



W E L C O M E

WEBINAR: Five Things Non-Profits Can Learn from Startup Culture

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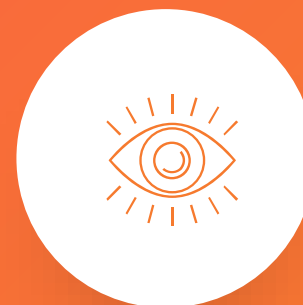




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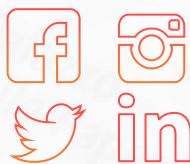


TODAY'S SPEAKER

David provides early stage entrepreneurs with coaching and mentoring, leveraging his technical and industry background to help them advance their opportunities.



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David Yiptong

Director, Programs at Platform Calgary





FIVE THINGS NONPROFITS CAN LEARN FROM STARTUP CULTURE

Presenter | David Yiptong

DOES **STARTUP CULTURE** APPLY?

- ▶ Startup culture traces its roots to manufacturing
 - William Deming was the father of quality management in 50s and 60s
 - Toyota integrates this into Lean Manufacturing
 - Tech crash of 2001 required a new way of thinking
- ▶ Lean Startup movement is all about learning
 - Iteration
 - Testing
- ▶ Startups benefit from collisions
 - Diversity of perspective
 - Diversity of thought and experience
- ▶ Large scale product development also uses similar tactics
 - Aircraft design
 - Major film production

WHY DO STARTUPS SUCCEED?

- ▶ Vision
- ▶ Speed
- ▶ Budget Masters
- ▶ Social Skills
- ▶ Discipline
- ▶ Determination
- ▶ Ability to adapt to changes
- ▶ Fundraising skills
- ▶ Unwavering belief
- ▶ Master of time management
- ▶ Execution

WHAT IS A STARTUP?

“A start-up is a **temporary** organization formed to **search** for a repeatable and scalable business model.”

- Steve Blank



WHAT IS A STARTUP?

- ▶ Google is no longer a start-up
 - Has maintained a lot of the start-up culture in the company
- ▶ Large corporations execute **existing** business models
 - Transitioning to new business models can be hard
 - Successful transitions: Corning, Netflix, Amazon, Disney
 - Difficult transitions: auto industry, retail, financial services



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START-UP

SIMPLIFY

- ▶ Keep actions and strategies simple - focus on what is critical/high priority
- ▶ Entrepreneurs are risk-mitigators
 - Only deal with risks that are current and immediate
- ▶ Simplicity helps in dealing with uncertainty
 - E.g. a clear vision

START-UP

TALK TO CUSTOMERS

- ▶ Entrepreneurs will be in constant contact with their customers/users
- ▶ Customers are the only source of REAL data
 - People are great at telling you what they don't like
 - People will only provide hints at what they like/need
 - Customer conversations start before any product or solution is built
- ▶ Entrepreneurs are always qualifying/testing customers
 - Don't sell right away
 - Ask only about the present and the past - looking for proof in behaviour

START-UP

ACCELERATE DEVELOPMENT/EXPERIMENTS/TESTS

- ▶ Searching requires experimentation
- ▶ Entrepreneurs will want to conduct as many tests as possible to learn as much as possible
 - Speed is more important than accuracy
 - Tests should be completed within a couple of weeks
- ▶ Tests that are low cost, faster, and simple
 - Results come in faster
 - Failures are not catastrophic

START-UP

RESPECT FAILURE

- ▶ A failed test is not a bad thing
 - Failure is a learning opportunity

"The fastest way to succeed is to double your failure rate."

- Thomas Watson

"A ratio of failures is built into the process of writing. The wastebasket has evolved for a reason."

- Margaret Atwood

You cannot get an A if you're afraid of getting an F."

