

Nesta...

INTRODUCTION TO INNOVATION

Bringing great ideas to life

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Nesta

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

Helping
In Hospitals



Rethinking
Parks



Ageing &
Health



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...)

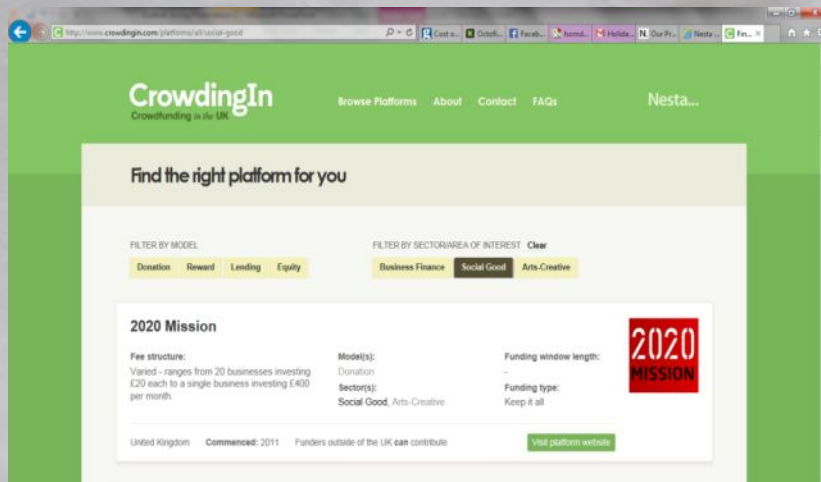
(fail, amend,
reapply...)

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?

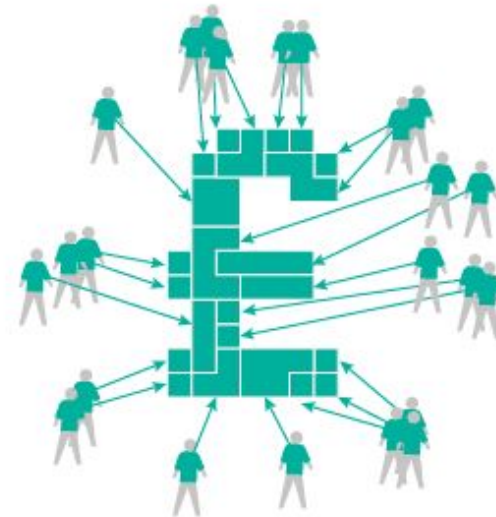
TRADITIONAL FUNDING

Large amounts from one, or a few, sources



CROWDFUNDING

Many small sums from a large group of individuals

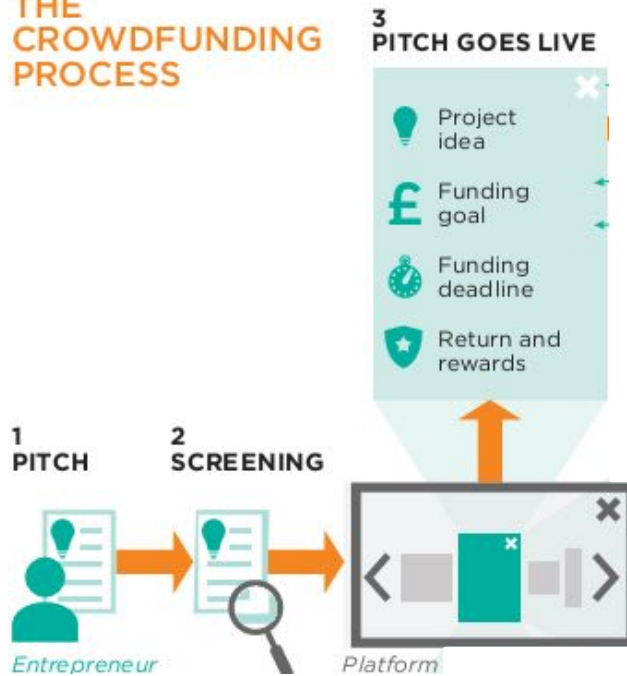


The rise of the platforms



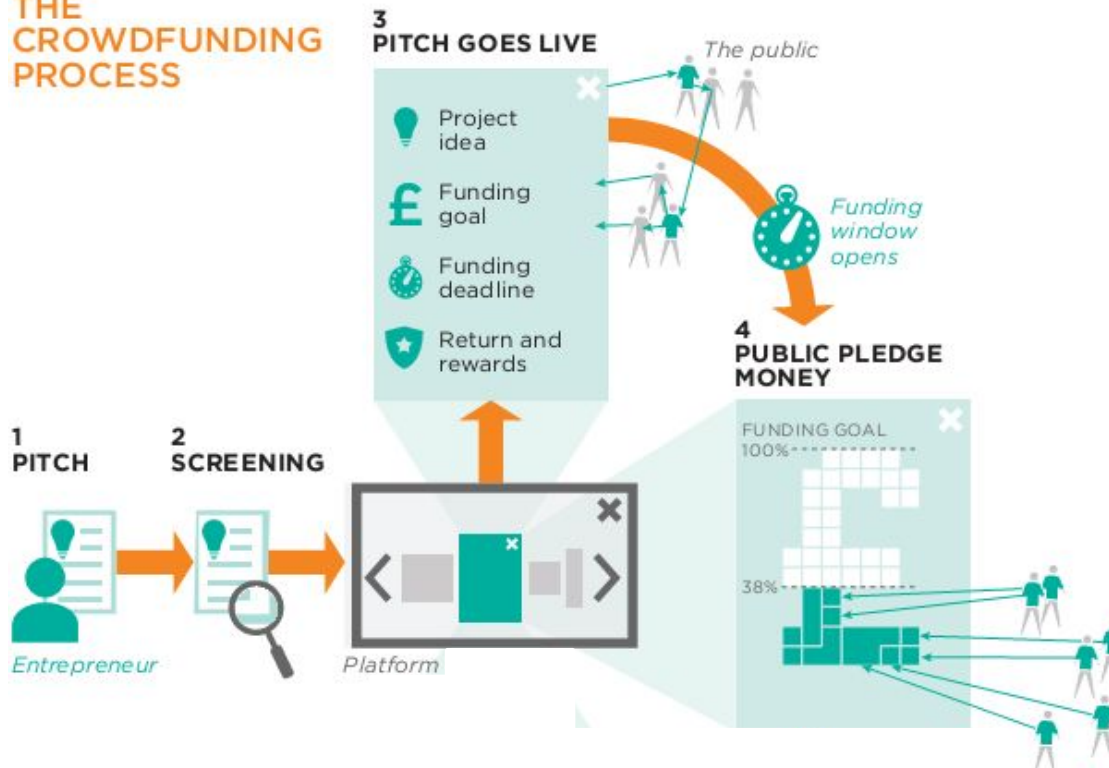
How does it work?

