

**Nesta...**

**INTRODUCTION TO INNOVATION**

**Bringing great ideas to life**

**[alice.casey@nesta.org.uk](mailto:alice.casey@nesta.org.uk)**

# Nesta

An innovation charity with a mission to help people and organisations bring great ideas to life.



Finance

Research & Publications

Events & Convening

Skills

# Nesta

## The Lab : Funding, support and influencing.

PEOPLE POWERED  
HEALTH



DIGITAL ARTS  
R&D



GIVING &  
SOCIAL ACTION



RETHINKING  
PARKS



DIGITAL  
MAKING



INNOVATION  
IN JOBS



CREATIVE  
COUNCILS



AGEING

HYPER LOCAL  
MEDIA



CHALLENGE  
PRIZES





**Ageing Supporters**  
**Giving has plateaued**  
**Rising Demand**  
**Financial Cuts**



**Ageing Population**  
**A Changing Climate**  
**Growing Inequality**



The Pennies Foundation	Tyze Personal Networks	SENCs	Project Dirt	Casserole	See The Difference	Ministry of Stories	Buzzbnk: Go Mobile
somewhereto	re:act	The DoNation	DigitalME	PositiveBid	Ecomodo	Greeniversity	Spice
Inspiring The Future	Apps for Good	Payroll Local	Young Scot Rewards	Young Philanthropy	Locality Brokers	Givey	Silvers-of-Time
HackneyShares	Solar Schools	Peoplefund.it	The Amazings	Care Bank	Chip In	Garage Sale Trail	Photofoundation

## INNOVATION IN GIVING

Dot Dot Dot Property	iReach	Blue Dots	Good For Nothing	Give What You're Good At	The People Who Share	The Good Gym	Guess2Give
Streetbank	Women Like Us Careers Online	National Funding Scheme	Horsemouth	Do-it Connect	timto	Open Source Timebanking	Growing Together
GoodPeople	Cool2Care	Care4Care	#wewillgather	JustGiving	Believe In	Marie Curie Cancer Care	Mencap
The Children's Society	WWF and SCOPE	Keep Britain Tidy	FoodCycle	Age UK	United Response	National Trust	Trading for Good

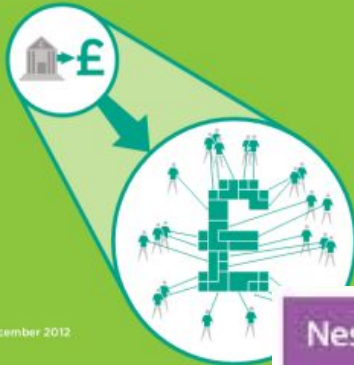
***"Our ambition is to stimulate a step change in giving... to give better support to the trailblazers and innovators."***

Nesta...

## CROWDING IN

HOW THE UK'S BUSINESSES, CHARITIES,  
GOVERNMENT, AND FINANCIAL SYSTEM  
CAN MAKE THE MOST OF CROWDFUNDING

Peter Baeck, Liam Collins and Stian Westlake



December 2012

1. *Tapping networks*
2. *Testing ideas*
3. *Taking risks*

*...Innovation?*

Nesta...

## THE OPEN INNOVATION PROGRAMME

The Open Innovation Programme supported ten large UK charities to encourage them to work in new ways, with new partners and test their innovative ideas for increasing giving of time and money. Run by Nesta, the programme was part of the Cabinet Office Innovation in Giving Fund.

November 2013

Nesta...



**CabinetOffice**

Impact!

# Innovation.

*Finding AND applying good ideas*

(fail, amend, reapply...)

(fail, amend, reapply...)

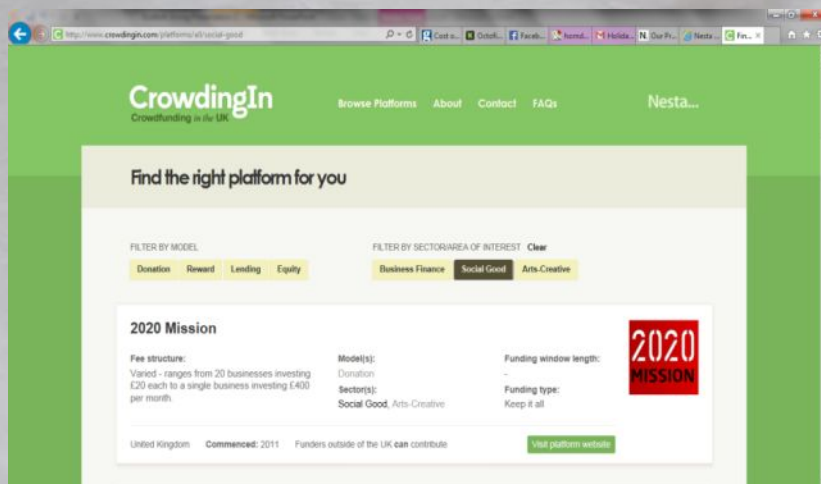
(fail, amend,  
reapply...)

**Crowdfunder.co.uk**  
Community Campaigns

**Yimby**  
Hyper Local Community  
Projects

**Solar Schools**  
Renewable energy for  
schools

**Buzzbnk**  
Loans, social enterprise





***Do you know how it works?***

Know someone who has  
crowdfunded?

Received a 'reward'?

