The Social Venture Café

Social Venture Start-ups Serving Our Community's Needs Through Innovation

A Common Understanding

The Breakaway Social Venture Start-up Framework

Stage 3 - Step 1

A Common Understanding
~Building a Shared Understanding of the Community ~

A Common Orientation
Building A Shared Understanding Of The Community

The Right Start

Field of Interest	Winning Team
Direction vs Destination	*Diversity in Capabilities & Perspectives*

SUCCESS = YOU

The Right Proposal

Feedback & Validation	Telling a Winning Story
"Plussing" for Successful Adoption	*Securing "next step" Support*

The Right Goals

Common Orientation	Stakeholder Objectives
Common Research/References	*Making Success Factors Clear*

The Right Idea

Empathic Marketing	Ideation Magic	Filter & Select
"Day in the Life; Today"	*"Day in the Life; Tomorrow"*	*Success Factor Fit*

Building A Shared Understanding

- Clarifying community boundaries, segments, and dynamics

- Exploring your community field of interest focus area

- Identifying community stakeholders , their roles, and interests

- Creating your community ecosystem map to tie it all together

- Building your own glossary of terms and roster of organizations

Building a shared understanding of the Community and the Field of Interest that will be the focus of the team's work

**Community Boundaries, Segments & Dynamics**

Community Field Of Interest, Services & Solutions

Community Stakeholders: Roles & Priorities

Glossary & Roster Of Organizations

Community Ecosystem Map

Community Boundaries, Segments, & Dynamics

Community Boundaries, Segments & Dynamics

→ *Geographic Boundaries & Trends*

→ *Challenge, Need, Problem Segments*

→ *Priorities & Resource Investments*

→ *Stakeholders & Community Role*

Community Field Of Interest, Services & Solutions

Community Field Of Interest, Services & Solutions

→ *Effected Community Members*

→ *Fit Into Community Priorities*

→ *Assessment Of Available Solutions*

→ *Solution Partnerships & Alliances*

Community Stakeholders: Roles& Priorities

Community Stakeholders: Roles & Priorities
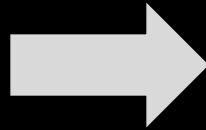
→ *Identification & Role Description*

→ *Stakeholder Hierarchy Classification*

→ *Primary Interests & Priorities*
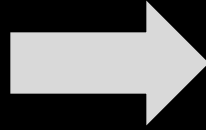
→ *Influence & Impact Assessment*

