

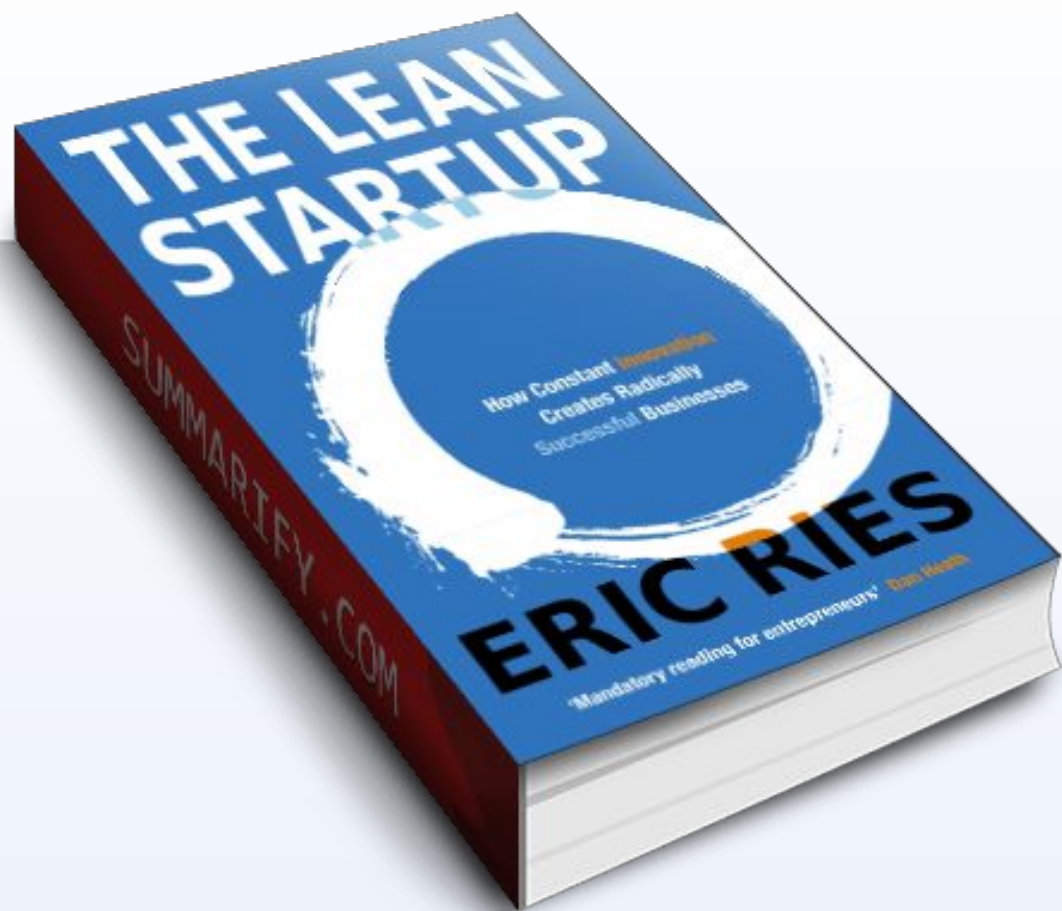
# Lean Startup for Social Good Organizations

Yale Alumni Nonprofit Alliance  
June 8, 2016

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Matt Kelley, Blue State Digital

# What we'll cover:

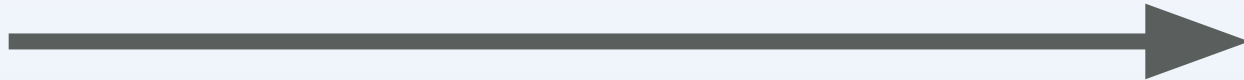
1. What is the Lean Startup methodology?
2. How does it apply to nonprofits and social enterprises?
3. Exercise & Discussion