# Crowdfunding

**Donated to a crowdfunding  
campaign?**

***Run a crowdfunding campaign?***

Understand the different types of  
crowdfunding

**Are you considering starting a crowdfunding  
campaign?**



Crowdfunding is nothing

# What is it?

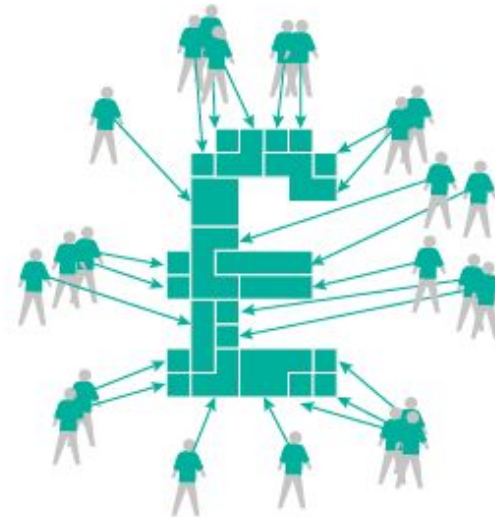
## TRADITIONAL FUNDING

Large amounts from one, or a few, sources



## CROWDFUNDING

Many small sums from a large group of individuals

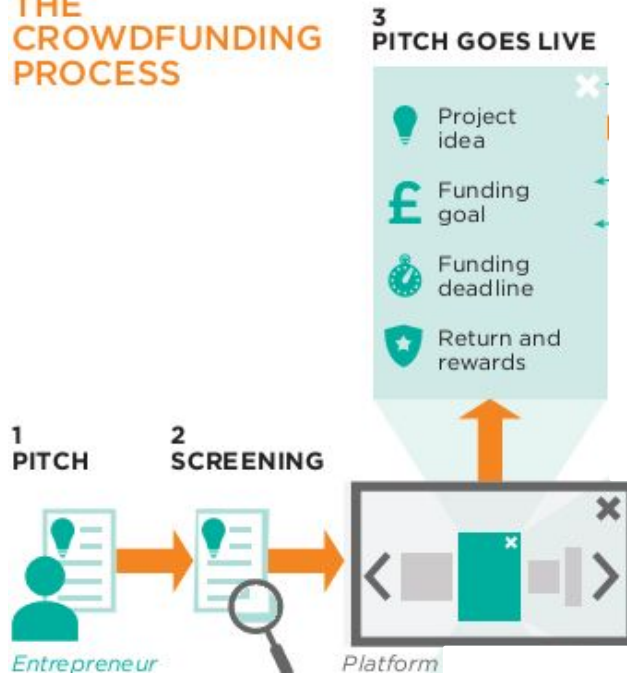


# The rise of the platforms



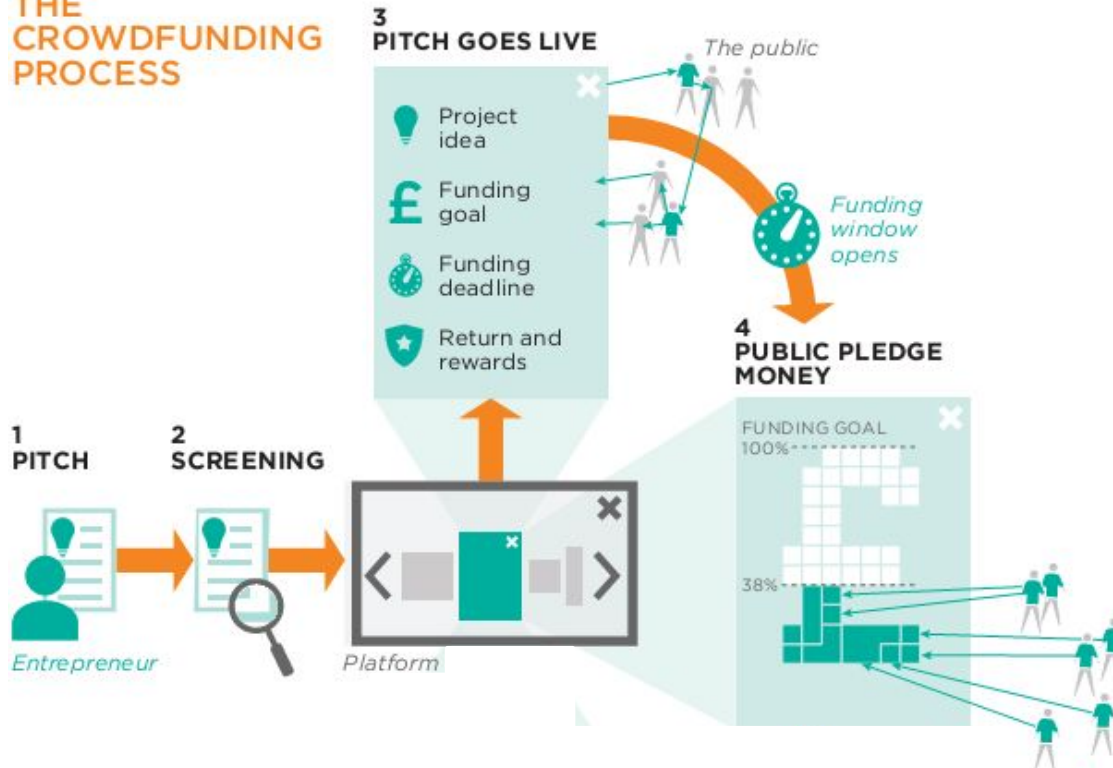
# How does it work?

## THE CROWDFUNDING PROCESS



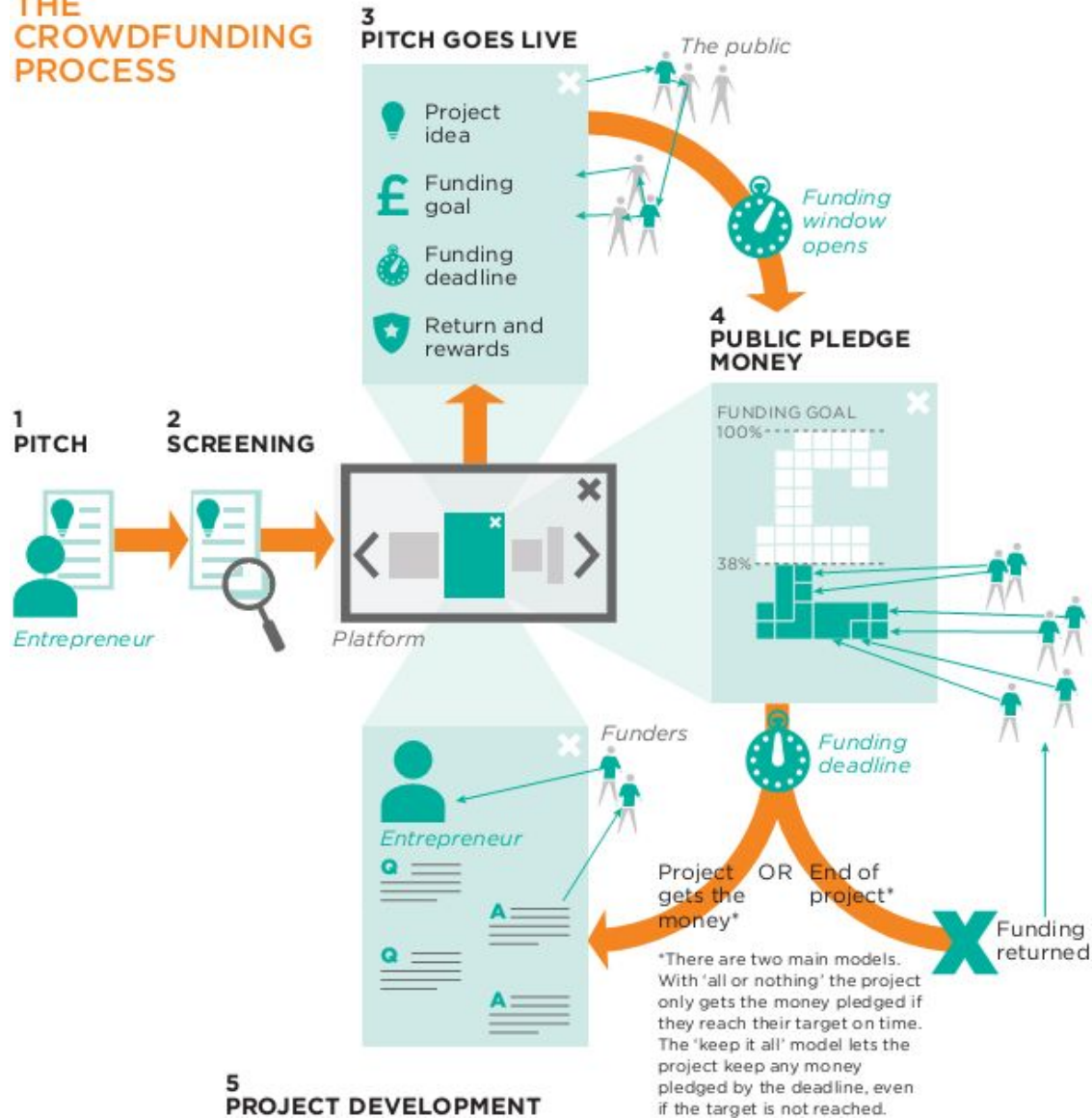
# How does it work?

