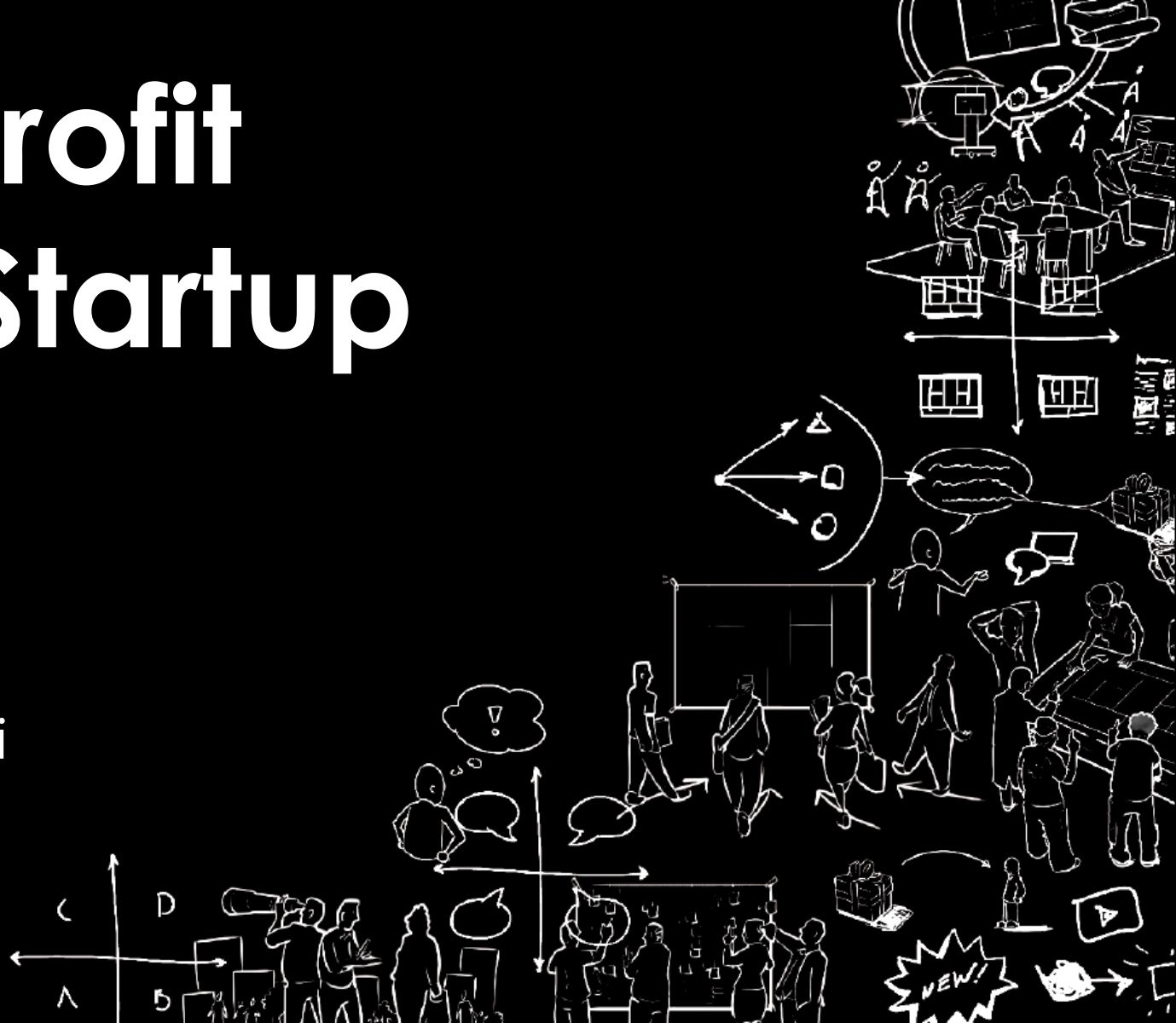
Nonprofit as a Startup

Niko Skievaski
100state



Startup

1. new product/service
2. extreme uncertainty

Innovation

1. new product/service
2. extreme uncertainty

Innovation:

Vision → Execution

Agenda

100state background
How not to start
How to start

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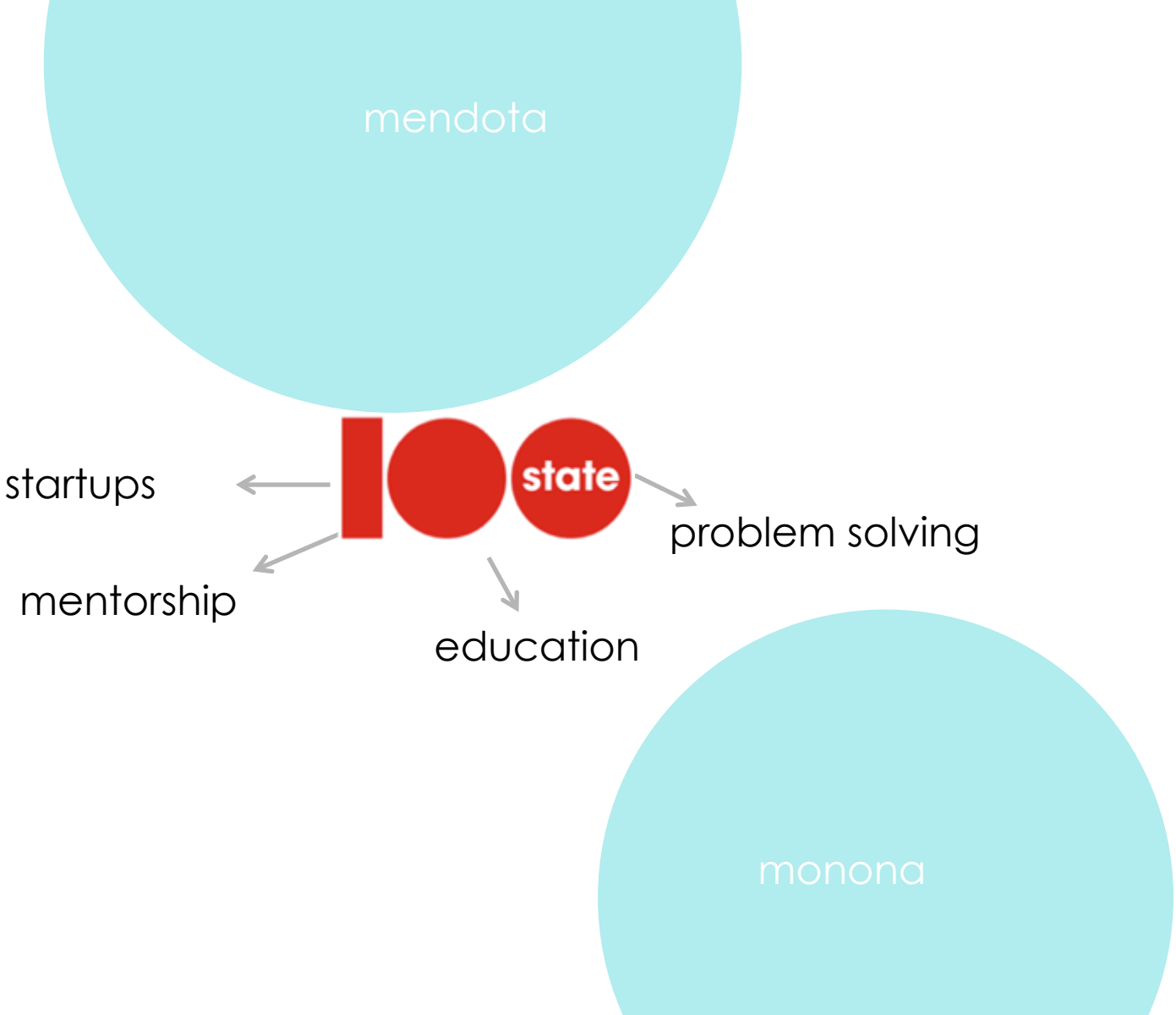
coworking • startups • community


mendota
startups
state
problem solving
mentorship
education
monona

100 state community

100 state community

100 state community

100 state community

state impact

100 state impact

MAKE MUSIC MADISON

state impact

100 state impact

100 state impact

100 state impact

…and that was our first four months.