THE CROWDFUNDING PROCESS



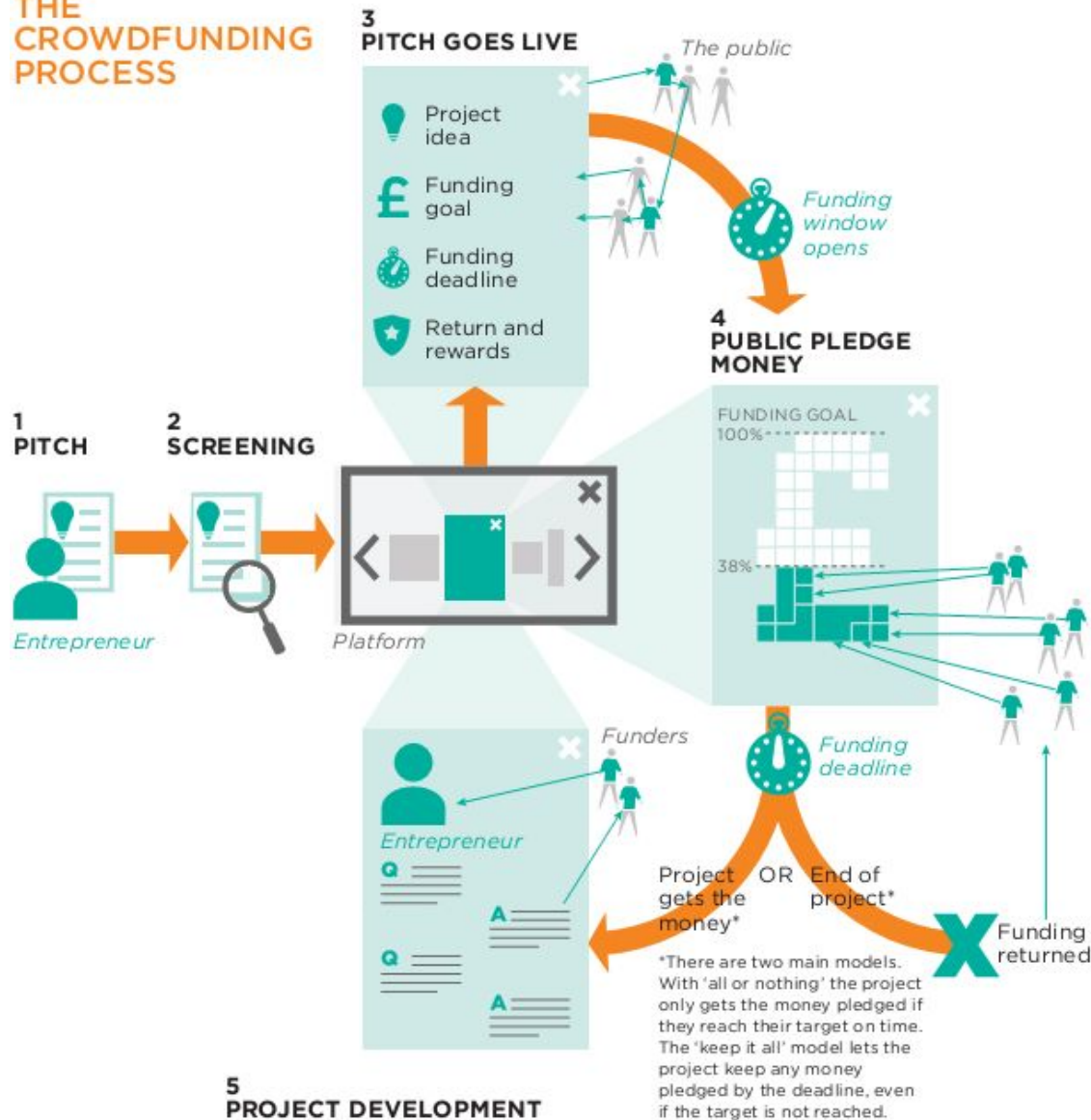
How does it work?