## THE CROWDFUNDING PROCESS



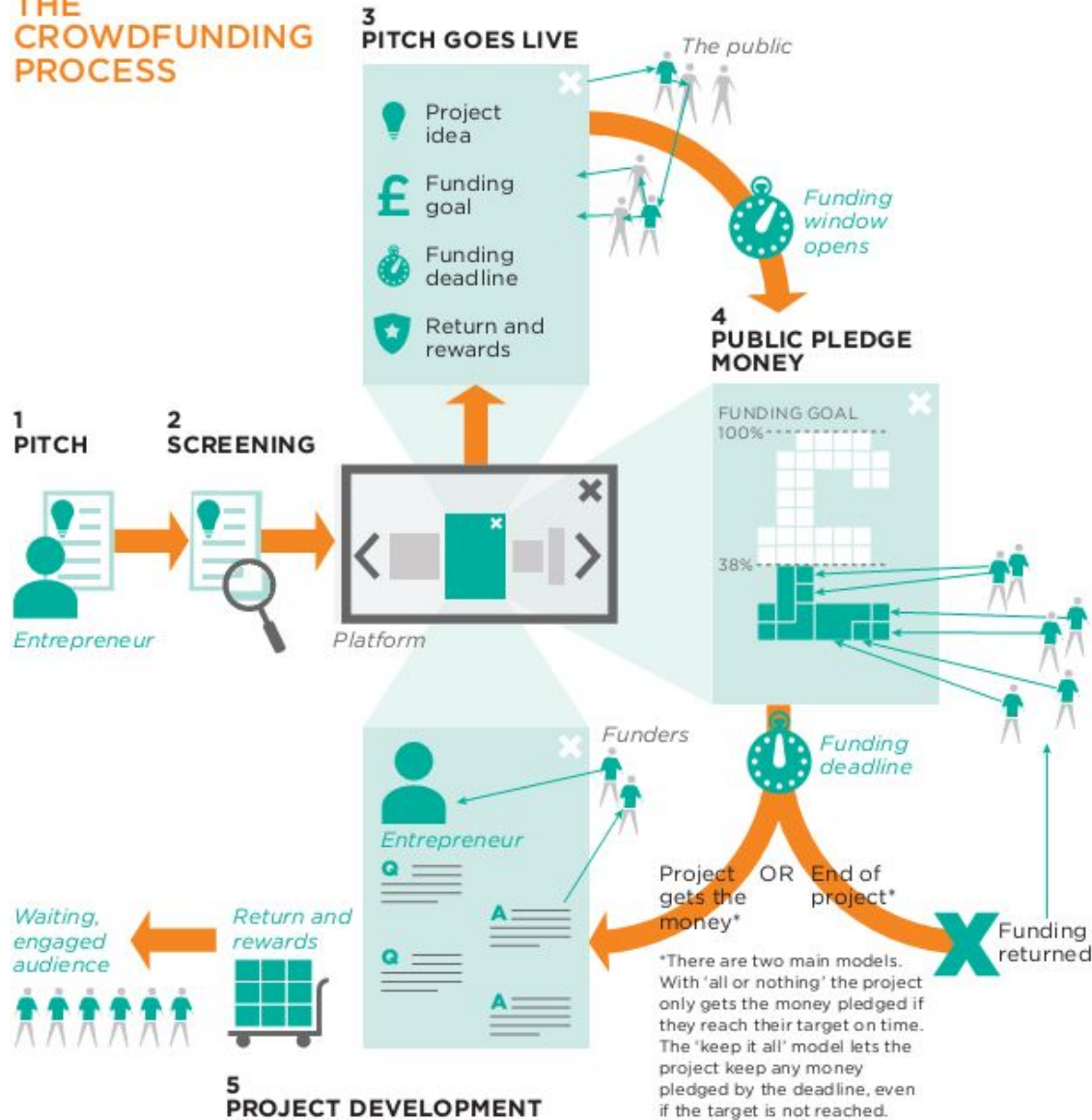
# How does it work?