Agenda

100state background
How not to start
How to start

How not to start.

Traditional Method

Problem
Opportunity
Solution
Team
Forecasted Income
Forecasted Profits
Forecasted Cashflow

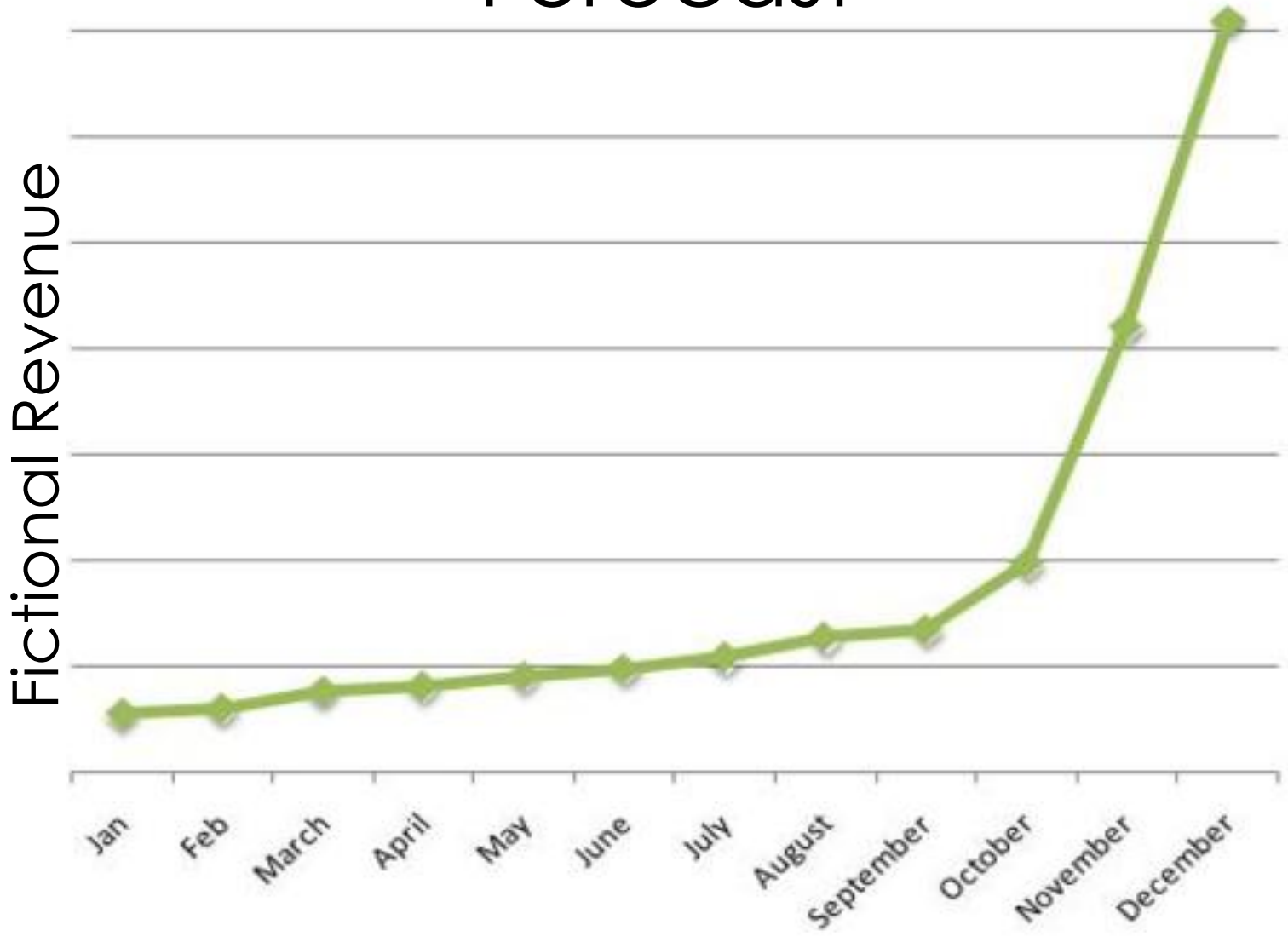
customer feedback

months of waste

A business plan rarely survives its first contact with customers.