THE CROWDFUNDING PROCESS



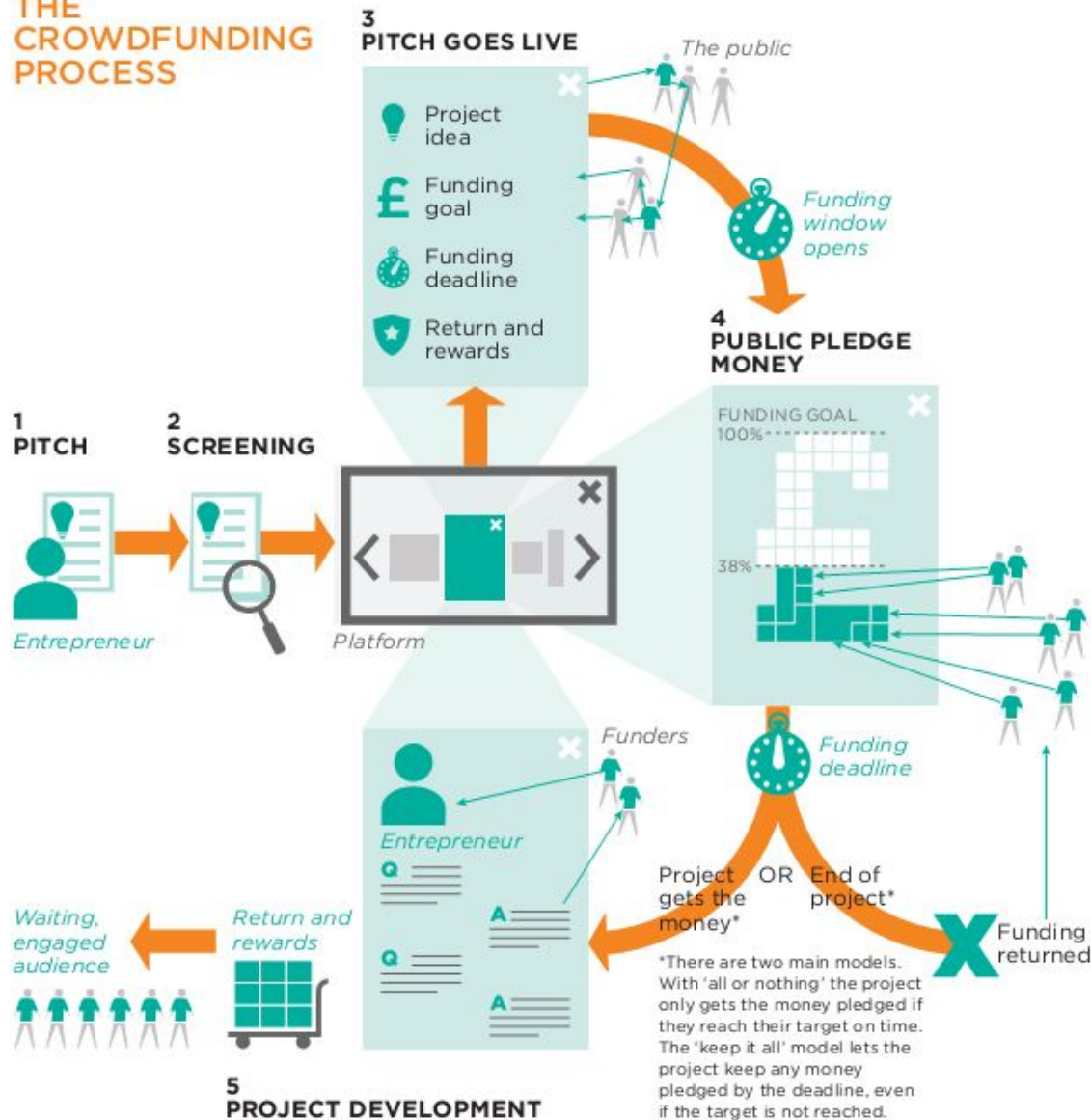
How does it work?

THE CROWDFUNDING PROCESS



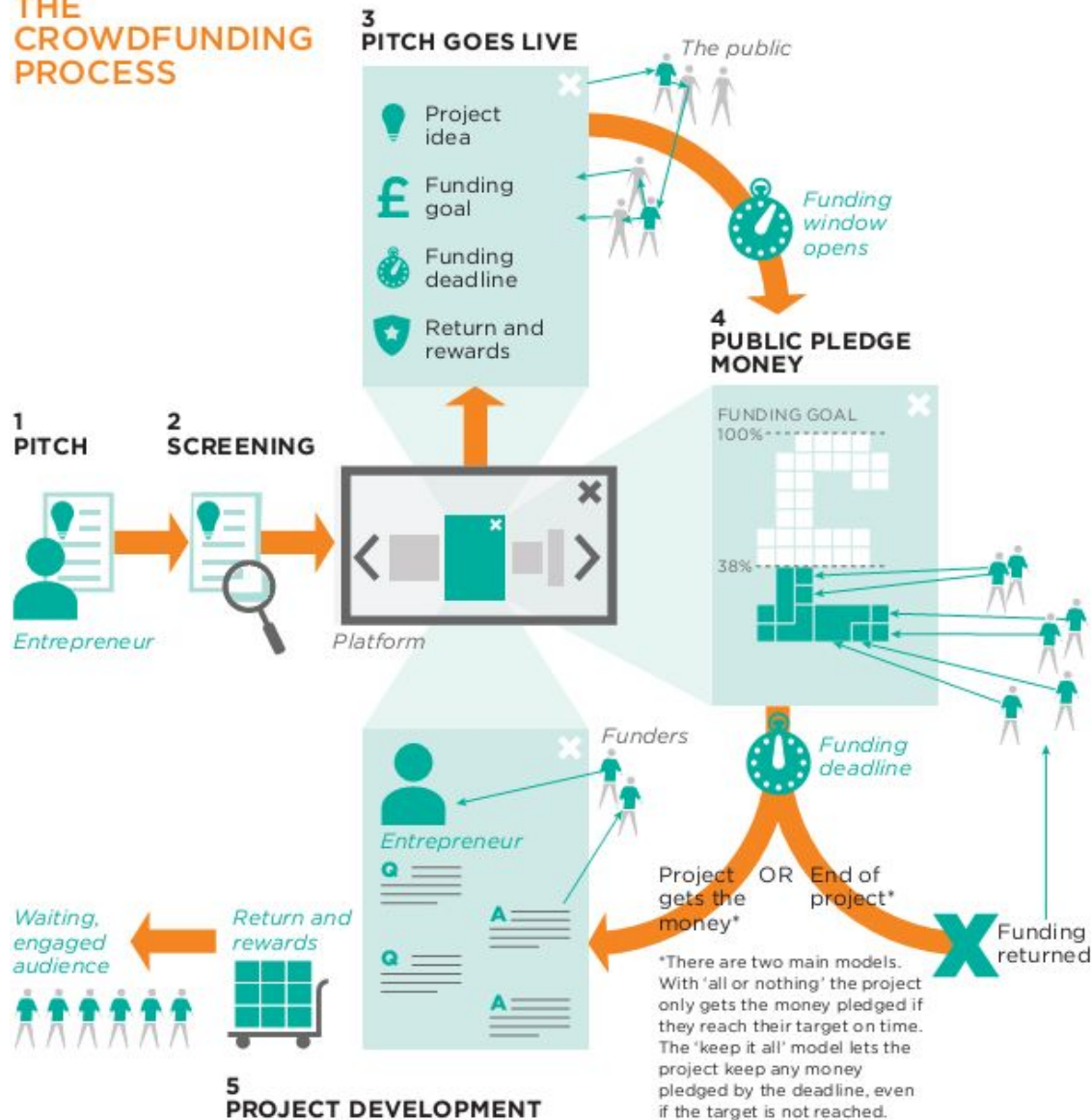
How does it work?