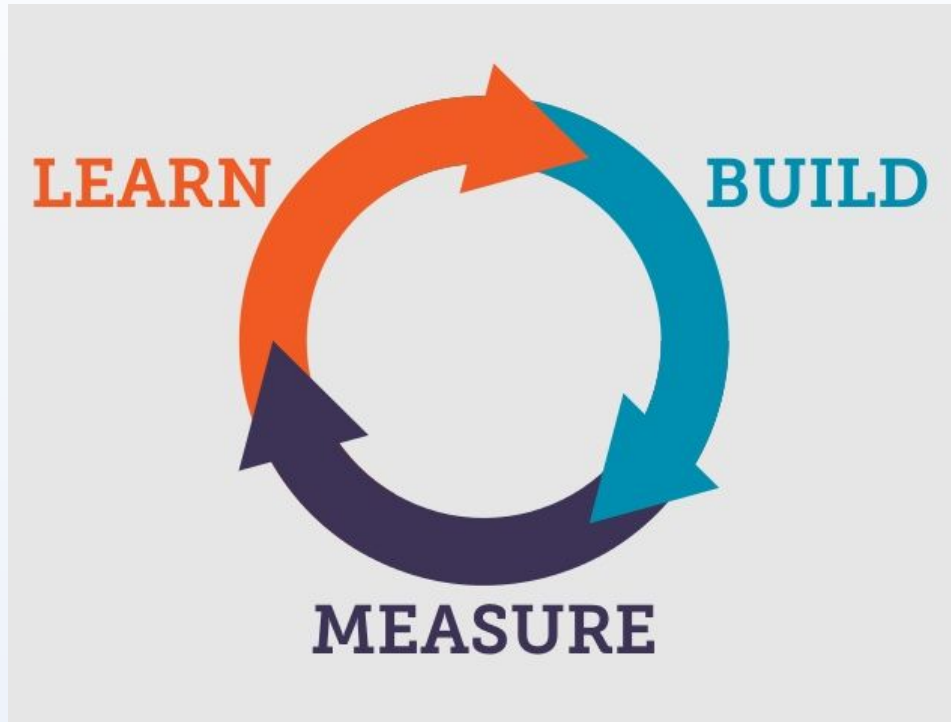
**Why do most startups fail?**

**Why do most startups fail?**  
**No customers**

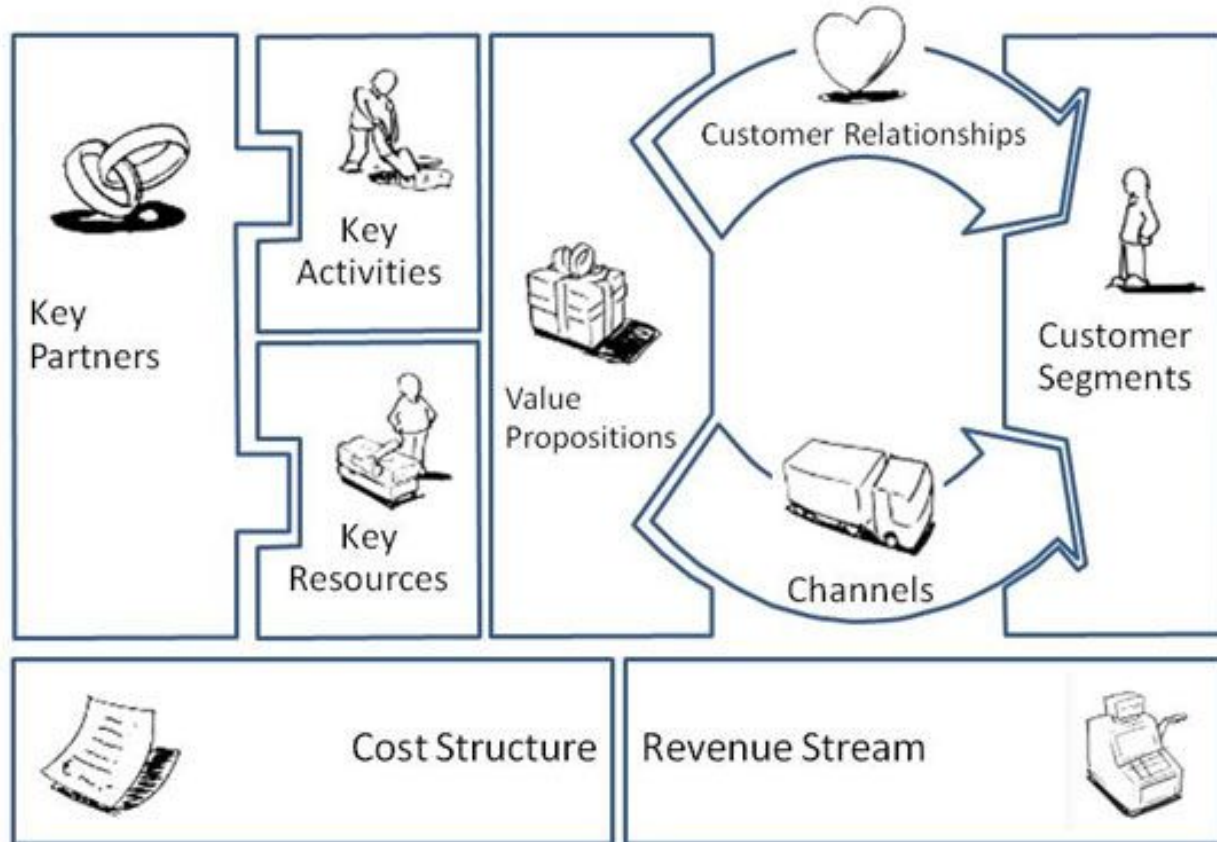
# Traditional product development process