## THE CROWDFUNDING PROCESS



# How does it work?

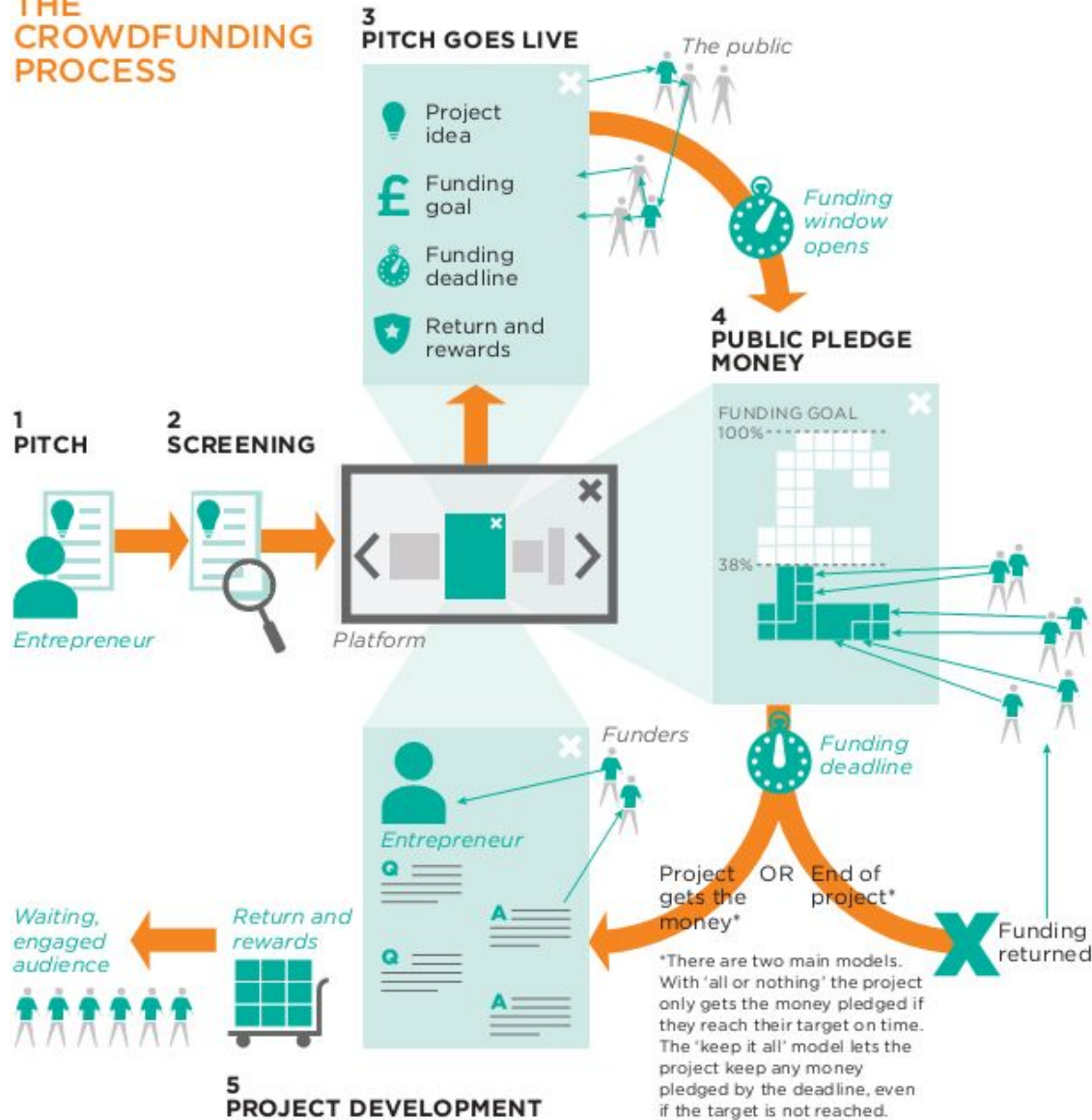
## THE CROWDFUNDING PROCESS





# How does it work?

## THE CROWDFUNDING PROCESS



# Different models



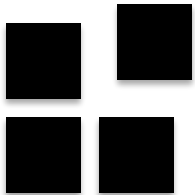
**Donation based:** Allows charities, or those who raise money for social or charitable projects, to gather a community online and to enable them to donate to a specific project.



**Reward based:** Enables people to contribute to projects and receive non-financial rewards in return, usually operating a tiered system where the more you donate the better the reward you receive.



**Lending based:** Projects or businesses seeking debt apply through the platform uploading their pitch, with members of the crowd taking small chunks of the overall loan.



**Equity based:** Enables the crowd to invest for equity, or profit/revenue sharing in businesses or projects. This form of the model has been the slowest to grow due to regulatory restrictions that relate to this type of activity.

# Different sectors

Education and  
research

Public  
services'



Business

Community and  
voluntary sector

Arts

# Different scale

£ 1 Million

£239555

The Nifty Minidrive



£72135

Sir you are being hunted



Hackney Pirates



£7793

New Leaf Coop



£3340

Juice collaborations with Shlomo and MaJiKer



£1550

Bedford Busking festival



£535

£1

## **Some possible benefits**

- More than money : time, assets?
- Crowds of support – network effect
- Innovative/high relevance ideas
- New types of audience reached

