

Reconstructionist Incubator

How might we move bold ideas to action?



Rabbi Douglas Heifetz

Cyd Weissman,
March 2, 2017

Reconstructionist Incubator

Today:

- Where we have been
- Values to guide us
- Torah: Rabbi Joshua Jacobs-Velde
- The Lean Start-Up
- Reflections, questions, and next steps

Where we've been

1. Who we are: 50% entrepreneurs 50% intrapreneurs
 1. A viable financial model/finances. Money.
 2. Burn out. Daily tasks. Time.
 3. Geography and real estate.
 4. Partnerships. Current members not taking risk. Need active co-conspirators.
2. Made the case for why the incubator
3. Commitment to Support one another
חזק חזק ונתחזק
4. Mission Model Canvas with emphasis on The Value proposition Canvas

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The Mission Model Canvas: An Entrepreneurial Map

W/post its to frame; then test hypothesis with a Lean Start-Up;

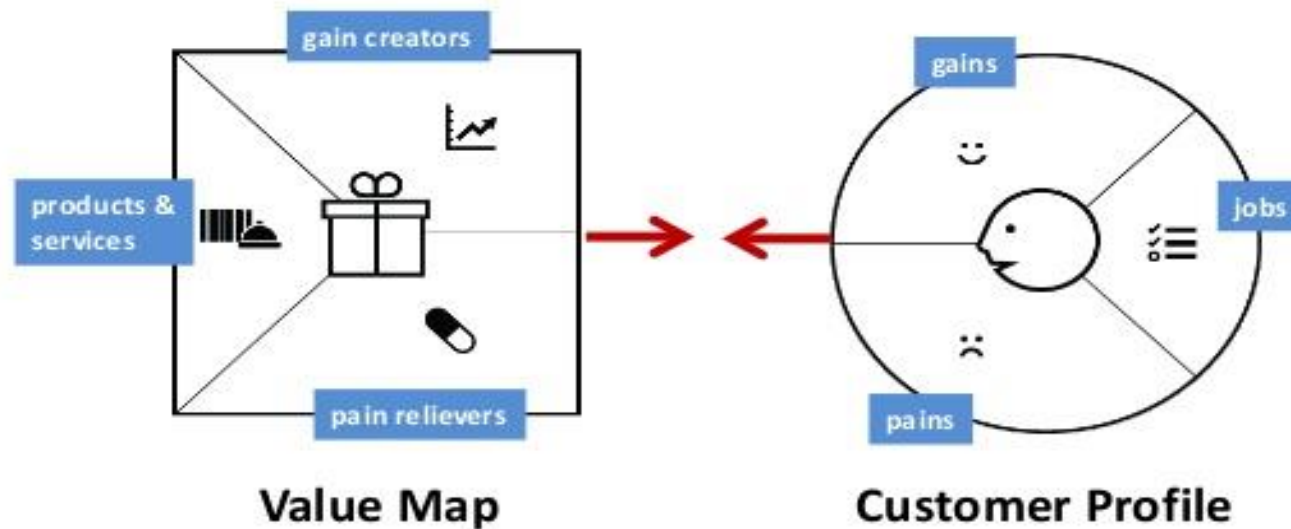
Alexander Osterwalder and Yves Pigneur

Key Partners What activities and resources will you outsource?	Key Activities What are the key activities you will perform?	Value Proposition What problem does this solve for your beneficiary? What needs does it satisfy? Pains and gains are you meeting? What are you building and for who?	Beneficiaries Who will benefit?
Buy in-support (customer relationships) How will you develop buy in with your beneficiaries?	Deployment (channel) How will you bring the value proposition to your beneficiaries?		 What else should you consider?
Mission Budget or Cost (cost structure) What are your costs? Your income? Your grant expectations? Your fundraising needs? Alternative revenue streams?	Key Resources What are the key resources/assets required to offer and deliver your value proposition?	Mission Achievement-impact (revenue streams) What is the observable/measurable impact of your service/program? Impact results when your value propositions successfully offered to beneficiaries.	

Value proposition

 of your service, experience, or product. A canvas for your team to play with post its, assumptions & tests.

Value Proposition Canvas (VPC)



Guiding Values.

