

Filter & Select

Success Factor Fit

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Success Factor Fit

- ❖ Your Objective
- ❖ Leveraging Your Learnings To Build Your Evaluation Filters
- ❖ Tools, Processes, and Techniques
- ❖ Rapid Prototyping & Feedback ; Finding Your Top Ideas
- ❖ The Final Hurdle ; Desirability, Feasibility, and Viability

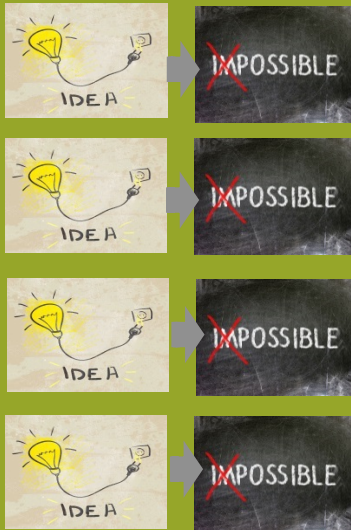
Filter & Select

Your Objective

Pragmatically and thoughtfully evaluate the large volume and range of ideas you've generated in order to identify the top few (i.e., 1 or 2) that warrants being taken forward to the next stage of the Breakaway Social Venture Start-up Framework cycle; Validation/Feedback - "Plussing" for Successful Adoption.*

Identifying Your Highest Potential Ideas

New
"Day In The Life; Tomorrow"
Possibilities



Evaluation Approaches

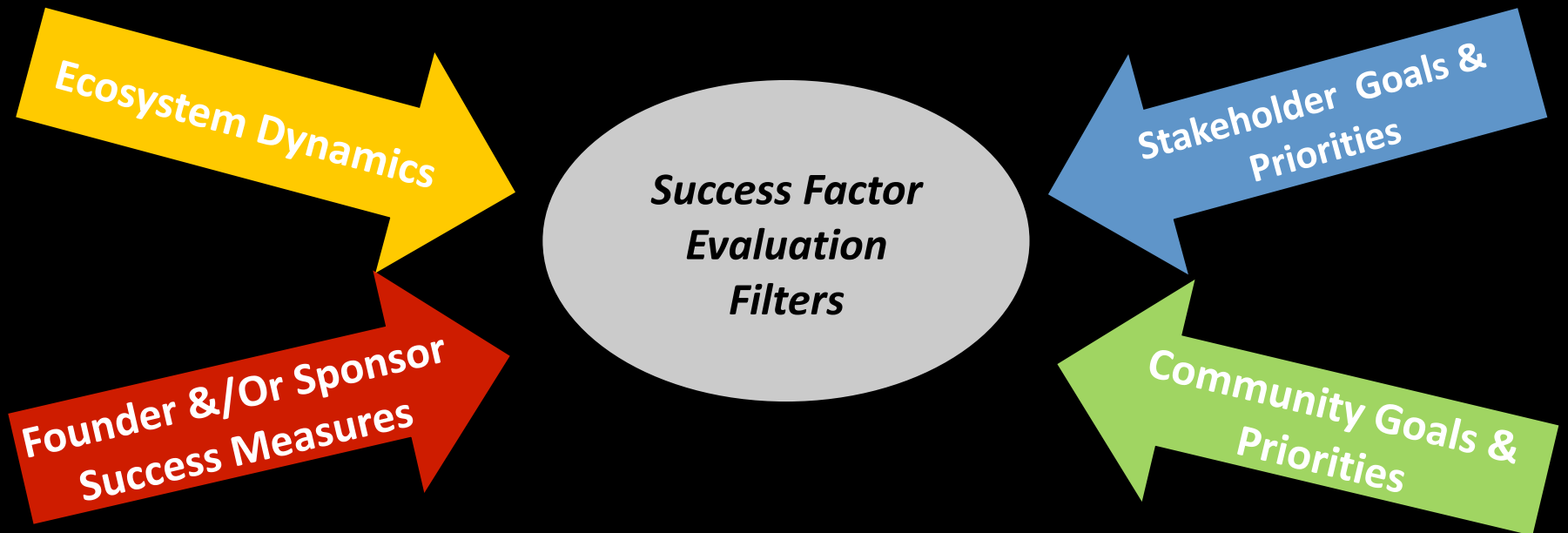
- ❖ *Success Factor Evaluation Matrix/Scorecard*
- ❖ *\$100 Test*
- ❖ *Delphi Method*
- ❖ *The Kipling Method*
- ❖ *Negative Selection*
- ❖ *Desirability-Feasibility-Viability (DFV)*
- ❖ *New-Useful-Feasible Test (NUF)*
- ❖ *Voting*
- ❖ *Pros and Cons (PnC)*
- ❖ *Rapid Prototyping*

Top
High Potential Ideas



Leveraging Your Learnings

Developing Your Evaluation Filters



A Sampling Of Tools, Processes, & Techniques

- ❖ Success Factor Evaluation Matrix/Scorecard
- ❖ Delphi Method
- ❖ Force field (for and against) Analysis
- ❖ The Hundred Dollar Test (Stakeholder view)
- ❖ The Kipling Method (5W, 1H assessment)
- ❖ Negative Selection Method
- ❖ Feasibility-Viability Desirability Test
- ❖ PnC Filter (Pros and Cons)
- ❖ NUF Test (New-Useful-Feasible)
- ❖ Simple Voting



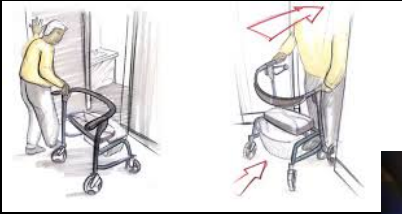
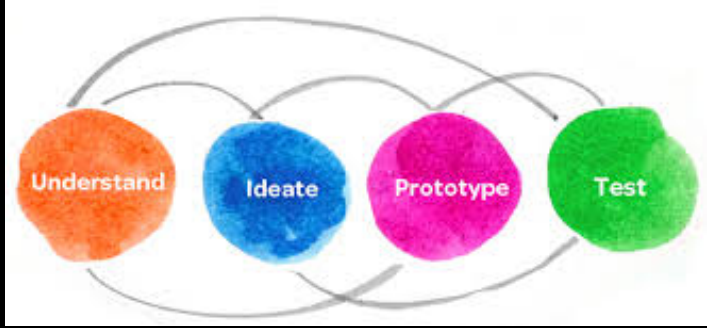
*Goal:
Best Success Factor
Fit with The
Maximum
Desirability,
Feasibility, and
Viability Potential*

Rapid Prototyping & Feedback

Finding & Tuning Your Top Ideas

- ❖ A Tangible Representation of Your Solution Idea
- ❖ Low Fidelity Model (*e.g., paper, cardboard, videos, pictures/drawing, Foam Board, Wood, Staged Acting, etc*)
- ❖ Helps Clarify Idea/Concept, Trigger Fresh Insights, Surface Unarticulated Needs, Trigger Fresh Insights & Contextual Impressions/ Feedback, Collect Customization Inputs, Surface or Clarify Intangible Attributes, etc.

Rapid Prototyping, What's It Look Like???



The Final Hurdle

Desirability, Feasibility, Viability

Desirable: By Community Members, Stakeholders, and Sponsors/Funders



Feasible: Can be Successfully Developed and Delivered



Viable: Can be Sustained within the Ecosystem both Operationally and Economically