*Mainstream funders experiment  
could help us find out more...*

- **What would you crowdfund?**
- **What rewards could you give?**

# Discussion

- **What added value could you get from crowdfunding?**

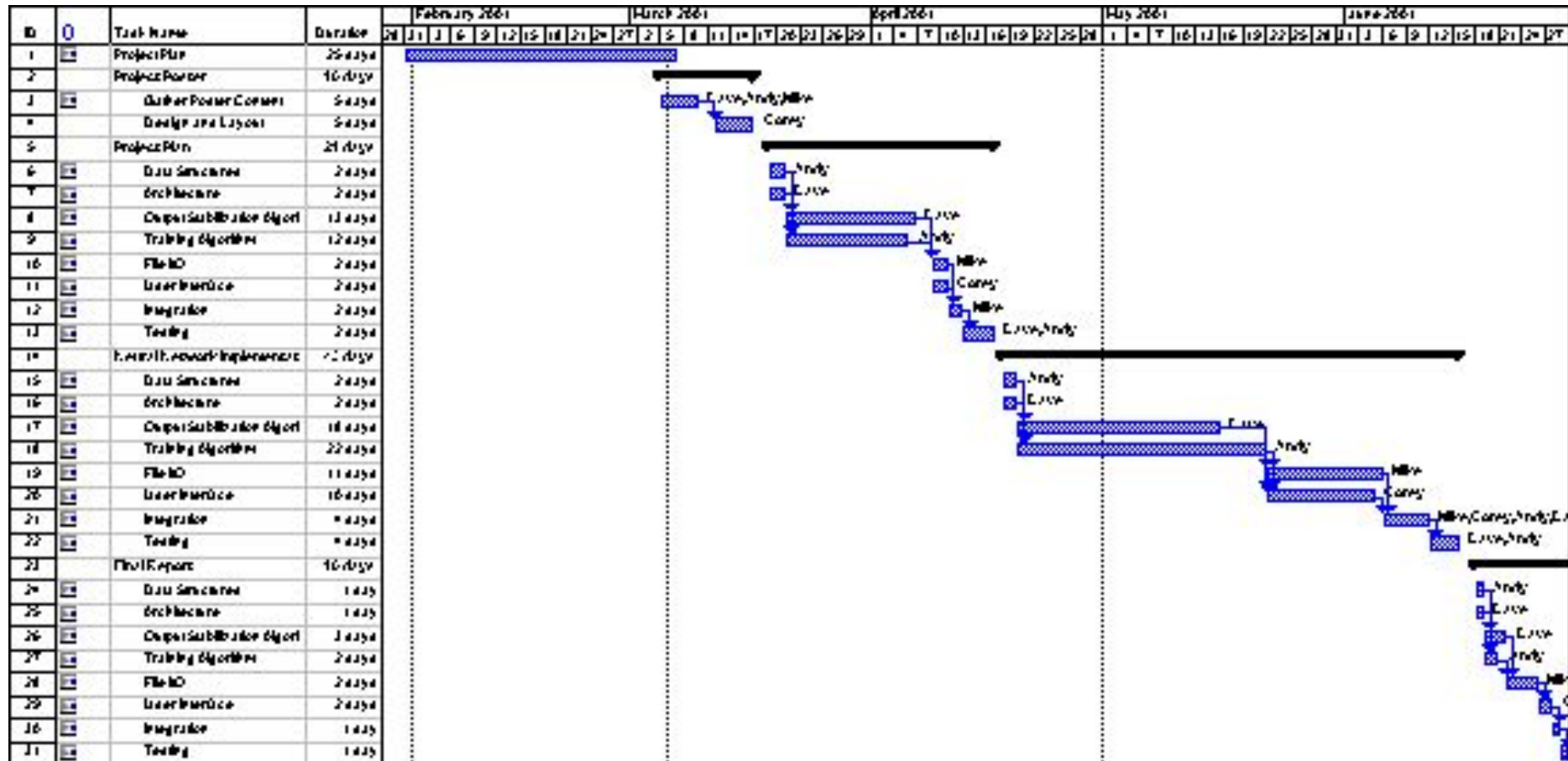
*Alice.Casey@nesta.org.uk*

*@cased*

**But finally a word on how web projects can teach us about innovation methods...**

By Owen Wallis - Crowdfunder

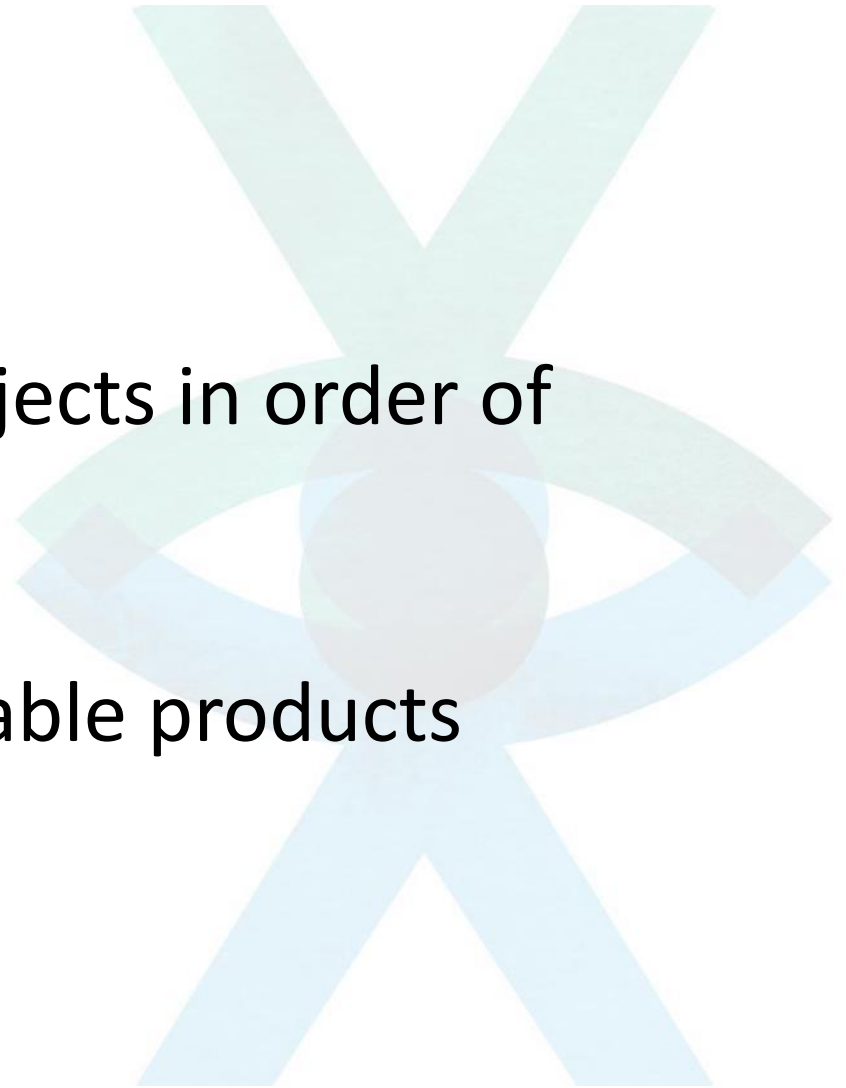
# Traditionally, they use a process called 'Waterfall'