THE CROWDFUNDING PROCESS



How does it work?

THE CROWDFUNDING PROCESS



Different models



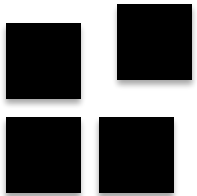
Donation based: Allows charities, or those who raise money for social or charitable projects, to gather a community online and to enable them to donate to a specific project.



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

Arts

Community and
voluntary sector



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?**

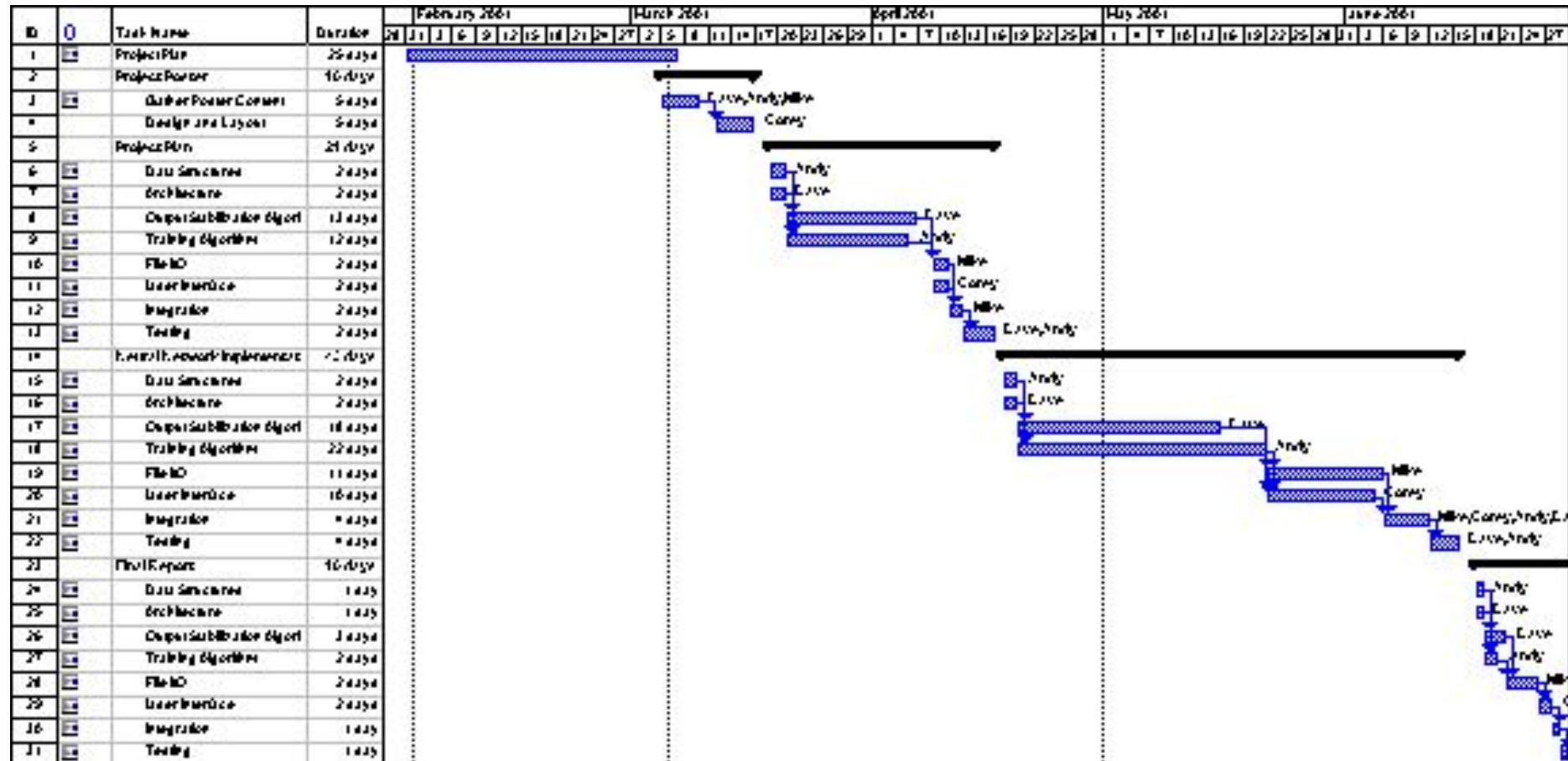
Alice.Casey@nesta.org.uk

@cased

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

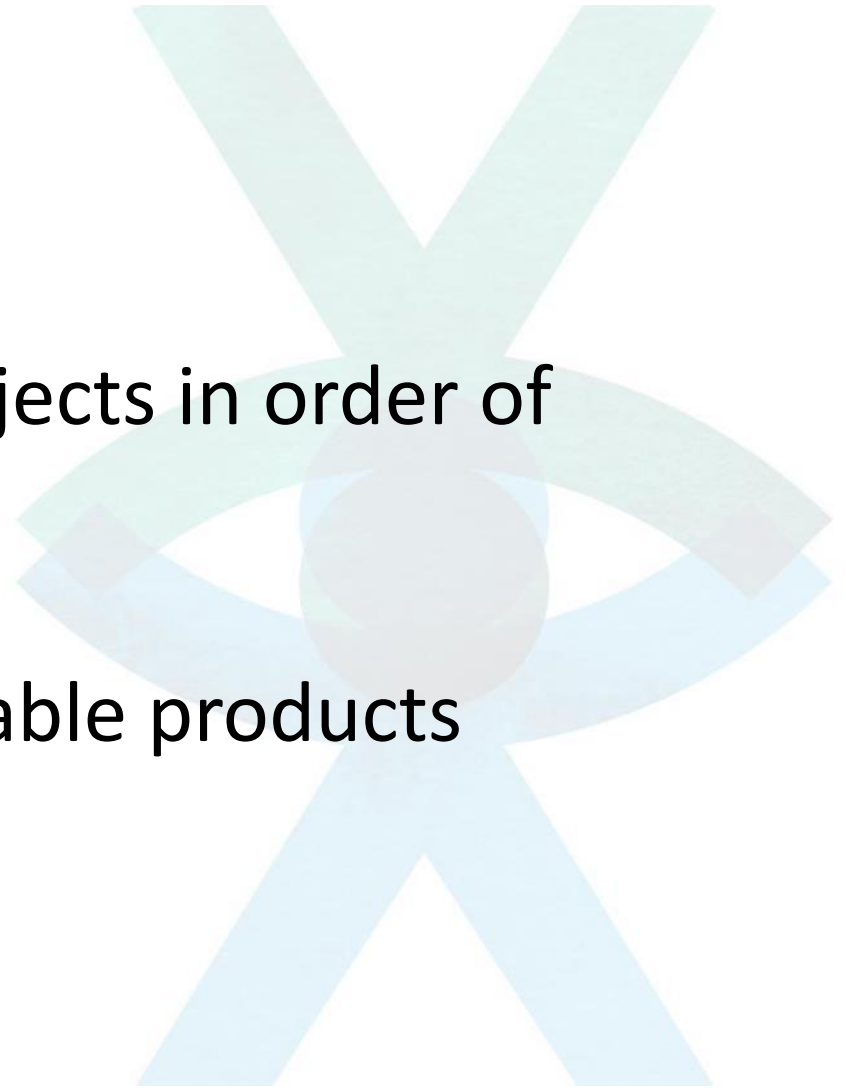
By Owen Wallis - Crowdfunder

Traditionally, they use a process called 'Waterfall'



Agile is building short projects in order of necessity

Lots of short minimum viable products



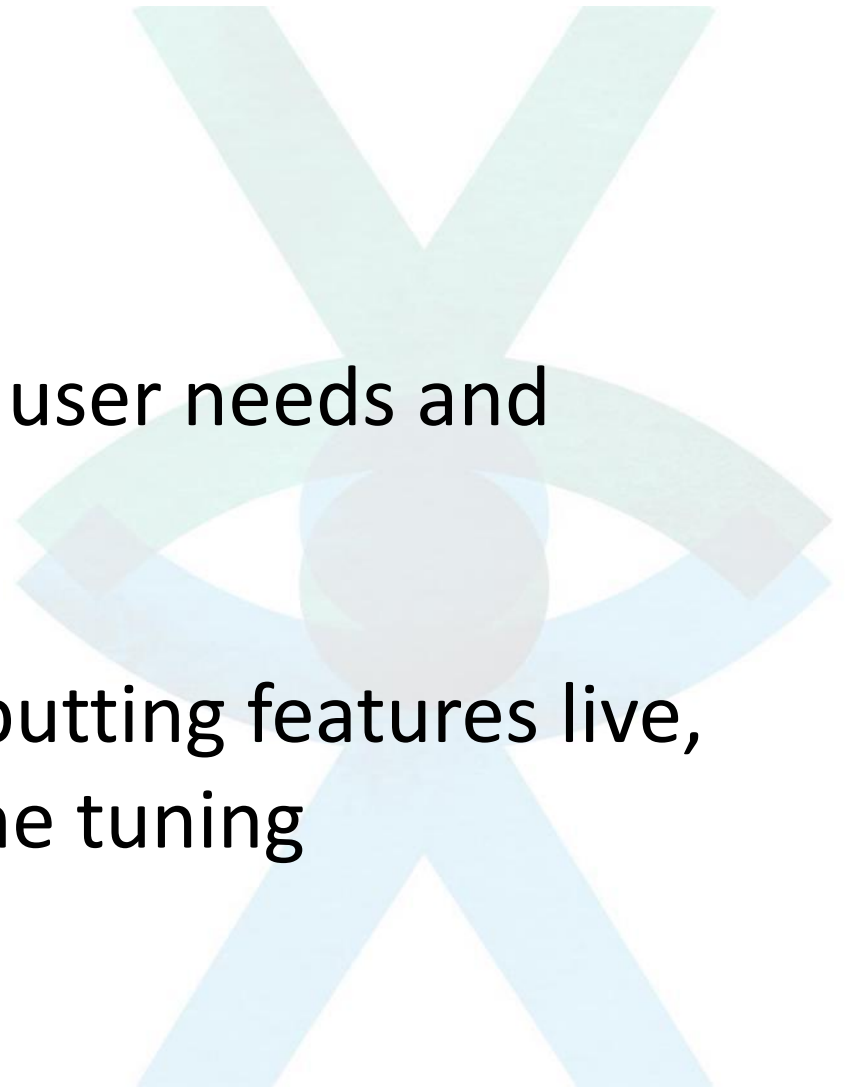


So with an Agile way of buying a house...

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?