“Everybody has a plan until they get punched in the mouth.”
-Mike Tyson

Forecast


Fictional Revenue
Jan
Feb
March
April
May
June
July
August
September
October
November
December

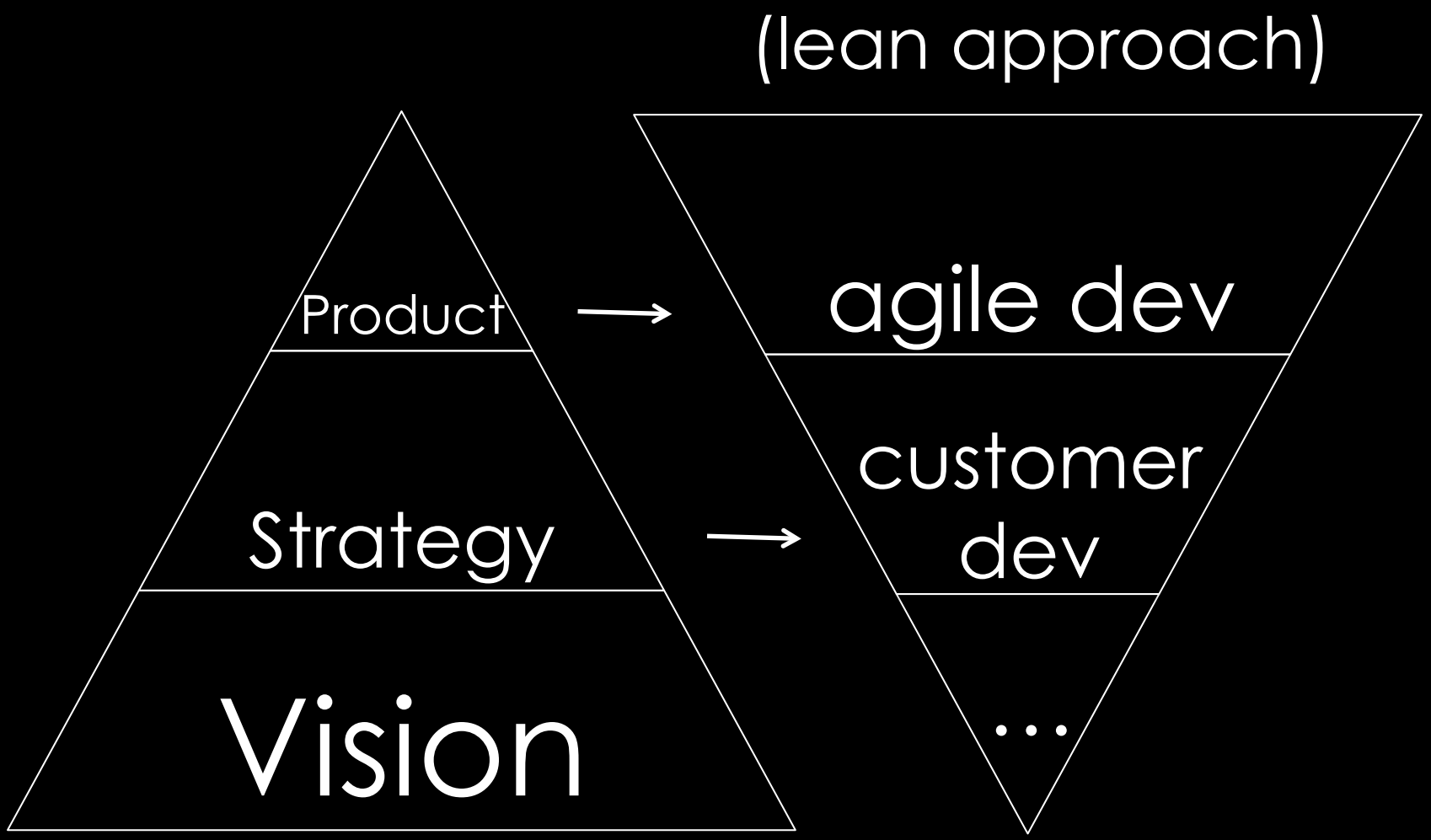
Execution of
known model

Search for
scalable model

Agenda

~~100state background~~
~~How not to start~~
How to start

How to start.