Agile is building short projects in order of necessity

Lots of short minimum viable products



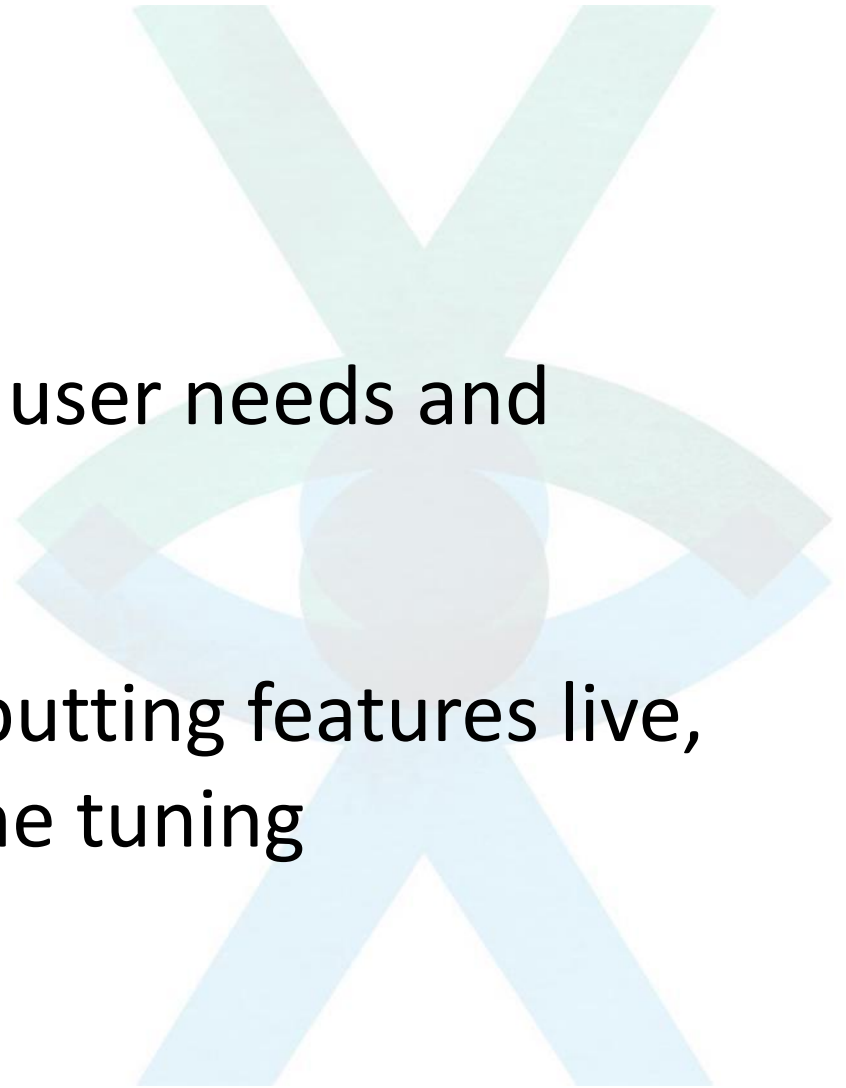


So with an Agile way of buying a house...

You could buy a bedroom, sleep there overnight, next day build a kitchen with an oven to cook breakfast, then build a shower. You might not need a garden until the summer, or a second bedroom until the baby arrives – so why pay?

Agile is agile – it reacts to user needs and business needs

With agile you're always putting features live, testing the viability and fine tuning



**How does it work in practice?**



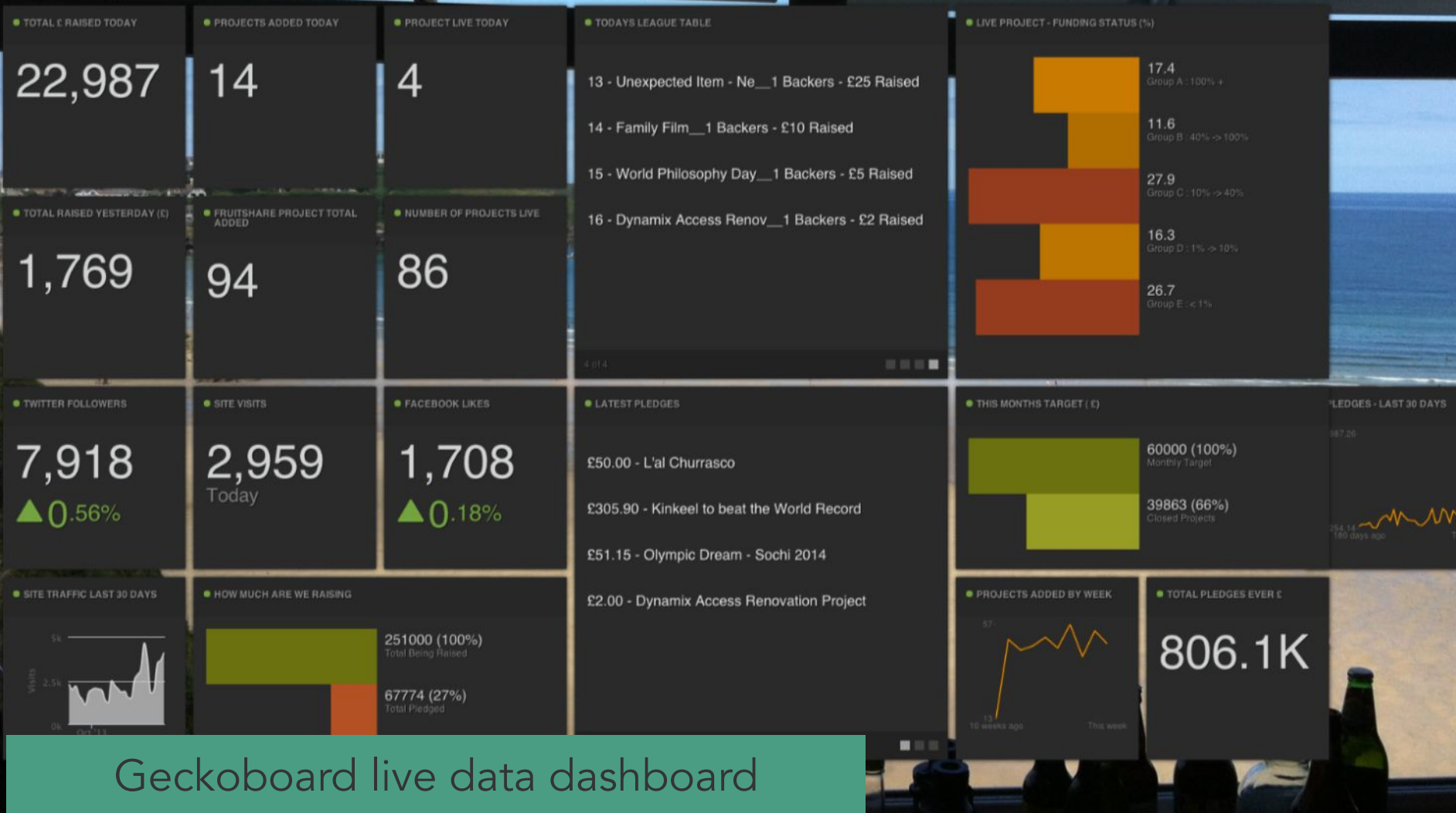
Every Monday the heads of marketing, development and new business work out what we need to build

This is based on quantitative and qualitative feedback from users, the team, and our KPIs



This is some of the data we have...





