

ENTREP 395/495 – Innovate for Impact

Class Schedule: Thursdays, 9:30a – 12:30p

Location: Ford ITW Classroom

Lead Faculty: Elizabeth Lukehart, Associate Director, Farley Center for Entrepreneurship and Innovation, e-lukehart@northwestern.edu or 847-467-4432

Co-faculty & Design Lead: Stacy Klingbeil, stacy.klingbeil@northwestern.edu

Office hours: Tuesday 1:30-3p in **MFC 4-138** or by appointment

Texts & Resources

Articles available on Canvas

[The Social Entrepreneur's Playbook](#) by Ian McMillan

[Value Proposition Design](#) by Osterwalder

<http://www.socialbusinessmodelcanvas.com/>

<http://www.designkit.org/>

<https://digitallearning.northwestern.edu/opportunities/record-myself-slides>

Introduction

Innovate for Impact is the Farley Center's course focused on venture creation in the social impact space. Interdisciplinary teams of students will use human-centered design and lean startup principles to develop an impact-focused product or service and a plan to bring it to market.

Students in this course can expect to:

- Learn how to apply human-centered design and learn startup principles in the social impact space
- Explore different types of social ventures – nonprofits, benefit corporations, and other models

- Understand how to engage multiple stakeholder groups and use storytelling skills to inspire support for your venture
- Benefit from mentorship from an experienced advisory board of social impact entrepreneurs
- Use site visits to local social impact companies and nonprofits to understand possible business models, learn how impact is measured within a community, and get inspired

Assignments and Expectations

Students in Innovate for Impact will be expected to participate actively each week, both in class and during team work time. Students are expected to commit to working with their teams outside of class every week, and possibly travel around Evanston and/or Chicago to meet with stakeholders as necessary.

Assignments and Grading Breakdown:

Participation (20%) – Students are expected to attend class every week and team meetings outside of class, complete assignments on time, and complete the assigned readings. Unexcused absences will lower your grade.

Interview Insights (20%) – Due beginning week 3, and every week thereafter, students should conduct AT LEAST five interviews per week with potential customers, prospective partners and/or beneficiaries. Interview insights should be recorded in your Google drive in an interview folder. That folder should have subfolders for each week, so faculty and mentors can view your work. Please remember to TAKE PHOTOS and VIDEO throughout the quarter!

Social Business Model Canvas (20%) – Iterating along the way, students are expected to investigate and develop the beginning stages of a business model for their social venture. Please use this canvas:

<http://www.socialbusinessmodelcanvas.com/>

Design Review (10%) – Mid-quarter Design Review is for teams to present an initial case for their social venture rooted in evidence and human-centered insights, and to receive feedback from a range of social innovation experts.

Final Presentation & Video (15%) – Teams should create a 3-5 minute Kickstarter-style video with the aim of engaging supporters. The video should include a specific funding ask describing next steps and how funding will be used. Teams should also prepare a 10 minute presentation describing the final business model and prototype.

Final Prototype (15%) – It is expected to bring your design intervention and social venture to life in multiple ways. The final prototype represents your minimum viable product.

Week 1, 1/11

Topics: Human-centered design process for social impact

- Human-centered design overview
- Class work time
 - Students pitch ideas for social ventures or problem areas they'd like to take on through the course
 - Brainstorm on problem areas
 - Form teams around problem areas

Assignment due:

- Read https://ssir.org/articles/entry/design_thinking_for_social_innovation and Ch. 1-2 of Social Entrepreneur's Playbook

Week 2, 1/18

Topic: Social business model canvas

- Social business model canvas and lean startup overview
- Guest speaker: Steve Philpott, Colony 5
- Class work time: continue to ideate and start narrowing on interventions, beneficiaries & customers

Assignments due:

- https://ssir.org/articles/entry/the_promise_of_lean_experimentation
- https://ssir.org/articles/entry/jobs_jobs_jobs_and_a_1_trillion_moonshot
- <https://medium.com/greater-good-studio/design-educations-big-gap-understanding-the-role-of-power-1ee1756b7f08>
- Read Ch. 3 of Social Entrepreneur's Playbook
- Form your team
- Set up your team Google drive
- Create a stakeholder map – determine who you need to talk to in order to begin designing a solution and how to reach them

Week 3, 1/25

Topic: Value proposition design

Guest speaker: Neal Sales Griffin, CEO CodeNow

Class work time

Assignments due:

- Read Chs. 4 & 5 of Social Entrepreneurs Playbook
- Read Chs. 1.1, 1.2 and 1.3 of Value Proposition Design
- https://ssir.org/articles/entry/are_you_delivering_services_or_are_you_providing_value
- 3-5 drafts of social business model canvas (right side), we will review during work time
- Begin minimum 5 interviews per week
 - Post interview insights in Google drive
 - Arrange interview folders by week

Week 4, 2/1

Topic: Arts & Impact – How the intersection of arts, entrepreneurship and social impact transforms communities

- **Site visit:** Rebuild Foundation/Stony Island Arts Bank

Assignment due:

- http://www.upstartco-lab.org/wp-content/uploads/2017/08/SSIR-Fall_2017_capital_creativity.pdf
- Read Ch. 6 of Social Entrepreneur's Playbook
- Read Chs. 2.2, 2.3, 2.4 & 2.5 of Value Proposition Design
- Interview insights
- Updated SBMCs – narrow ideas to 2

Week 5, 2/8

Topic: Intro to prototyping; How to set up a social enterprise and what types are out there?

Guest speakers: panel, TBD

Assignments due:

- <https://www.ideou.com/blogs/inspiration/6-tips-for-how-to-prototype-a-service>
- <http://www.designkit.org/case-studies/1>
- https://ssir.org/articles/entry/for_love_or_lucre
- <https://www.fastcompany.com/3069192/should-my-company-be-a-benefit-corporation-a-b-corp-or-what>
- Read Chs. 2.1 and all of Ch. 3
- Interview insights
- Updated SBMC – revenue streams must be filled out

Week 6, 2/15

Site visit – Method (Wednesday, 2/14)

Topic: Design review; Guest panel for feedback

Assignments due:

- <http://www.chicagotribune.com/news/columnists/ct-pullman-factory-kamin-met-0425-20150424-column.html> (for Weds 2/14)
- <https://www.fastcodesign.com/90149212/beyond-the-cult-of-human-centered-design>
- Interview insights
- Prototype and design review presentation; students should also present updated SBMC for proposed solution

Week 7, 2/22

Topic: Storytelling

Guest speaker: Erin Huizenga, communication design for impact

Assignments due:

- Reach Chs. 7-8 of Social Entrepreneur's Playbook
- <http://csic.georgetown.edu/wp-content/uploads/2016/12/stories-worth-telling.pdf>
- Interview Insights
- Updated SBMC – note market size in your customer and beneficiary segments

Week 8, 3/1

Topic: Funding an impact company

- Guest speaker: TBD

Assignments due:

- <https://hbr.org/2012/01/a-new-approach-to-funding-social-enterprises>
- https://ssir.org/articles/entry/impact_investing_is_being_democratizedand_marginalize_d_communities_are_bene
- Interview insights
- Updated SBMC
- Video outline

Week 9, 3/8

Presentation dry runs with storyboard, and work time

Week 10, 3/15

Final presentations & Kickstarter video