(lean approach)
Product
Strategy
Vision
agile dev
customer dev
…

How to start:

1. Hypothesis
2. Customer Development
3. Agile Development

Business Model Canvas

Key Partners

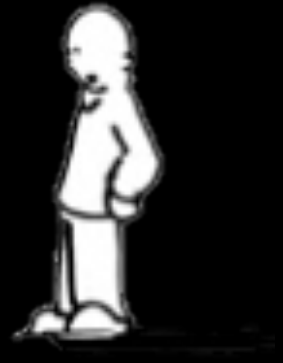
activities

resources

Value Propositions

customer relationships

channels



Custom Segments

Cost Structure

Revenue Streams

The Business Model Canvas

Designed for: Capital Collaborative(?)

Designed by:

Date:

Version:

Key Partners

Bluetree

local business

CE

local community

Key Activities

Coworking

incubation

consulting

events / hacca-athons

Key Resources

Name

Space

Culture

Network

great people

Value Propositions

barriers to learning for:

Community

expertise and education to unleash the full potential in talented Madisonians and beyond! Curriculum

Networking - grow community

incubation - connecting businesses to resources and education to help them grow, ~~team~~-building

talent - programming, design

~~Active~~ Community/identity

Customer Relationships

deep partnerships

collaboration

Channels

Ext Network

Ent. Network

BT, local, National

Customer Segments

talented people

early stage startups

engaged community

businesses

Cost Structure

Rent for space

Salaries

Benefits for inhabitants

programming

Conferences (networking)

Revenue Streams

Startup service share

Stake in businesses

rent on desks?

(Consultancy

education

programming

events

sponsorships

placements

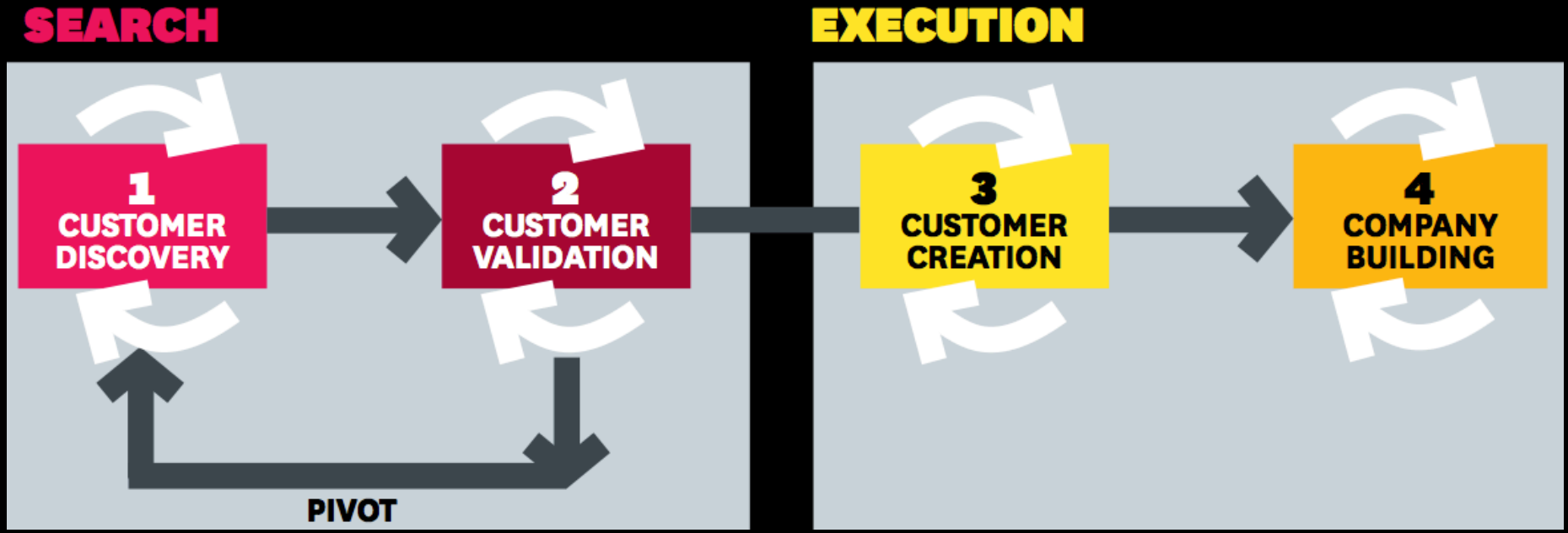
How to start:

1. Hypothesis
2. **Customer Development**
3. Agile Development

2. Customer Development

(get out of the building)

Customer Development



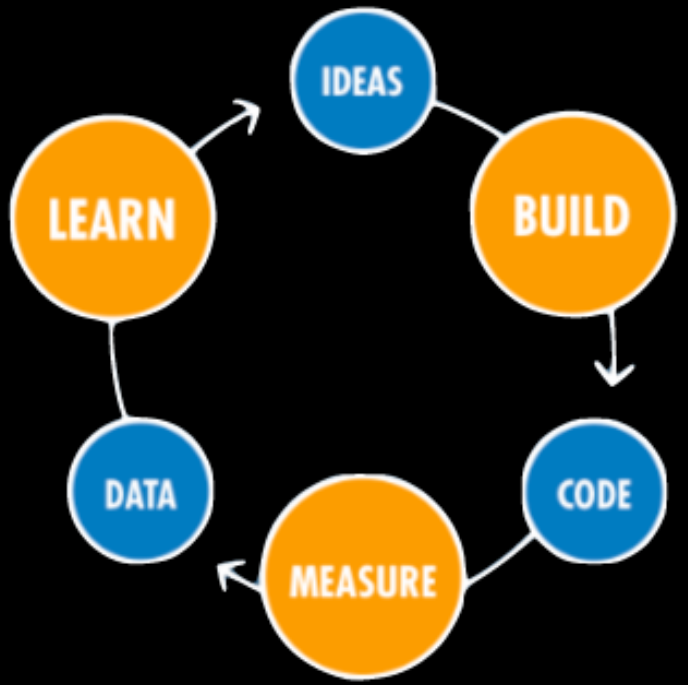
35A
35A

How to start:

1. Hypothesis
2. Customer Development
3. Agile Development

Be
Agile

small batches
deploy fast
measure



small batches
deploy fast
measure

vanity metrics

vs.

innovation accounting

how to measure

vanity metrics

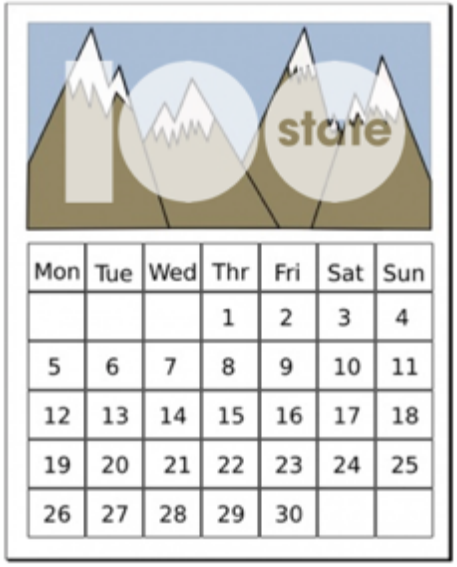
# of members
membership revenue
private donations
brainstorm revenue

email list growth rate
open rate
click rate
what are they clicking?
split testing

%

%

memberships
sponsorships



How to start:

1. Hypothesis
2. Customer Development
3. Agile Development

More Reading:

Business Model Generation
The Lean Startup
Startup Owners Manual

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