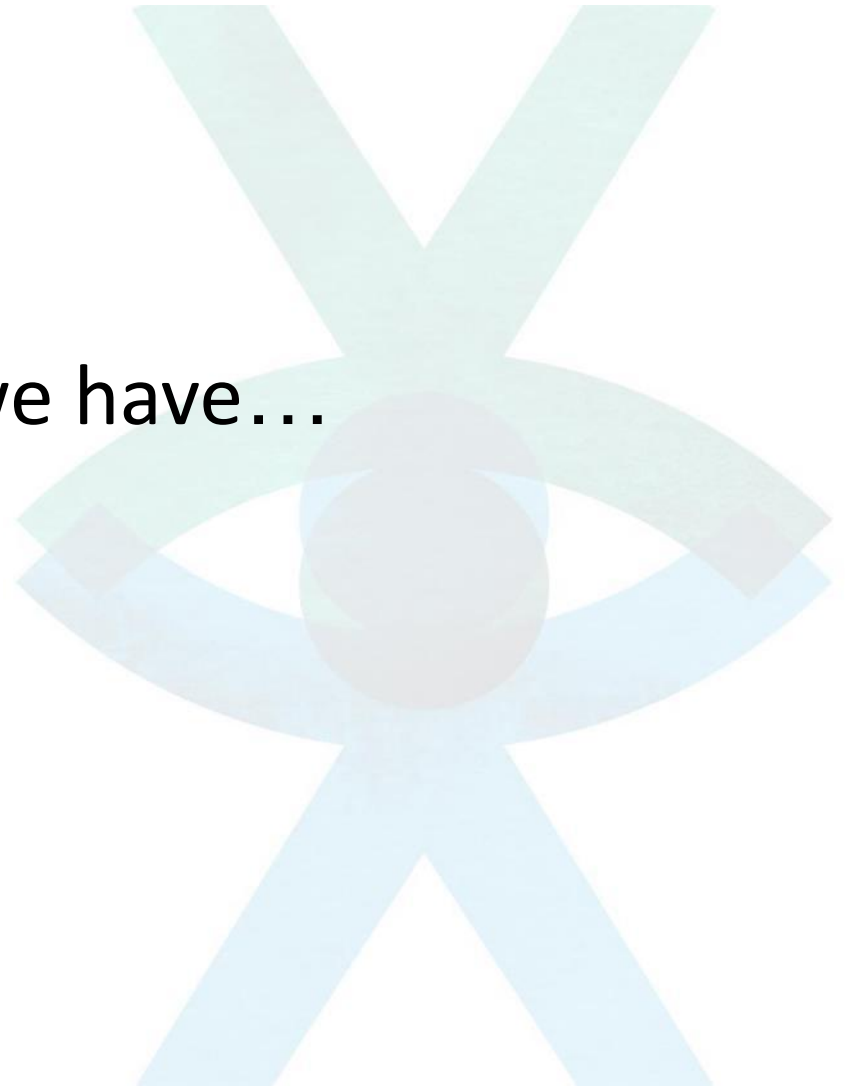


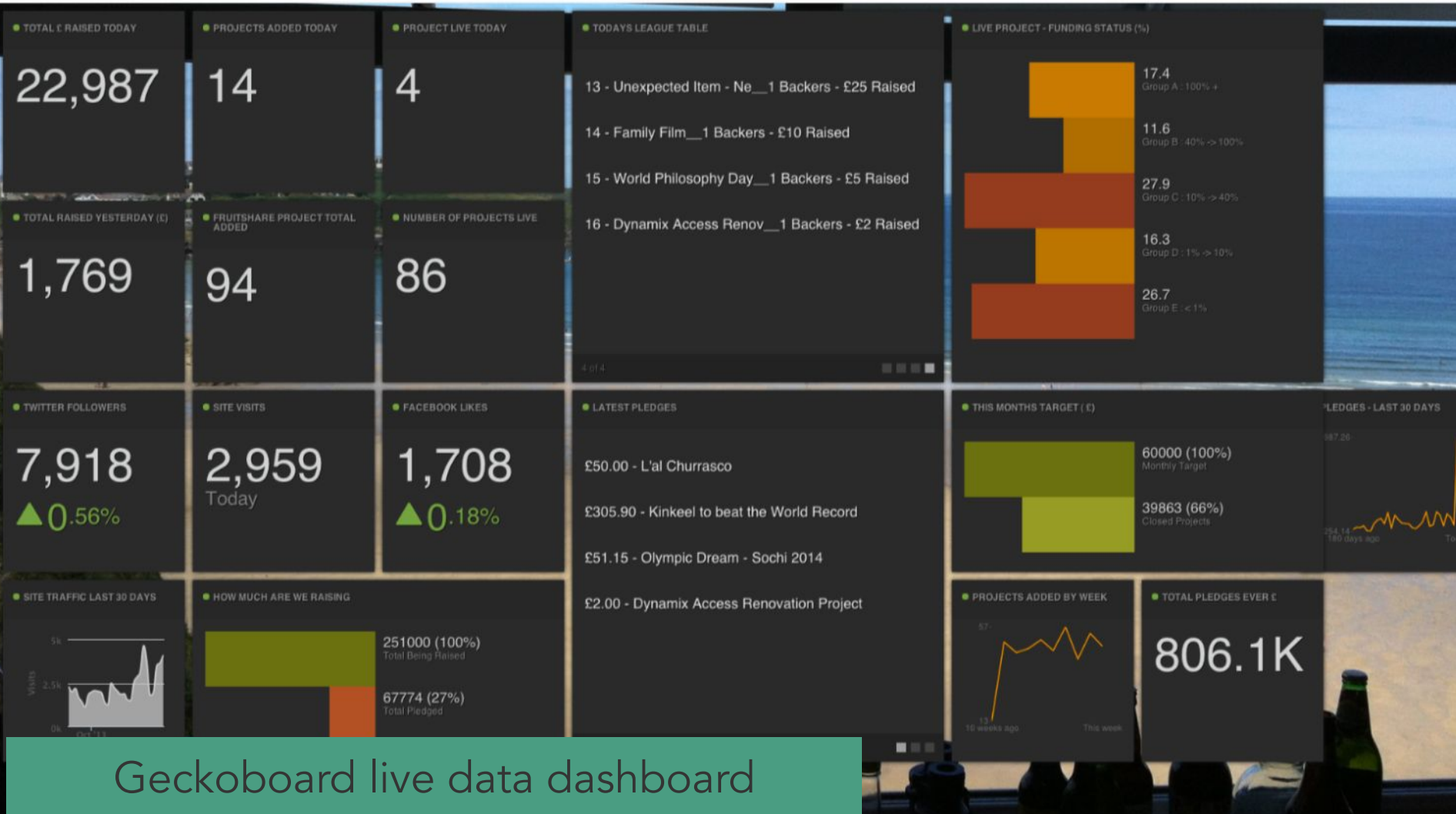


Every Monday the heads of marketing, development and new business work out what we need to build