# Lean startup

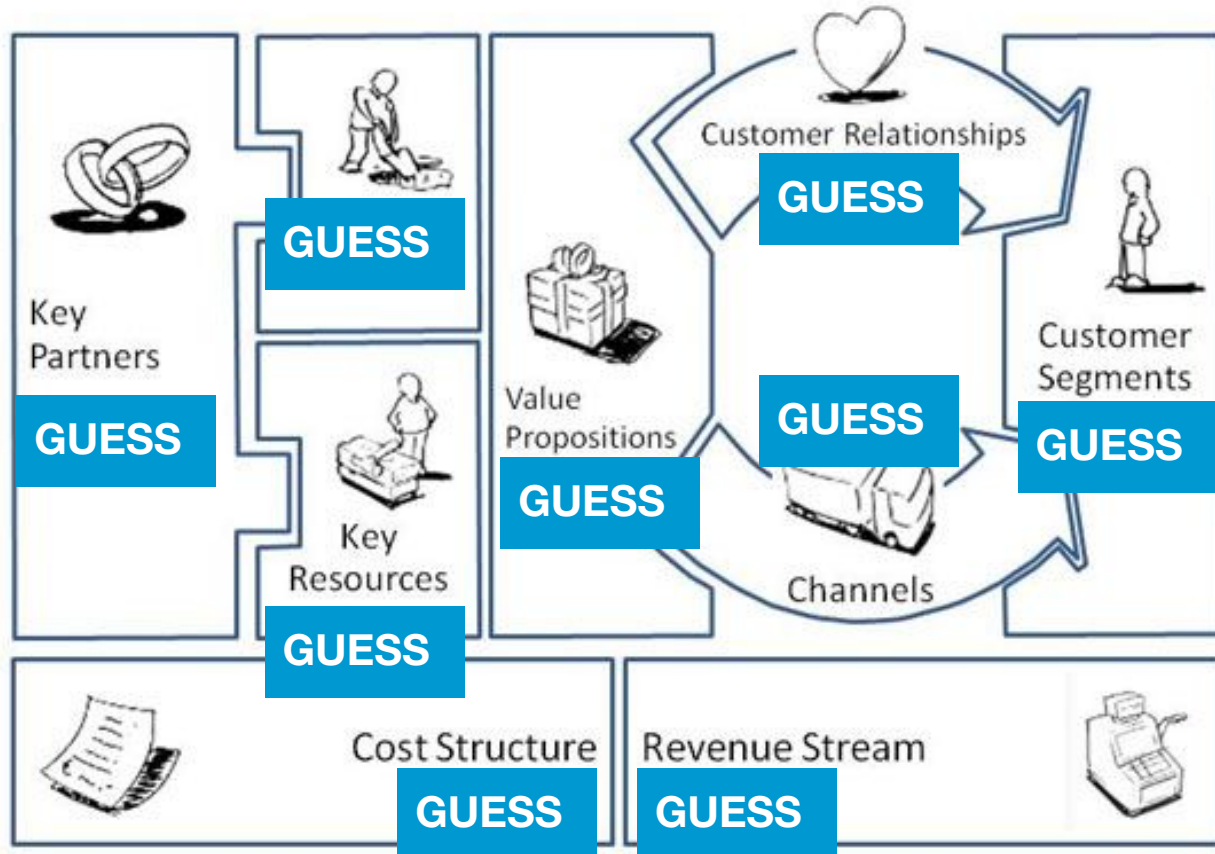


# Business model canvas





# 1. State your hypotheses



Source: <http://www.businessmodelgeneration.com/>

## 2. Get Out of the Building (GOOB)



### 3. Test with a Minimum Viable Product



## 4. Get validation (measure what's important)

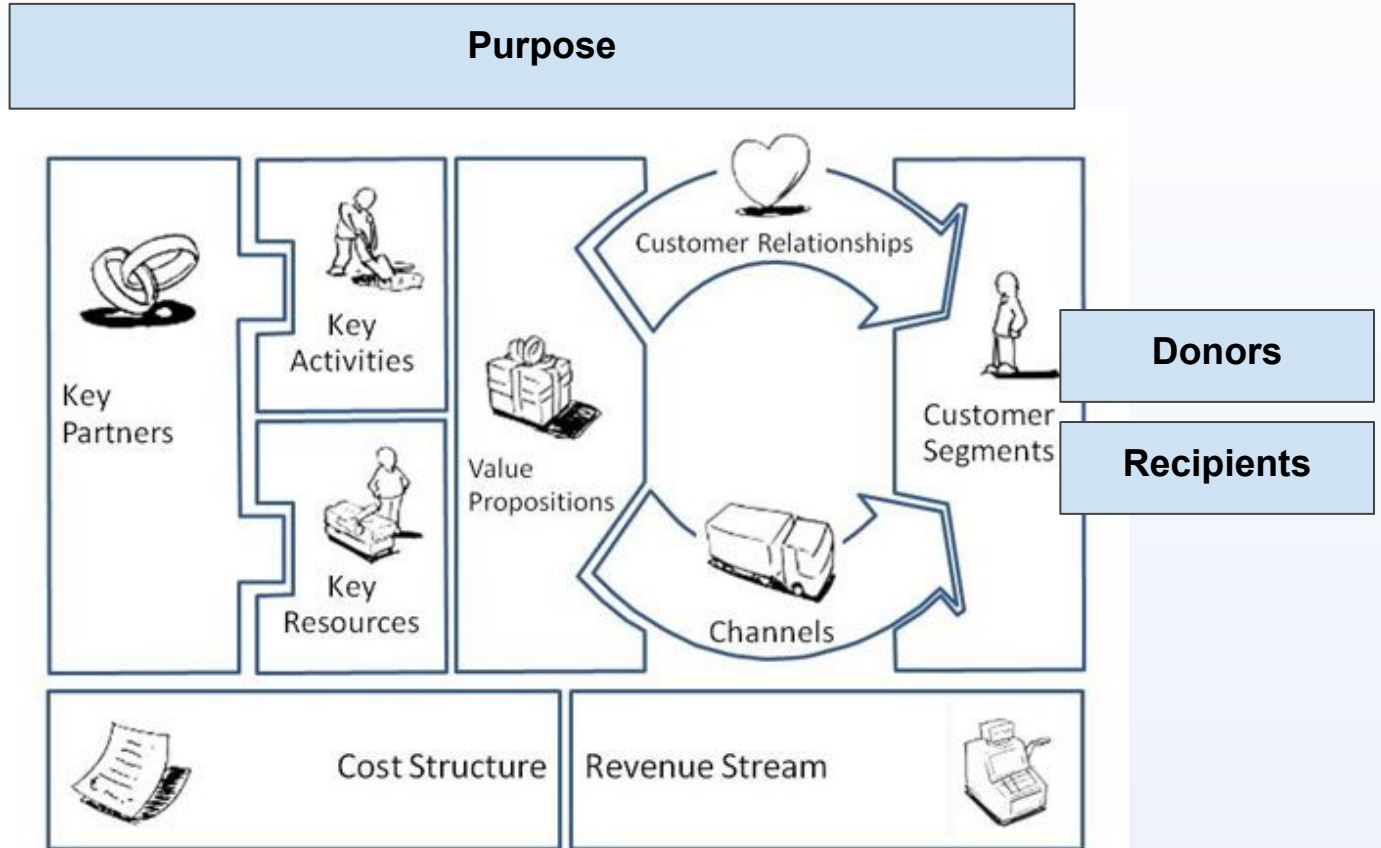


**How does this apply to my  
nonprofit?**