Glossary & Roster Of Organizations

Glossary & Roster Of Organizations

→ *Challenge, Need, Problem Terminology*

→ *Field Of Interest Terminology*
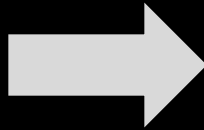
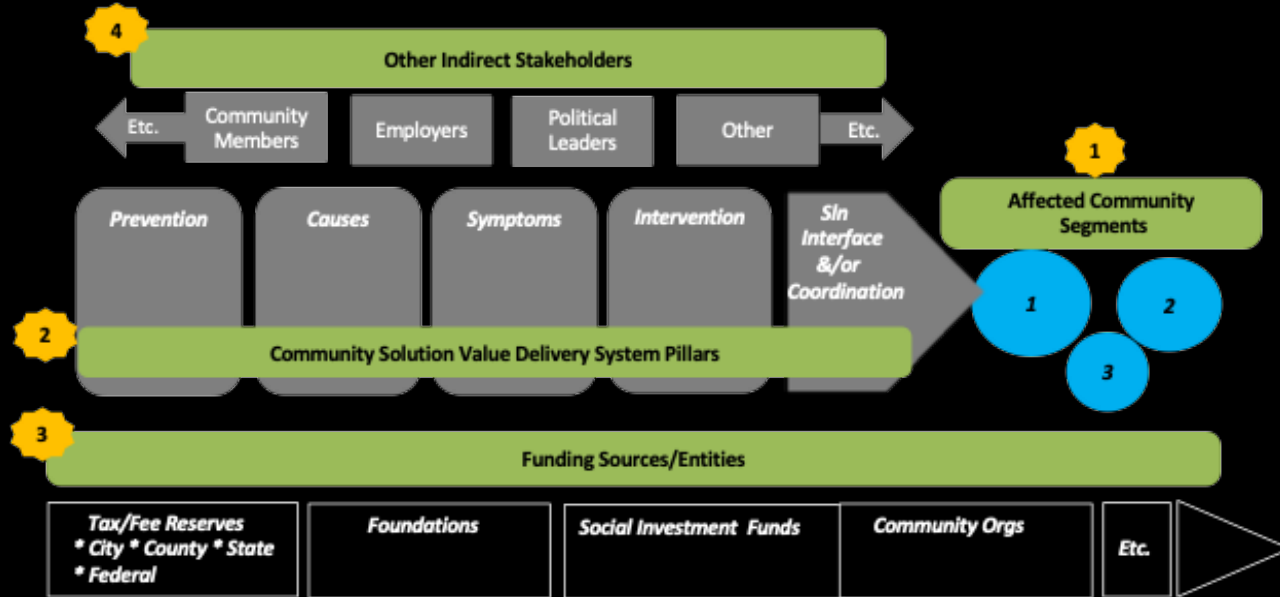→ *Social Challenge, Need, Problem Areas:*
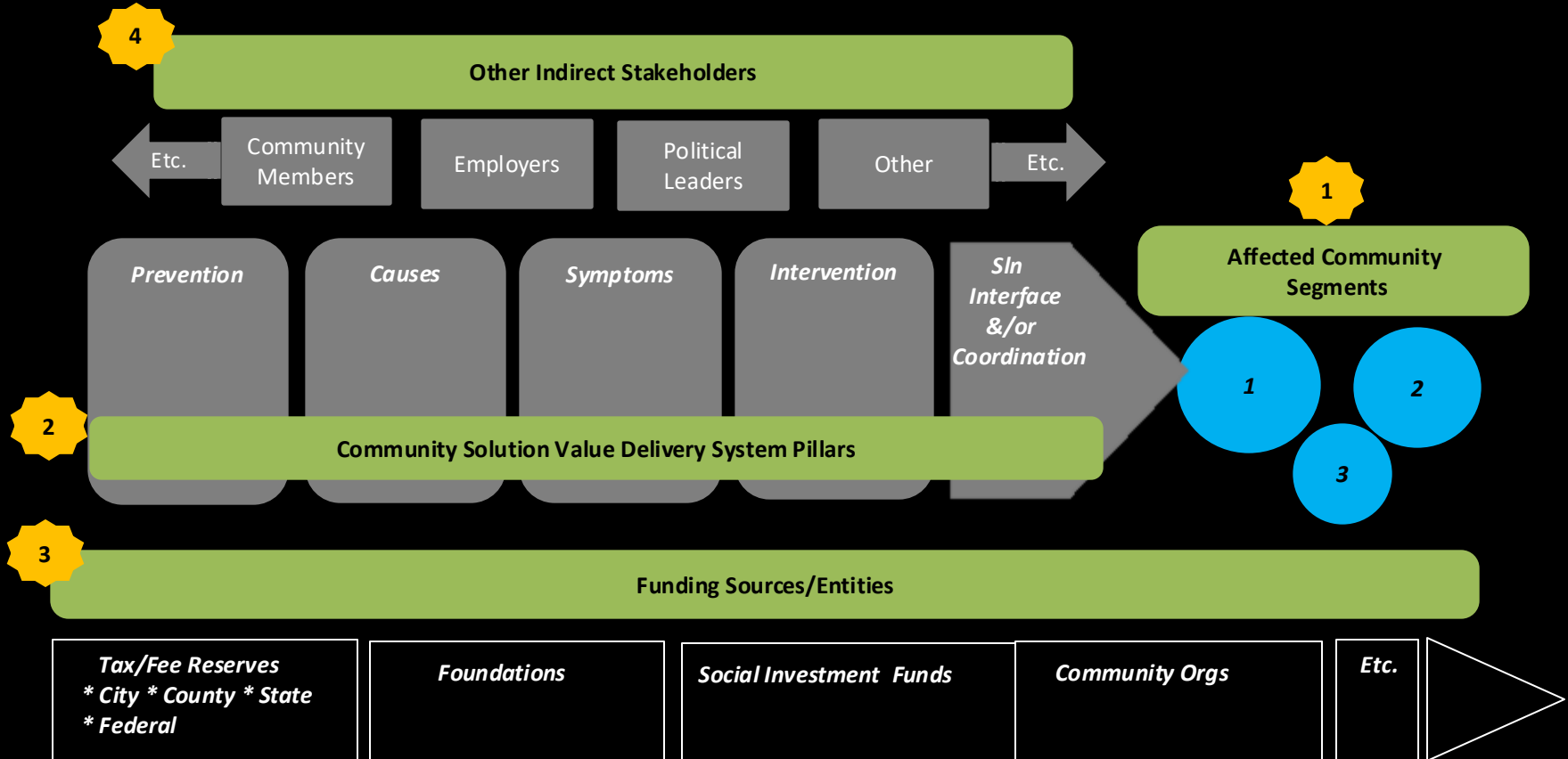- *Service & Advocacy Organizations*
- *Primary Interests*
- *Sponsors & Supporting Funders*

