

Social Innovation

Turning ideas into MVP

Bikash Dahal
November 3, 2022

Social Innovation

The schedule

- ~~Week 1: Definition and Concept of Social Innovation~~
- ~~Week 2: Theories and Frameworks of Social Innovation~~
- ~~Week 3: Types and field of Social Innovation~~
- ~~Week 4: Who is a Social Innovator?~~
- ~~Week 5: Design Thinking~~
- ~~Week 6: Designer's mindset~~

Social Innovation

The schedule

- ~~Week 7/8: New Business Models~~
- ~~Week 9: Integrating social into business models~~
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

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Contents

- What is a minimum viable product (MVP)
- How to turn ideas into a MVP
- What are the tools required

Learning Objectives

- To understand the concept of minimum viable product
- To be able to integrate these concepts into practice
- To learn to take a concept to MVP
- To acquaint ourselves for further sessions

What is a MVP

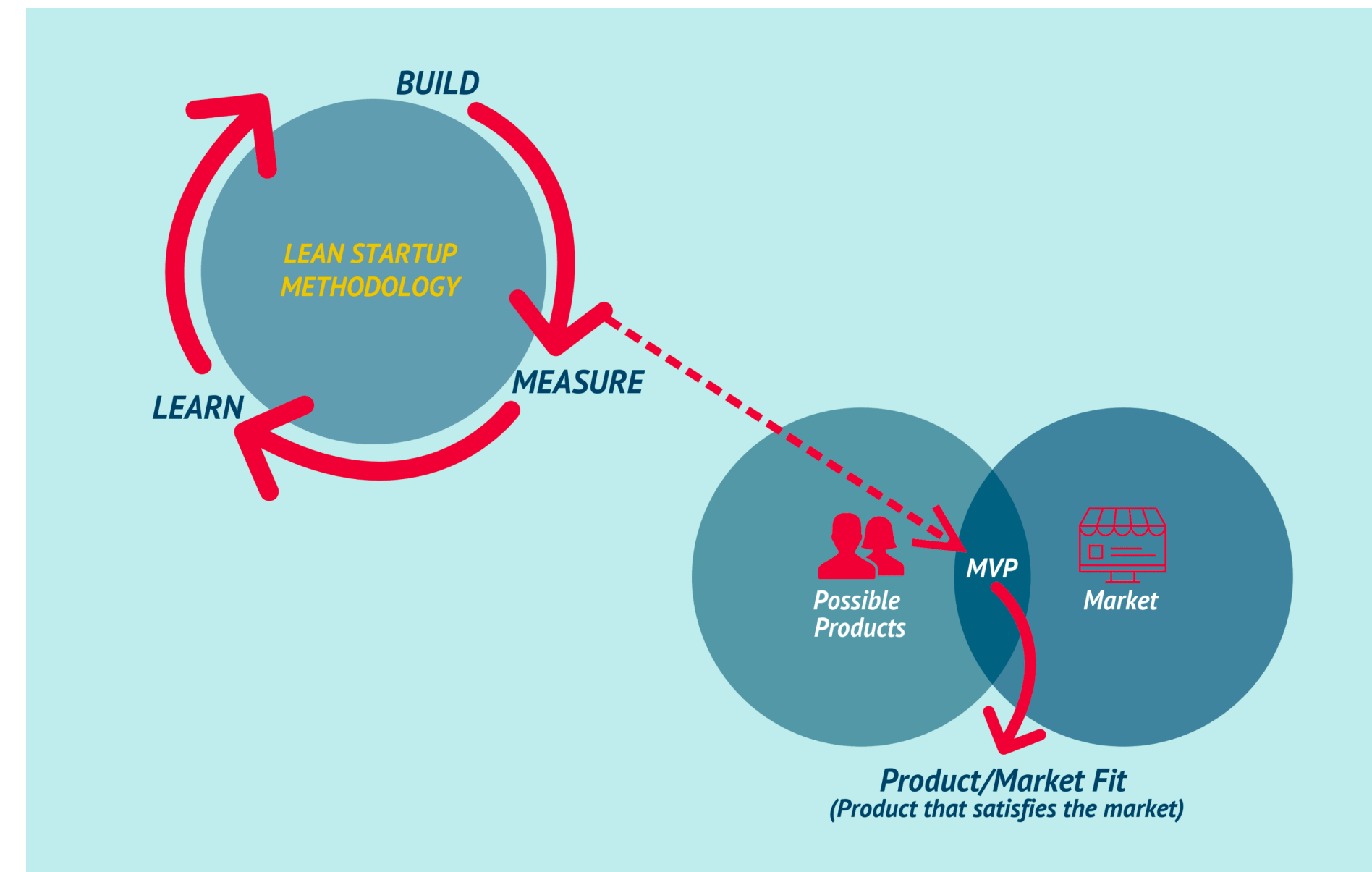
- The minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort
- The MVP is a product, carrying just enough functionality to satisfy customers and to gather feedback for subsequent development with the least amount of effort and time. Taking the Lean Start Up initiative into account, the idea of MVP is generalized to be applicable to any type of new business or product.

MVP

- M - nascent stage of the solution
- V - usable by early adopters
- P - a tangible form (can be touched and felt)

- Version of a new product that allows the team to collect maximum amount of validated learning with least effort (Eric Ries)

Ries, E. (2009). Minimum viable product: a guide. *Startup lessons learned*, 3, 1.