# Overcoming the three key hurdles

**1. Long-term planning prevents learning and iteration**

# Pivot around purpose



Source: <http://www.businessmodelgeneration.com/>

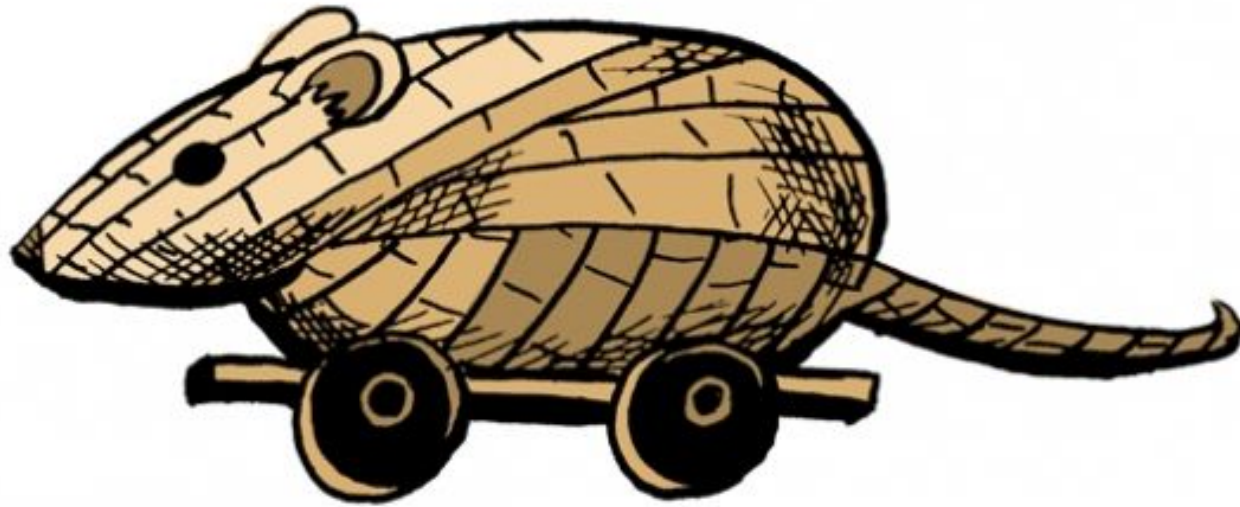


# Clear goal, flexible roadmap



- 1. Long-term planning prevents learning and iteration**
- 2. We can't fail in public**

# Start with small bets



# Create a culture of experimentation and learning

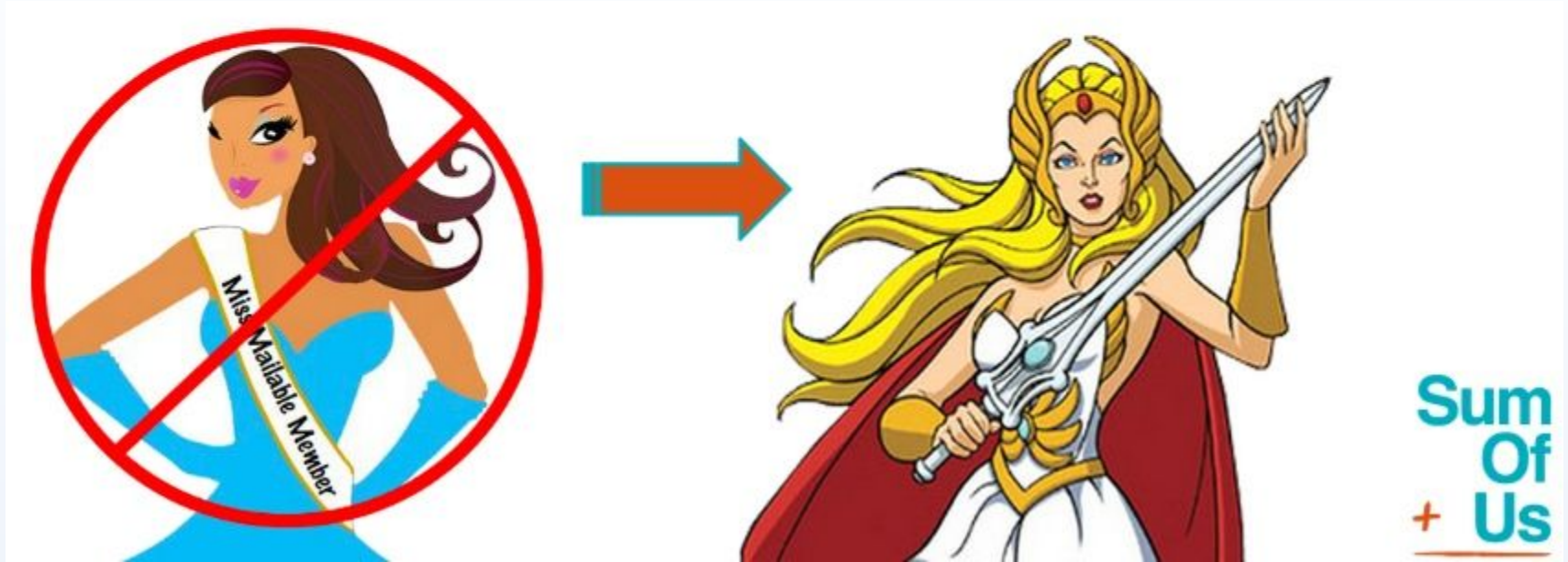


- 1. Long-term planning prevents learning and iteration**
- 2. We can't fail in public**
- 3. We're measuring the wrong things**

# Actionable metrics over vanity metrics



# Measure what matters



**How are you  
Getting Out of the Building?**



**Are you measuring the right things?**



# Thank you

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