Community Ecosystem Map

➢ *Visual Representation Of The Community & Field Of Interest*
➢ *Highlights Community Profile, Dynamics, & Relationships*
➢ *Developed Collaboratively To Drive Alignment & Insights*

Community Solution Ecosystem Map

4 Other Indirect Stakeholders

Etc. | Community Members | Employers | Political Leaders | Other | Etc.

1 Affected Community Segments

Prevention | *Causes* | *Symptoms* | *Intervention* | Sln Interface &/or Coordination

1 2 3

2 Community Solution Value Delivery System Pillars

3 Funding Sources/Entities

Tax/Fee Reserves *City * County * State * Federal* | *Foundations* | *Social Investment Funds* | *Community Orgs* | *Etc.*

Community Solution Ecosystem Provider Roles

Prevention Focus is on the person (s); helps the person (s) avoid being impacted by the current causes)

Cause Focus is on changing the short &/or long-term environmental/systemic factors impacting the person (s)

Symptoms Focus is on the person (s) ; activities address the short-term negative impacts of being affected

Intervention Focus is on helping person (s) achieve long-term relief from being affected by the cause or in suffering as an effects

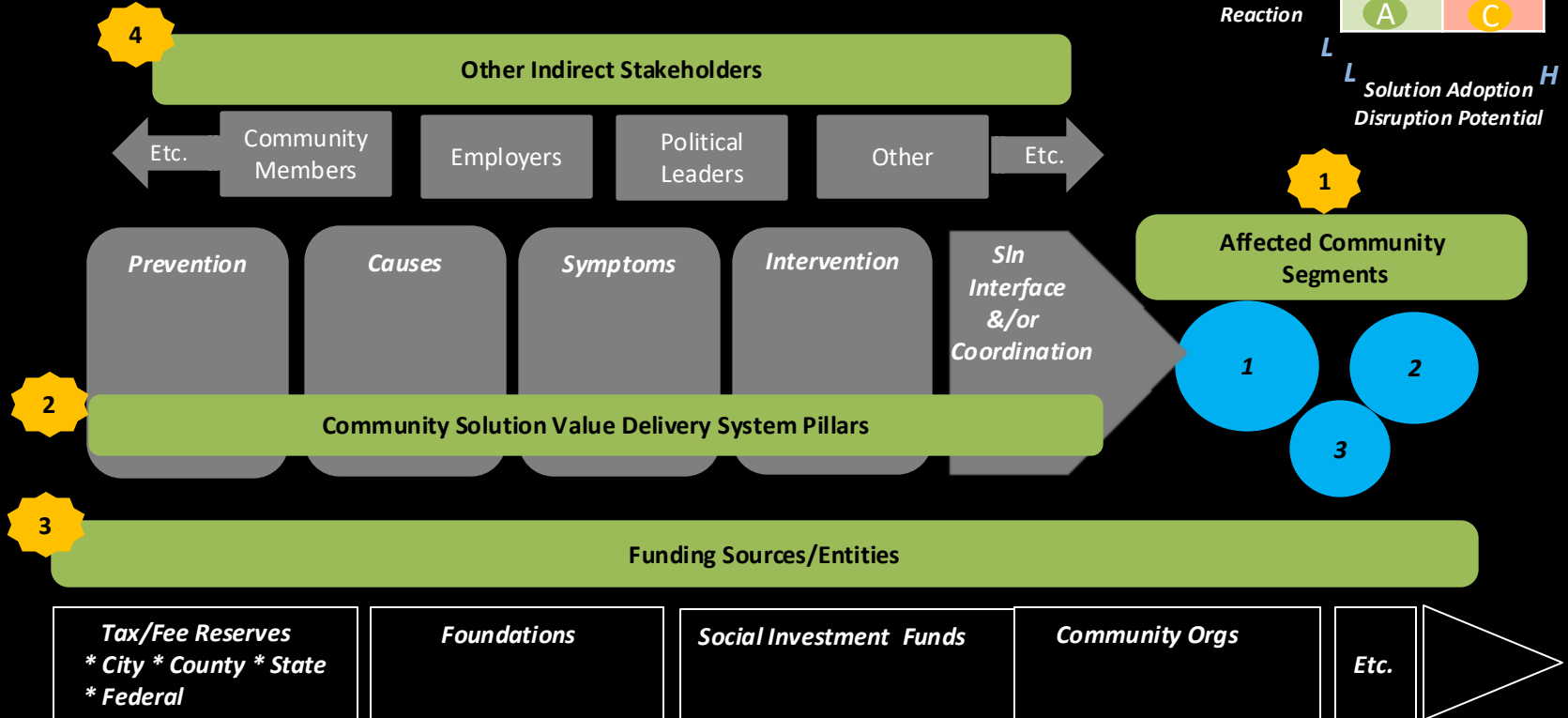**Solution Interface &/or Coordination** Focus is on helping person (s) navigate a range of solutions/solution elements being delivered by multiple prevention, cause, symptoms, and/or intervention-focused solution providers