Geckoboard live data dashboard

Add deal

In coming projects

Everyone

Temp Pr...	No resp...	In conve...	Likely to...	Submitted	In conve...	Live	Contact ...	Likely to...
£12,526,218 715 deals	£645,526 59 deals	£1,737,570 68 deals	£180,000 20 deals	£93,550 133 deals	£651,468 47 deals	£294,544 116 deals	£32,200 6 deals	£8,590 7 deals
<p>Apprentices fund deal £300</p> <p>Studio 7 Urban Artists Development Project deal £1,000</p> <p>Livewire Youth Music Project deal £2,000</p>	<p>Closing In deal £800</p> <p>Kits for Kids! deal £300 Kits</p> <p>GetaGrip deal £1,200</p> <p>Women Empowerment deal £5,702</p> <p>Fire protection shield deal</p>	<p>Giving Events deal £300</p> <p>E-sign deal £2,000</p> <p>Bottega Fiori-Flower Design deal £1,000</p> <p>Bhooka.co.uk - Si. deal £900</p>	<p>Not Currently Recycled deal £0 Not</p> <p>Penryn Community Launderette deal £10,000</p> <p>Moo and two moo mugs deal £5,000</p> <p>Get Kyle to the</p>	<p>Lab test for early diagnosis of autism deal £10,000</p> <p>Not just music deal £1,500 not</p> <p>Clipstone Brook Lower deal £70</p> <p>Penpol School deal £130</p>	<p>PL9 Web Design Ltd deal £7,000 PL9</p> <p>WW1 Trench Experience deal £30,000</p> <p>Ciara, Anna and Sam are going to Africa! deal £500 Ciara,</p> <p>Coffee, Cake &amp; Cutters</p> <p>TLO LOVE A</p>	<p>WayfinderW deal £2,800</p> <p>The Village shopping Community deal £1,500 The</p> <p>The independan pop musician challenge deal £9,500 The</p> <p>Aquaponics in a Food Forest deal £2,500</p>	<p>Paddenhall Wreaths and Gift Start up deal £700</p> <p>DR MULLINS AND THE ELEPHANT IN THE DOCK deal £4,000 DR</p> <p>FREE YOUR MIND - Set up and Better care and support deal £500 FREE</p>	<p>A Family Film deal £300 A</p> <p>Cracking Good Recipes deal £450</p> <p>The Singing Midwife's fundraising UK Tour deal £750 The</p> <p>The £50 challenge deal £1,000 The</p> <p>Etherow Centre</p>

Pipedrive Sales and Lead management





Search Activity

Tips for using search

Date Range

Last 7 Days

Tagged

all

From

any

API Key

any

Filter By

Delivered 3,277

Rejected 83

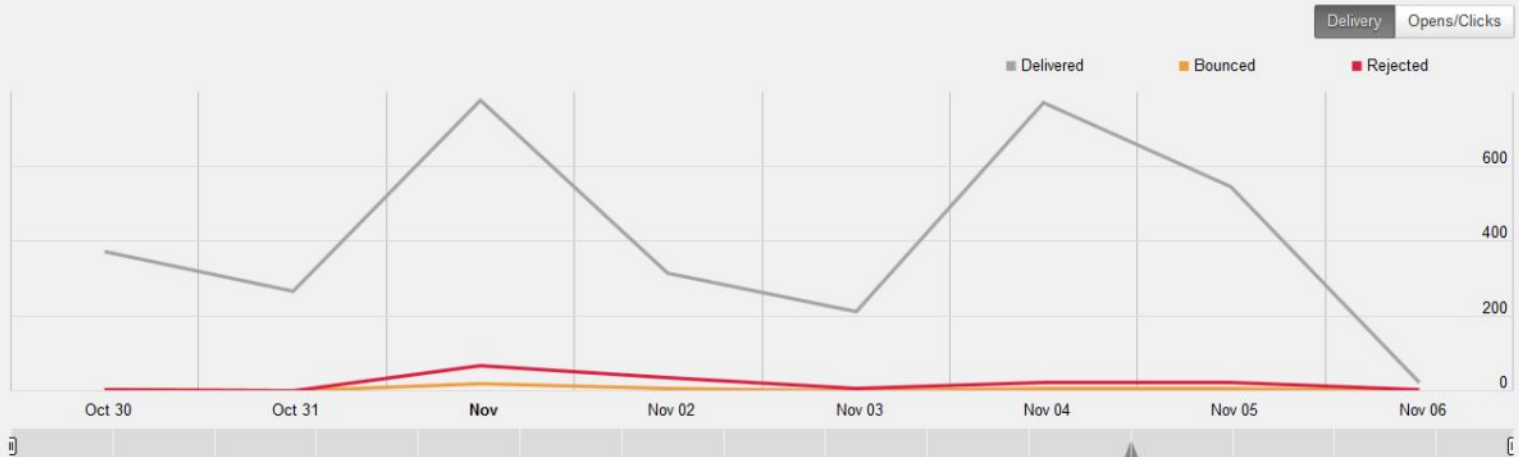
Spam Complaints 3

Unsubscribes 0

Hard Bounces 27

Soft Bounces 12

# Activity



**3,280**  
Delivered

÷ **3,319**  
Sent

= **98.8%**  
Deliverability

Export results Display

Status	Sender	Email	Subject	Opens	Clicks		
<span style="color: green;">●</span> Delivered Nov 6, 2013 9:33 am	support@crowdfunder.co.uk	ventsabollins@yahoo.co.uk	Thanks for your pledge!	View Content	0	0	Resend
			merchant_id	View Content	0	0	Resend
				View Content	0	0	Resend
<span style="color: green;">●</span> Delivered Nov 6, 2013 9:20 am	support@crowdfunder.co.uk	notifications@crowdfunder.co.uk	Wrong login information	View Content	0	0	Resend

Mandrill email delivery system

# The Taxing Question of Land Value

A Community project from London, Greater London EC1M by coalition.for.economic.justice

Project home

Project updates (9)

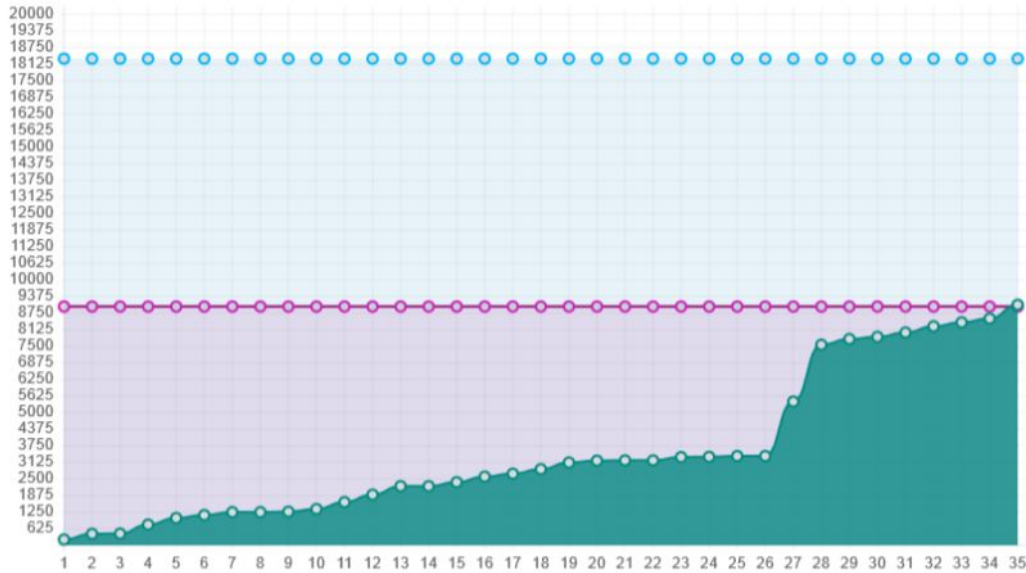
Comments (4)