- Asking questions from a place of curiosity. Before we speak, asking ourselves, "Of what benefit will my words be?" Joshua Jacobs-Velde
- Active listening and succinct speaking. Elliot Skiddell
- Cultivate and honor curiosity. What others said and, say what you mean, but don't say it mean. Jacob Lieberman
- Honoring all ideas. Open hearts and open minds. Care for each person. Collaborative spirit. Safe communication, safe environment. Trust. Shelly Barnathan
- Humility. Pluralism. Deep respect. Active listening. Openness. Clarity in our own values. Marla Cohen and Fred Dobb

Words of Torah



Rabbi Josh Jacobs-Velde

Key Statistical Premise:

90% of Startup Ventures Fail

Entrepreneurial Responses

1. How to guarantee success?

2. *What's the cost of my next failure?*

- Time
- Money
- “Relationship Capital”

Traditional Organizational Steps

- Business Plan
- Grant Proposal
- Loans
- Pricing research
- Logistics/Staffing
- Leases & space rental
- Website/system development
- Legal structure & IP

Experiment in Sustainability

3 Part Hypothesis:

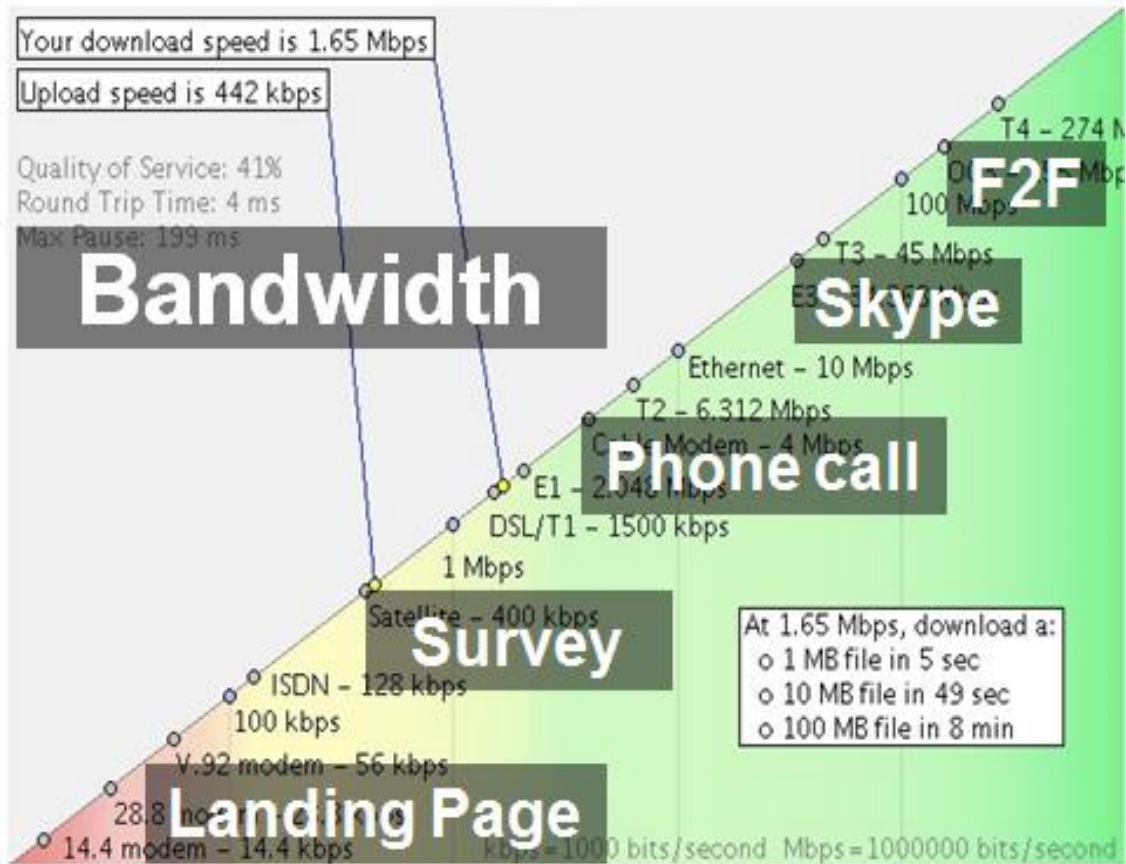
1. Market/Demographic
2. Problem
3. Solution

Testing the Hypotheses

Talk to your beneficiaries about:

- The problem
- Your proposed solution
- Materials you've developed
- Deeper conversations = better

Methods of Customer Inquiry



Useful 'Lean' Materials: Logo, Name, Landing Page

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Questions for 'Beneficiary Development'

- What have you always wanted to ask a rabbi?
- What would you hope to hear or learn?
- How would you like the conversation to impact your life?
- Why haven't you initiated the conversation already?

- Wisdom Rabbis idea: :Like? Dislike? Explain!
- Individual vs group?
- What topics most interest you?
- When is your free time?
- What do you like/dislike about our logo? Landing page?

If You're Steve Jobs....



Where we've been today around the table

Reflections and Questions: How might we move bold ideas to action?



<input checked="" type="checkbox"/>	Lean start up!
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

Next Steps

*Words of Torah?

*Virtual Coffee/Facebook group sharing

*Next Gathering: March 16, 2017, Guest Rabbi George Wielechowski
Marketing and Branding

*Facebook group and resource [page:](http://jewishrecon.org/networks/reconstructionist-incubator)
<http://jewishrecon.org/networks/reconstructionist-incubator>