Community Solution Ecosystem Map

Ecosystem Solution Reaction Chart

Likelihood Of Strong Reaction — H / L

B	D
A	C

L — **Solution Adoption Disruption Potential** — H

indirect Stakeholders: People & Organizations not covered in areas 1 thru 3 of the ecosystem model that have/would have a Social, Political, Emotional,&/or Economic interest in a change to the ecosystem status quo.

4 — Other Indirect Stakeholders

Etc. — Community Members | Employers | Political Leaders | Other — Etc.

Prevention | *Causes* | *Symptoms* | *Intervention* | Sln Interface &/or Coordination

1 — Affected Community Segments

1 | 2 | 3

2 — Community Solution Value Delivery System Pillars

3 — Funding Sources/Entities

*Tax/Fee Reserves * City * County * State * Federal* | *Foundations* | *Social Investment Funds* | *Community Orgs* | *Etc.*

Summary

- Process is a way to build a shared understanding of the community

- Encourages teamwork & will produce new community insights

- Work helps avoid costly "didn't know what I didn't know" surprises

- Avoid "Analysis-Paralysis"……As new learnings & Insights emerge update materials & discuss

Backup

~Ecosystem Gap and Value Opportunity Assessment Tools~

Gap Assessment/Heat Map

	VDS: Prevention Slns	VDS: Cause Elim. Slns	VDS: Symptom Treatment Slns	VDS: Intervention Slns	VDS: Interface &/or Coordination Slns	Funding: Orgs/ Entities / Capacity	Other: Indirect Stakeholder Satisfaction
Sufficiency of (i.e., # of and range of) (A)							NA
Accessibility to (B)							NA
Solution Value Experience Delivered: (i.e., Efficiency/ Effectiveness/ Optimization (C)							
-VDS: Prevention Slns							
-VDS: Cause elim. Slns							
-VDS: Symptom treatment Slns							
-VDS: Intervention Slns							
-VDS: Interface &/Or Coord Slns							
-Funding: Orgs/Entities/Capacity							
-Other; Indirect stakeholder Satisfaction							

(A) + (B) : Ratings should be from the point of view of the affected community members/groups

(C) : Ratings should be from the point of view of the noted Ecosystem area member