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

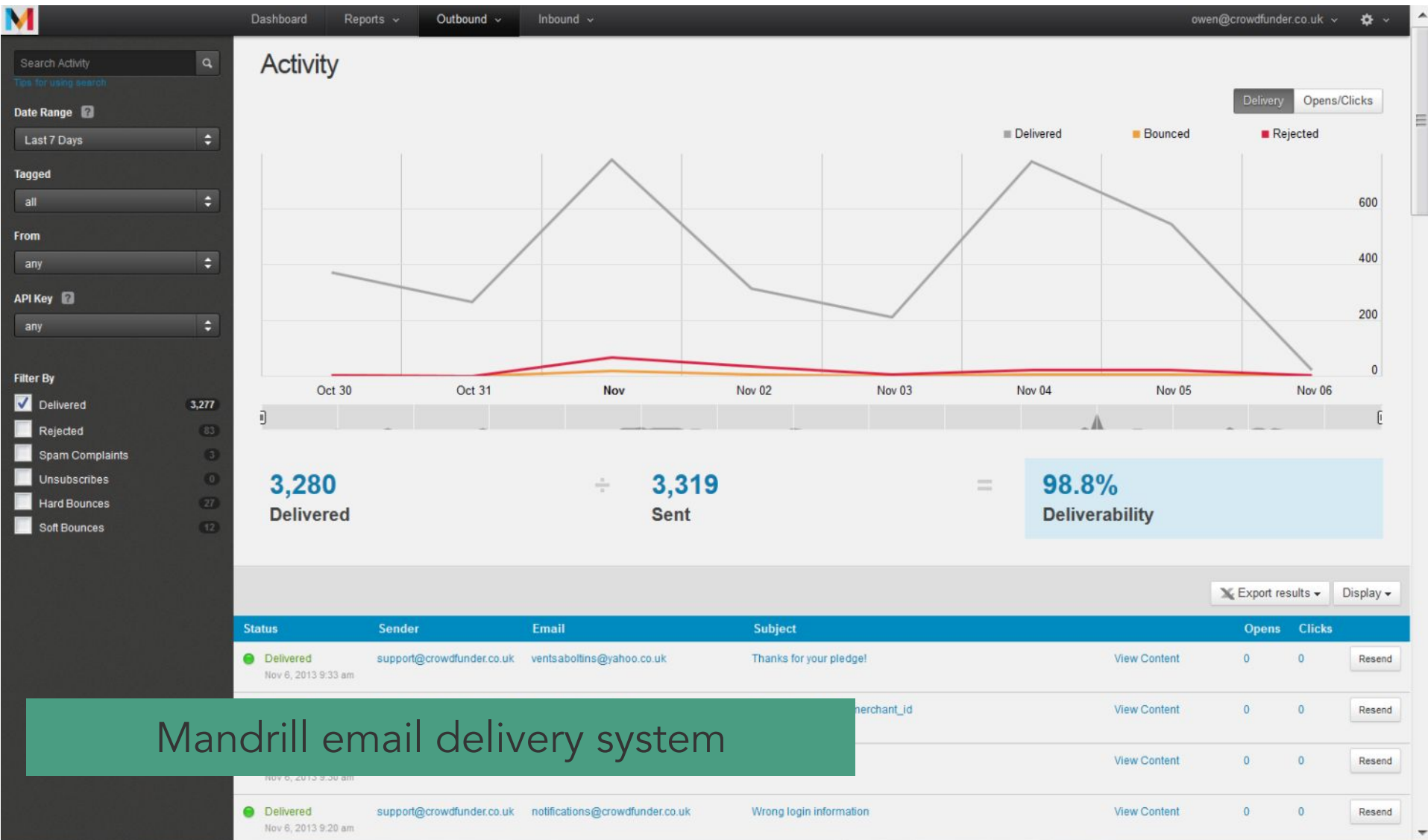
This is some of the data we have...





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
<div> </div> Apprentices fund deal £300	<div> </div> Closing In deal £800	<div> </div> Giving Events deal £300	<div> </div> Not Currently Recycled deal £0 Not	<div> </div> Lab test for early diagnosis of autism deal £10,000	<div> </div> PL9 Web Design Ltd deal £7,000 PL9	<div> </div> WayfinderW deal £2,800	<div> </div> Paddenhall Wreaths and Gift Start up deal £700	<div> </div> A Family Film deal £300 A
<div> </div> Studio 7 Urban Artists Development Project deal £1,000	<div> </div> Kits for Kids! deal £300 Kits	<div> </div> E-sign deal £2,000	<div> </div> Penryn Community Launderette deal £10,000	<div> </div> Not just music deal £1,500 not	<div> </div> WW1 Trench Experience deal £30,000	<div> </div> The Village shopping Community deal £1,500 The	<div> </div> DR MULLINS AND THE ELEPHANT IN THE DOCK deal £4,000 DR	<div> </div> Cracking Good Recipes deal £450
<div> </div> Livewire Youth Music Project deal £2,000	<div> </div> Women Empowerment deal £5,702	<div> </div> Bottega Fiori-Flower Design deal £1,000	<div> </div> Moo and two moo mugs deal £5,000	<div> </div> Clipstone Brook Lower deal £70	<div> </div> Ciara, Anna and Sam are going to Africa! deal £500 Ciara,	<div> </div> The independan pop musician challenge deal £9,500 The	<div> </div> FREE YOUR MIND - Set up and Better care and support deal £500 FREE	<div> </div> The Singing Midwife's fundraising UK Tour deal £750 The
<div> </div> B... d... £10,000	<div> </div> Fire protection shield deal £...	<div> </div> Bhooka.co.uk - Si. deal £900	<div> </div> Get Kyle to the...	<div> </div> Penpol School deal £130	<div> </div> Coffee, Cake &...	<div> </div> Aquaponics in a Food Forest deal £2,500	<div> </div> The £50 challenge deal £1,000 The	<div> </div> Etherow Centre
<div> </div> God's...	<div> </div> Link community...	<div> </div> ...	<div> </div> Clapperboa...	<div> </div> Williams S... Lower School deal	<div> </div> TLO LOVE A...			