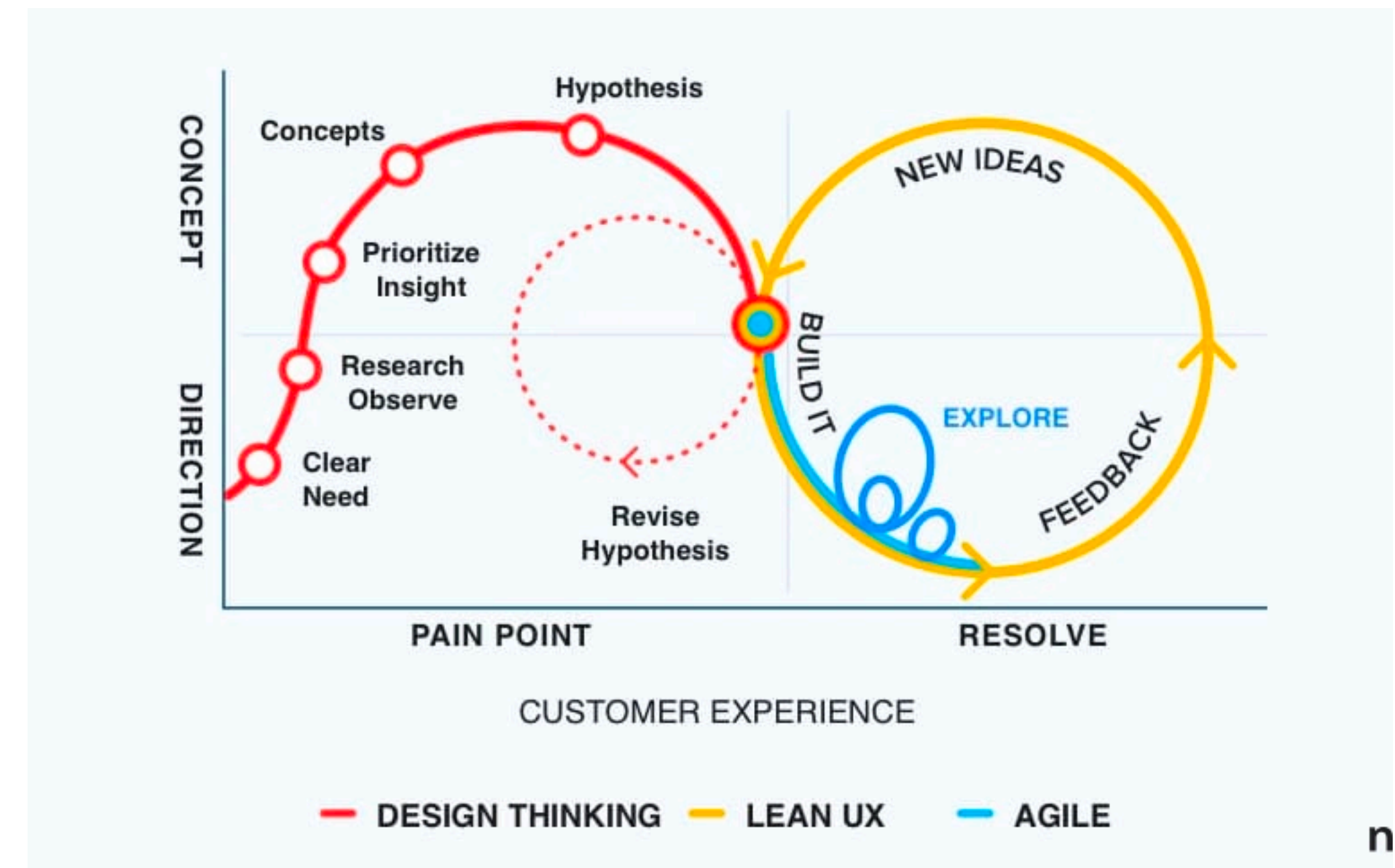
What does MVP include

- Empathetic design
- Reliability
- Usability
- Functionality

Where is MVP

- Design Thinking
- Lean UX
- Agile

- Design Thinking + Lean UX + Agile
= Successful MVP



Building a MVP

- Market Research
- Ideate on value addition
- Map out user flow
- Prioritize MVP features
- Launch MVP
- Build, Measure, Learn

Market Research

- ANSOFF matrix
- Helps marketers identify opportunities to grow revenue for a business through developing new products and services
- Also known as product market mix
- Market penetration strategy/ product development strategy
- Market development strategy/ diversification strategy

Ideate on value addition

- What is the value on offer
- How can it benefit the users
- Why to buy the product
- It is solely about offering value

Map out user flow

- Look at the convenience of users
- Focus on user's perspective
- Make it as simple as possible

Prioritize MVP features

- What are the users needs
- Its benefits
- Priority level

Launch MVP

- It is not a low quality product but still is a work in progress
- Make it easy to use and suitable for users

Build, Measure, Learn

- Build
- Measure
- Learn

Takeaways from this session

- MVP is a concept that is used widely
- It is used to check the viability of new offerings
- MVP gives access to the market with low cost

Our learning for next session

- Sustainability and Social Innovation
 - The concept of sustainability
 - UN Sustainable Development Goals 2030

Thank You!