Backers

Stats (Beta)

EDIT PROJECT

## Total current pledges



Percent funded

101 %

days left

35

Estimated final amount

£18,340.00

Your project must fund within 35 days which requires a daily

investment of £523.71

■ cumulative daily pledges

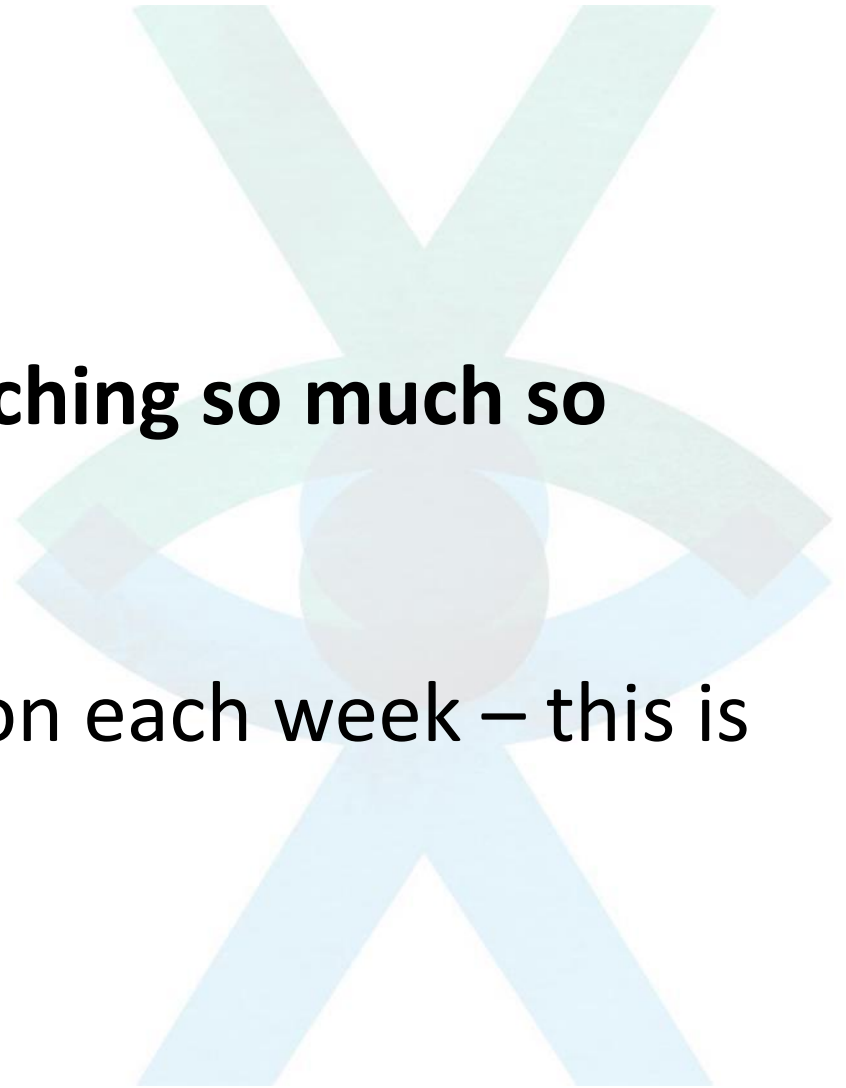
■ estimated final amount

■ requested

Project owner stats dashboard

**How do we manage launching so much so often?**

We have a planning session each week – this is called a Sprint



# Crowdfunder



QUICK FILTERS: Only My Issues Recently Updated

VERSIONS

EPICS

<input type="checkbox"/>	↑	CROW-595	----Add project----	<input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-408	Add project - Stage 9 - Review and submit - Project preview	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-624	Add project Twitter hashtag	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-324	Add project - Stage 4 - Build of sub-modules - Inline sign-up /	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-323	Add project - Stage 4 - Build of sub-modules - Text counter	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-325	Add project - Stage 4 - Build of sub-modules - Postcode Anyw	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-327	Add project - Stage 5 - Build of sub-modules - Completedness	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-399	Add project - Stage 5 - Facebook profile pic	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-398	Add project - Stage 5 - Story - Project preview thumbnail	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-432	Add project The form - accessibility options enabled (tab index	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-401	Add project - Stage 6 - Skills backend (for after go-live)	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-404	Add project - Stage 7 - Financials - form extra options	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-686	Stats reporting	<a href="#">New add project flow</a> <input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-211	----Todos----	<input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-631	Scope project owner dashboard / Partners dashboard - idea	<a href="#">Project owner dash...</a> 4h
<input type="checkbox"/>	↑	CROW-785	New mobile friendly flow	<input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-888	Re-write email messaging system	<input type="checkbox"/>
<input type="checkbox"/>	↑	CROW-774	Stats widget	<a href="#">Project owner dash...</a> <input type="checkbox"/>



Crowdfunder / CROW-399



Add project - Stage 5 - Facebook profile pic

Estimate: *Unestimated*

Remaining: *Unestimated*

## Description

Business case:

Want to show more faces of users to make site more human and lively

The work:

If user has logged in with Facebook their profile picture uses their Facebook profile picture

## Comments

Comment

*There are no comments*

## Attachments



Dashboards ▾

Projects ▾

Issues ▾

Agile ▾

Create issue

Quick Search



# Crowdfunder

Plan

Work

Report

Board ▾



SPRINT: Sprint 29 - 18 March 2014 ▾

QUICK FILTERS: Only My Issues

Recently Updated






Report mode ( 3 )

## To Do

## In Progress







## Ready for testing

## Done

- CROW-909  
↑ Support  2h 30m
- CROW-911  
↑ Scoping  2h
- CROW-912  
↑ Sprint closure  1h
- CROW-914  
↑ Testing and launching new payment / emails  2h
- CROW-869  
↑ Swapping PayPal account review PayPal response (response in description)  2h

- CROW-890  
↑ Allow users to write their own Thank you Twitter message  2h

- CROW-904  
↑ Add project flow tweaks  0m

- CROW-910  
↑ KEO team meeting  0m
- CROW-913  
↑ Pen test fix for file upload  0m
- CROW-895  
↑ Add project - defaults to 4 weeks when re-editing project  0m
- CROW-903  
↑ Test and apply fix for projects coming through with broken images  0m
- CROW-905  
↑ Create automated report for closed projects  0m
- CROW-891  
↑ Widget formatting  0m

# Nesta seven stages for innovation