-Quincy Jones

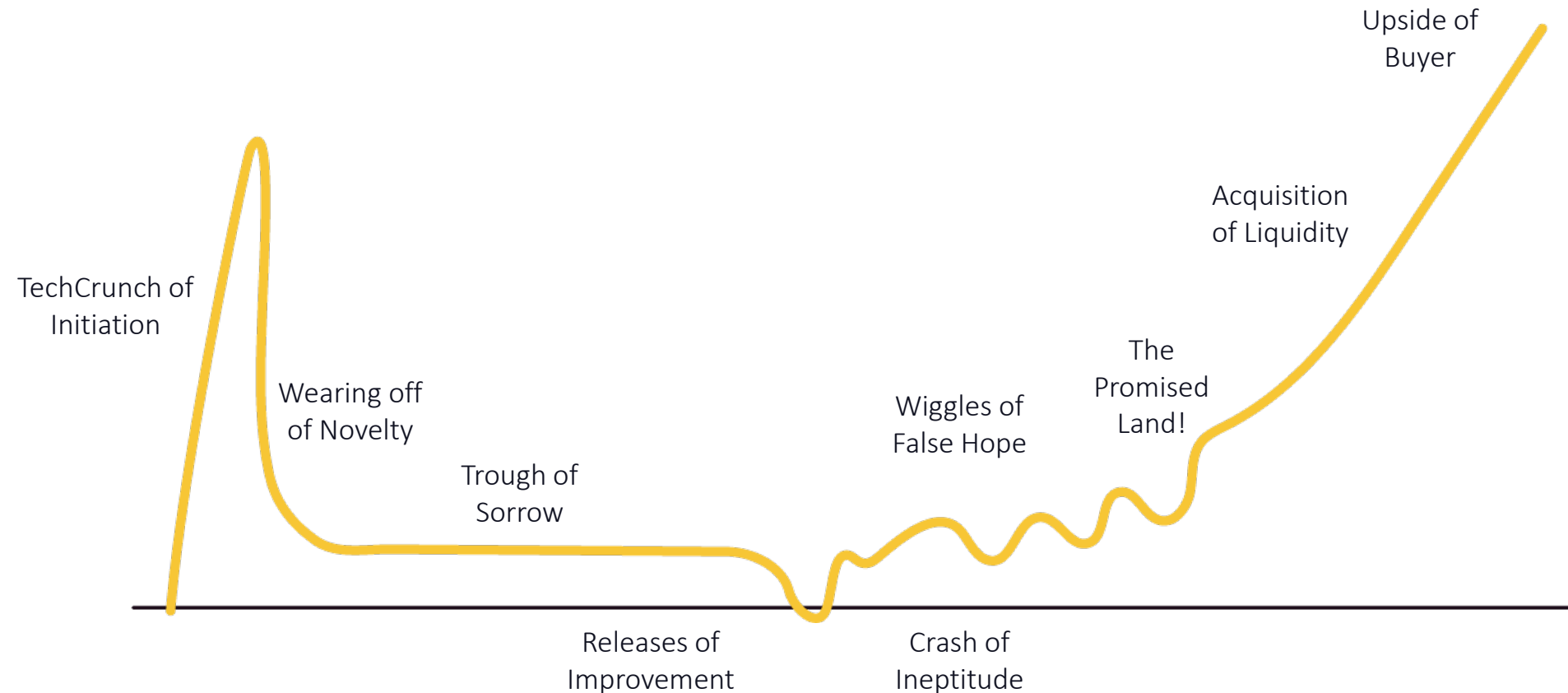
START-UP

TEAM

- ▶ Blended teams of diverse skill sets and backgrounds
- ▶ Empowered teams that can make quick decisions
- ▶ Start-up dream team: Hipster, Hacker, Hustler - Rei Inamoto
 - Hipster: creative, design, cool
 - Hacker: how it can be done, MacGyver
 - Hustler: constantly talking to customers, sales

START-UP

UP: The only direction you should be headed in



THE FIVE THINGS

These are the five simple tools startups use to disrupt existing business models.

1. SIMPLIFY
2. TALK TO CUSTOMERS
3. ACCELERATE/EXPERIMENT
4. RESPECT FAILURE
5. TEAM



(note: technology is not one of the 5 things, never start with a solution)

A photograph of a large crowd of people in a dark setting, possibly a concert or event. Many people have their hands raised in the air. The image is dimly lit, with the crowd appearing as a sea of light against the dark background. A large, solid orange rectangle is positioned in the upper center of the frame, partially obscuring the background.

Q&A



David Yiptong

Director, Programs at Platform Calgary

GET IN TOUCH



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