



Lean Startup Principles for the Social Sector

Apply the innovation methods from Silicon Valley to social issues

Description:

In this course, you will learn how to test, validate, and adapt your vision of change to ensure you're creating the greatest impact and meeting the needs of your customers and stakeholders.

This course is ideal for experimenting with lean methodologies to start a new enterprise or build a new program within an existing organization. The lean approach relies on validated learning, experimentation, and iterative product releases to shorten product development cycles, measure progress, and gain valuable customer feedback.

These principles aren't just for high tech startups but tools for any innovator, especially those determined to solve the world's toughest social problems.

What You'll Learn:

- How social enterprises and organizations successfully run experiments, pivot, and remain lean and innovative while ethically serving their customers and prioritizing social impact
- Understand how to develop a business model that can drive financial sustainability and social impact
- Use the business model canvas to map out key components of a social enterprise
- Create and test hypotheses about a social enterprise's target market size, cost structure, revenue streams, and value chain partnerships
- Uncover revenue engines to power businesses serving customers living in bottom of the pyramid markets

Format: Project-Based Course

Curriculum:

- **LEARNING TOOLS**
 - 4 reading guides highlighting case studies and examples
 - 4 workshop guides to help you apply lean methods to your own projects

- Instructional videos from Sasha Dichter, Acumen's Chief Innovation Officer and Steve Blank's Lean Launchpad Course

- **Section 1: What are Lean Startup Principles?**
 - Video: Introduction to the Course from Sasha Dichter, Acumen's Chief Innovation Officer
 - Video: What is the Lean Mindset?
 - Reading: Avoiding Wasted Time and Wasted Effort
 - Reading: What are Lean Startup Principles?
 - Reading: The Build-Measure-Learn Loop
 - Reading: What Lean Does Differently
 - Reading: Lean Principles for the Social Sector
 - Reading: What Lean Startup is NOT
 - Reflection: Check Your Understanding of Lean Principles
 - Activity: Developing Your Value Proposition
 - Activity: Uncovering Business and Impact Assumptions
 - Activity: Assumptions Grid
 - Activity: Hypothesis Generation

- **Section 2: Customer Discovery**
 - Video: An Overview of Customer Discovery from Steve Blank
 - Reading: Discovering Your Customers
 - Reading: 4 Stages of Customer Development
 - Reading: An Acumen Example from Pakistan
 - Reading: Getting Out of the Building
 - Reading: 10 Tips for Talking to Customers
 - Case Study: Watsi
 - Case Study: Frontier Markets
 - Activity: Identify Your Target Customers and Stakeholders
 - Activity: Build an Interview Guide
 - Activity: Conduct Your Customer Interviews

- **Section 3: Designing Minimum Viable Products and Lean Experiments**
 - Video: Introduction to Minimum Viable Products from Steve Blank

- Video: Pains, Gains, and the MVP
 - Video: Testing Hypotheses
 - Reading: Types of Minimum Viable Products
 - Case Study: Saral Designs
 - Case Study: Markhor
 - Case Study: Fasal
 - Case Study: Kidogo
 - Reading: How is an MVP different from a pilot program?
 - Reading: Key Elements of Testing with Customers
 - Reading: Moving from MVPs to Experiments
 - Reading: 3 Types of Experiments to Try
 - Reading: Avoid Vanity Metrics
 - Reading: The Ethics of Experiments
 - Reading: 3 Best Practices for Ethical Experiments
 - Activity: Experiment Grid
 - Activity: Minimum Viable Product Design
 - Activity: Run an Experiment
- **Section 4: To Pivot or Persevere?**
 - Video: What's a Pivot?
 - Video: Final Advice from Sasha Dichter, Acumen's Chief Innovation Officer
 - Reading: Making Sense of What You Learn from Experiments
 - Reading: To Pivot or Persevere?
 - Case Study: Linkage
 - Activity: Methods to Synthesize
 - Activity: Update Your Value Proposition Canvas
 - Resources: Further Reading

About the Course Partner

Sasha Dichter is Acumen's Chief Innovation Officer. In this capacity, he oversees Acumen's work in Leadership and the spread of ideas. Sasha is also a noted speaker and blogger on generosity, philanthropy and social change.