Crowdsourcing with Data-Driven Innovation

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ESA Earth Observation Summer School
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Matter: Identify a problem
Why MapSwipe?
Form your team
Brainstorm
I want to generate new ideas by working together with people who experience and solve problems.

**5 MINS**
Introduce the workshop plan.

**20 MINS**
Define what the session is focused on (e.g., work in small groups on creating personas).

**30 MINS**
Define how the target user will make use of your offering (e.g., create a journey map for each persona).

**15 MINS**
Put these up on a wall where everyone can see them.

**15 MINS**
Share the outcomes of the journey maps with the rest of the teams. Share opportunities where the group thinks it can create or add value.

**30 MINS**
Further build on the opportunities identified by tools you used (e.g., Premises & Potential Map, Business Model Canvas, Theory Of Change).
Build out your strategy
Do your homework
THE IMPACT CANVAS --- A GUIDE

NOTE: The numbers below refer to the suggested order for completing the canvas.

**PROBLEM**
3. What are the top 1–3 problems you’re solving for your customer segments?
   - How serious are these problems for your customer segments? Rank them 1 to 3 in order of severity (1=most severe problem).

**SOLUTION**
6. What are the solutions you’re proposing for each of your customer problems? (i.e. describe your product/service).

**DIFFERENTIATORS**
7. How is your solution different from your competitors’ solutions (if you have competitors)?
   - This is for your own purposes, whereas the Unique Value Proposition is a customer-facing statement to clarify why they should choose you over the status quo (their Existing Alternative).

**EXISTING ALTERNATIVES**
4. How are they solving those problems today?
   - Are they using a DIY approach? Competitor’s solution? Ignoring the problem? How happy are they with their status quo?

**UNIQUE VALUE PROPOSITION**
5. What is the end benefit that your customer is getting from using your product/service?
   - What makes it unique? And does that difference really matter to your customers?
   - Outline your UVP in 1 or 2 clear, compelling sentences, using language that will resonate with your customer and move him/her to action and out of their status quo (their Existing Alternative).
   - Focus on the end result/benefit, not the product or service. How does your solution change your customer’s life for the better?

**CHANNELS**
8. What is your path to customers?
   - How will they become aware of you? How will they evaluate your product/service? How will you purchase and receive it?
   - Can you find scalable marketing channels (i.e. the cost of new customer acquisition < marginal profit for each new customer)?

**CUSTOMER SEGMENTS / EARLY ADOPTERS**
1. List your top 1–2 customer segments (customers are people who pay you $).
   - a) startups should list early adopters, 1 or 2 customer segments to start
   - b) mature businesses can list their most promising existing & potential segments
   - Try to narrow down your customer segments using demographic/psychographic characteristics, so that your target market is <1,000,000 people.
     - ex. active, outgoing women aged 25-35 in the USA, with income >$100,000
   - Some businesses rely on both a paying customer base and a non-paying user base that supports the reverse model.
     - For example, Google relies on billions of people conducting free online searches (users) that advertisers (customers) will pay to reach.

**KPIs**
9. In addition to standard Key Performance Indicators such as revenue, profit, lead generation rate, conversion rate, etc.,
   - what are the other KPIs unique to your business that you should be tracking? (e.g. # of downloads, free version users, # of consultations, scheduled, etc.

**BUSINESS MODEL**

**REVENUE STREAMS**
10. How will you make money? List all of your potential revenue streams:
   - Some examples of different revenue streams:
     - Asset sale: (the most common type) Selling ownership rights to a physical good.
     - Subscription Fees: Revenue generated by selling a continuous service.
     - Licensing: Revenue generated from charging for the use of a protected intellectual property.
     - Usage fees: Money generated from the use of a particular service.
     - Lending/Renting/Leasing: Giving exclusive right to an asset for a particular period of time, e.g. Leasing a Car
     - Advertising: Revenue generated from charging fees for product advertising.

**SOCIAL IMPACT**
13. What is the social/environmental/cultural impact that your business will have?

**SOCIAL PROBLEM**
12. What is the social/cultural/environmental problem you are addressing? Describe it in detail.

**IMPACT METRICS**
14. What is the long term impact? Will your business create systematic change or will it simply provide temporary relief to a long term problem? You should aim for creating systematic change that will change broken paradigms.
   - What metrics will you use to assess your social impact? How will you know you are succeeding in addressing the social problem you outlined in the center box.

**SOCIAL MODEL**

**BENEFICIARIES**
15. Who (or what) will benefit from the social impact of your social enterprise? Describe your beneficiaries in detail, using the same demographic/psychographic data you see for your customer segments.

**BARRIERS**
16. Are there any cost barriers or other barriers (for example, stigma) that will present obstacles to your business success?

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With every swipe and tap, you help put families on the map

Humanitarian organizations can't help people if they can't find them. MapSwipe is a mobile app that lets you search satellite imagery to help put the world's most vulnerable people on the map.

Download on the App Store  GET IT ON Google play

Download MapSwipe!
Community is the heart
THE CMX COMMUNITY STRATEGY CANVAS

ALIGNMENT

- Business Alignment
- Member Alignment

Positioning

DEVELOPMENT

- Experience
- Content and Programming

Measurement

MANAGEMENT

- Team
- Communication
- Budget
Planning and Documentation
Every interaction is a gift.
Launch Well
Missing Maps Project was live.
July 19 at 8:28pm ·

Live from the MapSwipe Launch Party in London
Clear, manageable small tasks.

Fits into the user’s existing workflow.
The app is super simple with respect for people’s time, encouraging messages, badges and progress bars.
Listen and iterate
Have a plan for feedback. How will you respond? Who and in what timeframe? How will you make changes?
Teach
Rectangular buildings

Small round huts

Rectangular buildings

Small round huts
Data Driven Innovation
Research and Development
Thank you

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Facebook: MissingMapsProject

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