Ratings: 1 = Poor
2 = Satisfactory
3 = Very Good
4 = Excellent

Value Assessment Model

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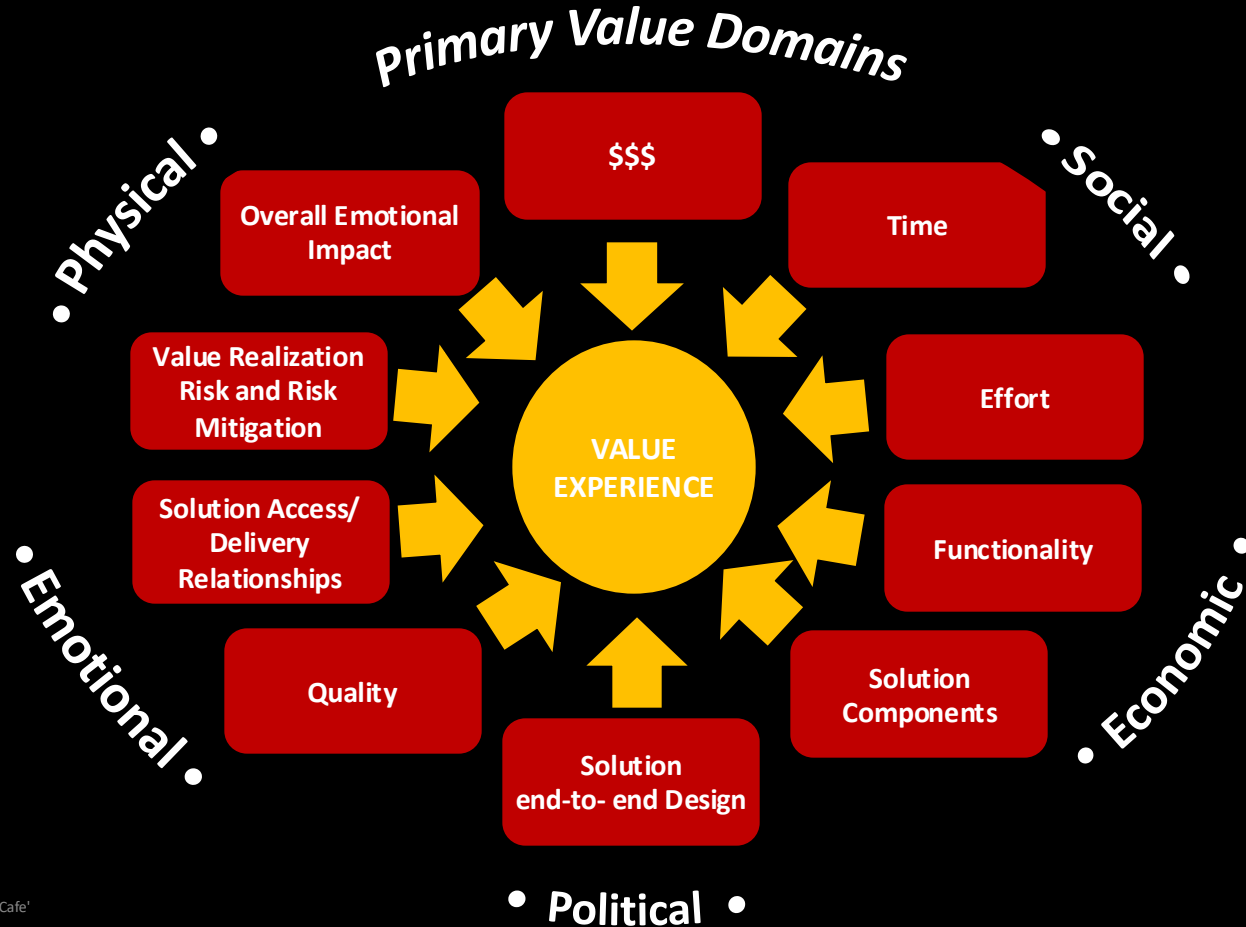
Notes – Implications –Applications – Action Plans

Page 1

Notes: Observations – Thoughts – Insights - Follow-up Questions
Implications: In what way will using these ideas/tools help me in achieving success?

Notes – Implications –Applications – Action Plans

Application: How will I specifically apply these ideas/tools to my start-up activities?

Action Plans: When will I apply these ideas/tools to my start-up efforts and what outcomes will I try to achieve as a result?