Pipedrive Sales and Lead management

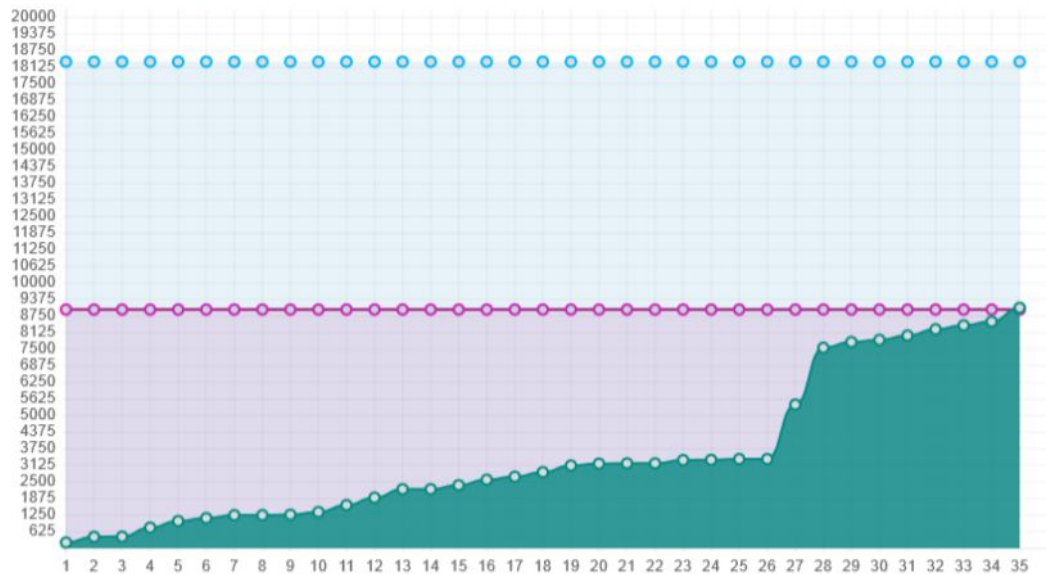


The Taxing Question of Land Value

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 £523.44

■ cumulative daily pledges

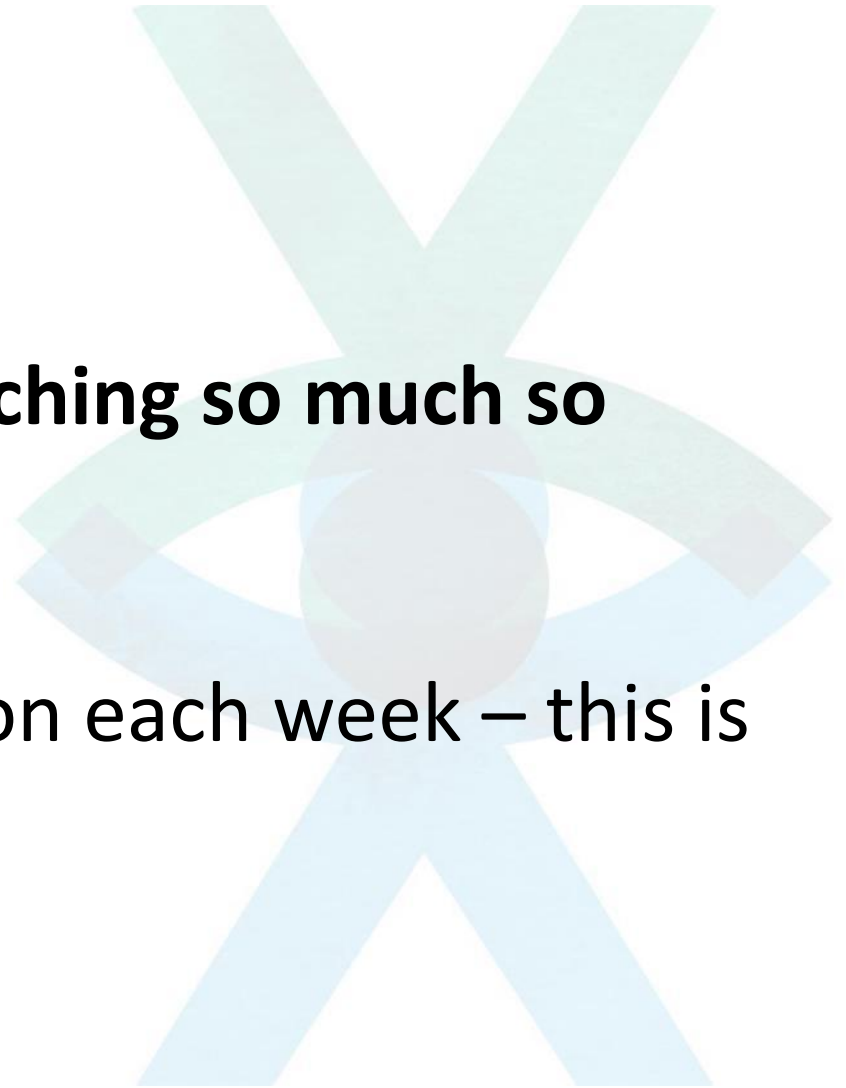
■ estimated final amount

■ 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

Plan

Work

Report

Board ▾

QUICK FILTERS: [Only My Issues](#) [Recently Updated](#)

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

Crowdfunder / [CROW-399](#)

0

0

0

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](#)

Crowdfunder

[Plan](#)[Work](#)[Report](#)[Board](#)

SPRINT: Sprint 29 - 18 March 2014

QUICK FILTERS:

[Only My Issues](#)[Recently Updated](#)

Report mode (3)

To Do

- 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

In Progress

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

Ready for testing

- CROW-904
↑ Add project flow tweaks
0m

Done

- 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

