

The Social Venture Café

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

Feedback and Validation

The Breakaway Social Venture Start-up Framework

Stage 5 - Step 1

Feedback and Validation

~ “Plussing” for Successful Adoption ~

Feedback & Validation

"Plussing" For Successful Adoption



Feedback & Validation

“Plussing” For Successful Adoption

- Your Objective
- The Feedback and Validation Cycle
- Critical Success Factors
- Exit Criteria – Advanced Understanding & Preparedness
- Remember.....the Final Hurdle!

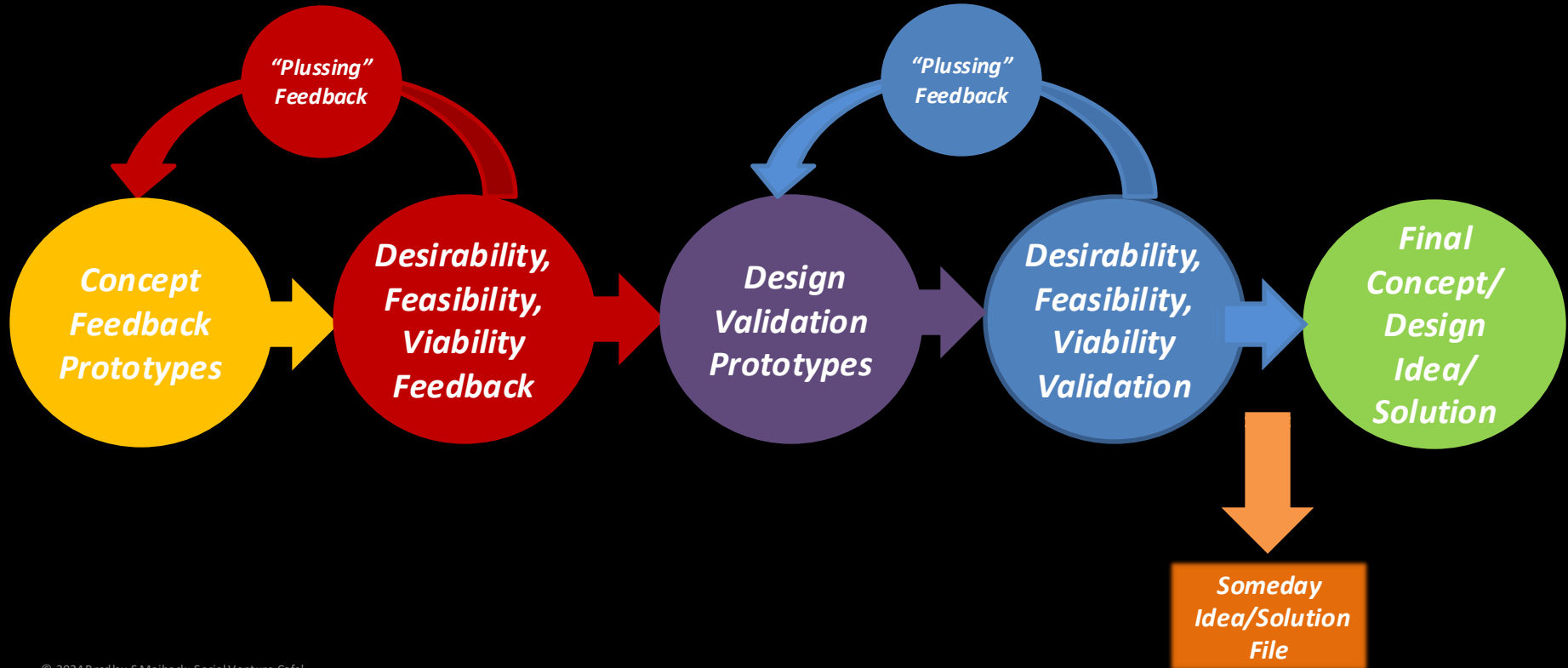
Feedback & Validation

Your Objective

Actively engage Community members and key stakeholder groups in :

- 1) perfecting (“Plussing”) your top idea/solution concepts and designs,
- 2) validating the desirability, feasibility , and viability of those ideas, and
- 3) gaining insight into the most promising of those ideas/solutions ; an idea/solution around which you’ll solicit the sponsorship and funding necessary to fully develop and implement/launch.

The Feedback & Validation Cycle



Critical Success Factors

- ❖ Take an iterative approach; multiple cycles over time
- ❖ Seek feedback and validation from each stakeholder group
- ❖ Ensure you test your “Leaps of Faith” assumptions
- ❖ Don’t sell your ideas! Watch, listen, probe...
- ❖ Seek & look for unbiased, direct feedback; verbal and nonverbal
- ❖ “Plus” wisely; when it positively impacts the “whole” story
- ❖ Look for ideas to increase desirability & feasibility & viability

Exit Criteria

Advanced Understanding & Preparedness

As you exit this step, you and your team should find that you have significantly advanced your understanding of:

- ❖ *The Community Challenge, Need, &/or Problem area of focus*
- ❖ *The Community Ecosystem & expected changes over time*
- ❖ *Your idea/solution's positive "Day in the life" impact*
- ❖ *The actionable & executable work needed to develop & launch*
- ❖ *The short, medium, and long-term resources needed to develop & launch*
- ❖ *How your idea supports achieving each essential, strategic, and important stakeholder's goals, objectives, priorities, and preferences*

Remember....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



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

Page 2

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?