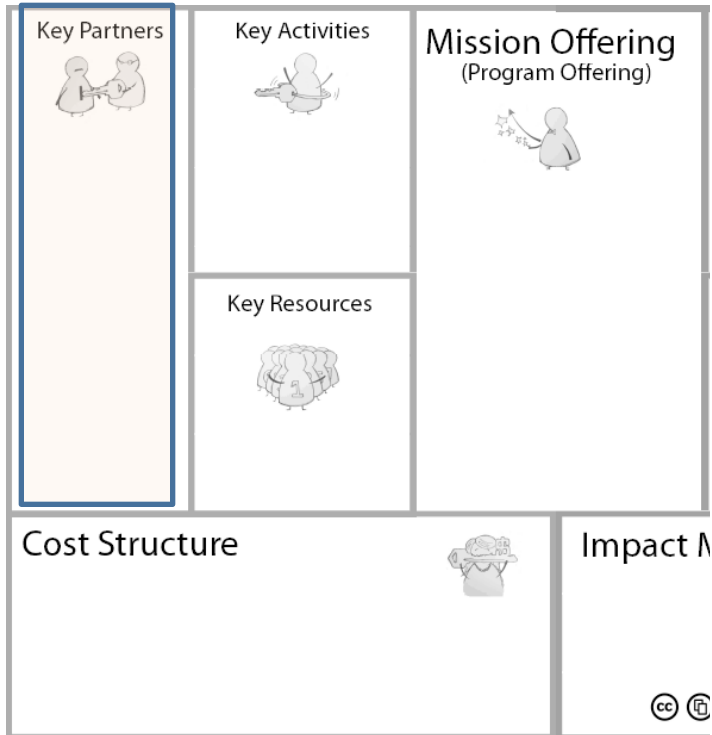
How do you manage a strong team? Of volunteers?

Key Partners



- Key partners make your business model possible – losing one is a potential disaster
- Key partners provide key resources

Key Partners



Levels of Engagement

1. Networking

- Unknown potential
- Low/limited investment
- Exchange of Information
- Build familiarity

2. Coordination

- Understand needs
- Take actions

3. Cooperation

- Shared purposes emerge
- Coordinated actions take place

4. Collaboration/Alliance

- Targeted activities/shared purpose

5. Partnership

- Resources are invested (pooled, loss of control)

https://
valuechaingeneration.files.wordp
ress.com/2014/10/pc-
presentation-4-cv.png

GOALS/AIMS PARTNERSHIP

PARTNERSHIP CANVAS

The Partnership Canvas is best used in joint application with the
Business Model Canvas (www.businessmodelgeneration.com/)

OUR PARTNER IS:

DESIRED VALUE

What value is sought for in a partner?

Tangible as etc:
land, buildings, plant and machinery, fixtures and fittings,
trading stock/capital, technology, infrastructure

Intangible as etc:
Goodwill, patents, copyrights, knowledge, reputation, social
networks, channels, customers

TRANSFER ACTIVITIES

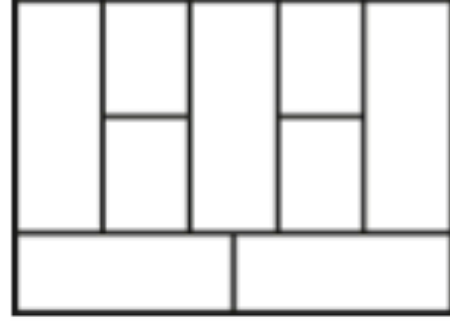
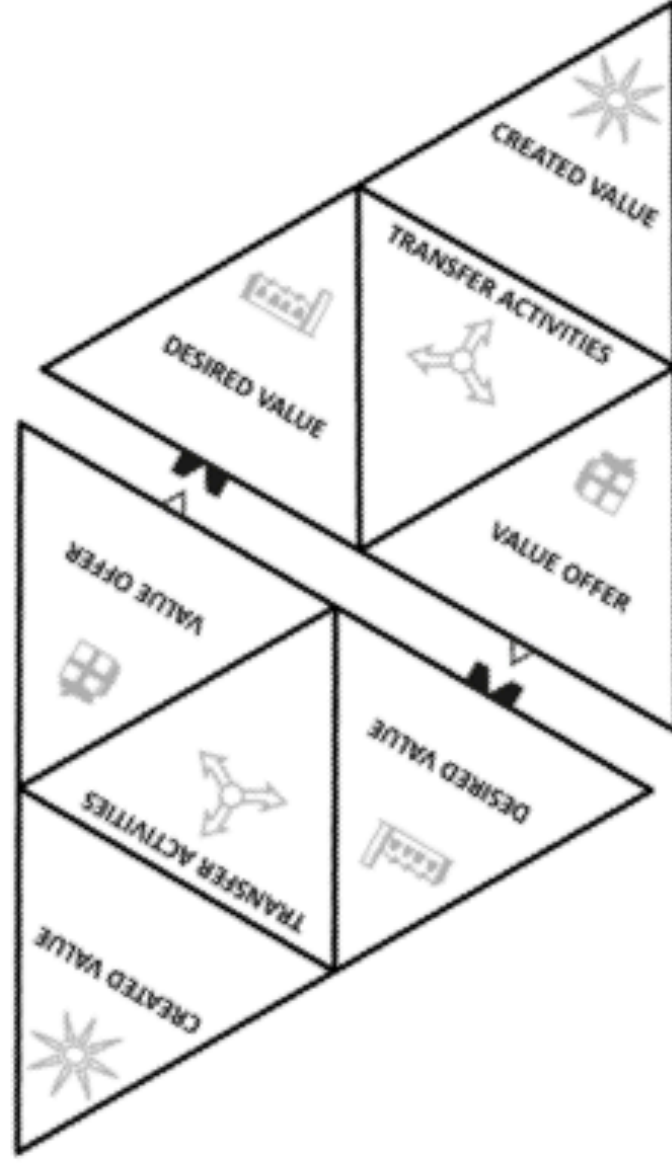
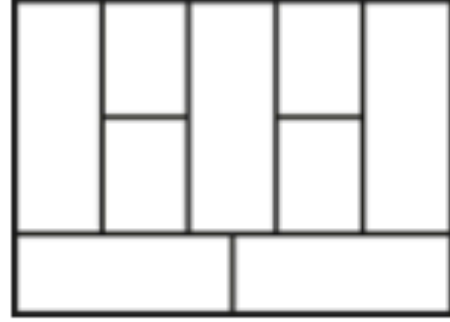
How will the partners' values
be connected and made
mutually accessible?

Describe form of collaboration
or combination

VALUE OFFER

What value is offered to the partner?

Values that complement or enhance through:
performance, customization, design, brand value, pricing,
cost reduction, risk mitigation



Who will be your partners?

1. What do you hope to get from partners?
2. What will you offer in return?
3. What partnership-building activities come to mind?

Instructions -

- 1. Form groups of 3 or 4***
- 2. Take 2 minutes each to answer the questions on the left***
- 3. Spend 2 minutes providing feedback***



@ElevatorGuelph

Find us on Facebook and LinkedIn

New website coming soon to:

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