



# BASIC Planning Session

Belmont Accelerator for Social Innovation Collaboration

# Overview

- Opening prayer
- Brief details on BASIC
- Advice from our Belmont experts
  - Larkin Briley, Jose Gonzalez, Elizabeth Gortmaker
- Proposal Development/Ideas Fair



# BASIC Details

- Address “wicked” problems in transformative ways
  - Examples: intergenerational poverty, early childhood education access, obesity prevention, social mobility, healthcare access, drug abuse, etc.
- Timeline – 1 to 3 years
- Educational component (course(s) developed, research/scholarship)
- Partnerships
  - Transdisciplinary faculty/staff (3+ disciplines from 2+ colleges/staff areas)
  - Community partnership (serving Nashville or Middle TN)



# Values in Proposal Development

“Enthusiasm without knowledge is not good; haste makes mistakes” – Proverbs 19:2



# Values in Proposal Development

“The [Haiti] aid story is one of good intentions and bad policy, short-term fixes without a ground-breaking long game, Band-Aids over self-sufficiency.”

- Jonathan Katz, *“The Big Truck That Went By: How the World Came to Save Haiti and Left Behind a Disaster”*



# Values in Proposal Development

## VALUE ONE: MUTUALITY

- “Do with, not for”
- Relational rather than transactional
- Limit one-way giving to crises



# Values in Proposal Development

## VALUE ONE: MUTUALITY

- Get the right people in the planning process
- Prioritize the needs of those with whom we will work
- What power dynamics are at play?



# Values in Proposal Development

## VALUE TWO: HUMILITY

- “We all have something to learn.”
- Lay down the impulse to be the hero
- Move from Savior mentality to Servant mentality





# Values in Proposal Development

“Superiority disguised as a desire to serve is still superiority...”

- Duane Elmer, Cross Cultural Servanthood



# Values in Proposal Development

## VALUE THREE: PATIENCE

- “Build capacity, not dependency”
- Long term development takes longer than we expect
- Oath for Compassionate Helpers



# Oath for Compassionate Helpers

- I will never do for others what they have the capacity to do for themselves.
- I will limit one-way giving to crises and seek always to find ways for legitimate exchange.
- I will seek ways to empower by hiring, lending, and investing and offer gifts sparingly.
- I will put the interests of those experiencing poverty above my own (or organizational) self-interests, even when it means setting aside my own agenda.
- I will listen carefully, even to what is not being said, knowing that unspoken feelings may contain essential clues to healthy engagement.
- Above all, to the best of my ability, I will do no harm.



# Me? Social Innovation Expert?



# The Business Model Canvas & Collective Impact





# WHAT?

- **Collective impact** is an intentional way of working together and sharing information for the purpose of solving a complex problem.
- A framework for social change and impact. Brings diverse stakeholders together, in a structured way, to achieve social change.
- The commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration

*Kania, J., & Kramer, M. (2011); Weaver, L. (2016).*



# WHY?

- Well meaning initiatives overlook the potential for collective impact because they are used to focusing on independent action as the primary vehicle for social change.
- Large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations.
- A collective impact approach is more likely to solve complex problems than if a single entity/group were to approach the same problem(s) on its own.





# Isolated Impact vs Collective Impact:

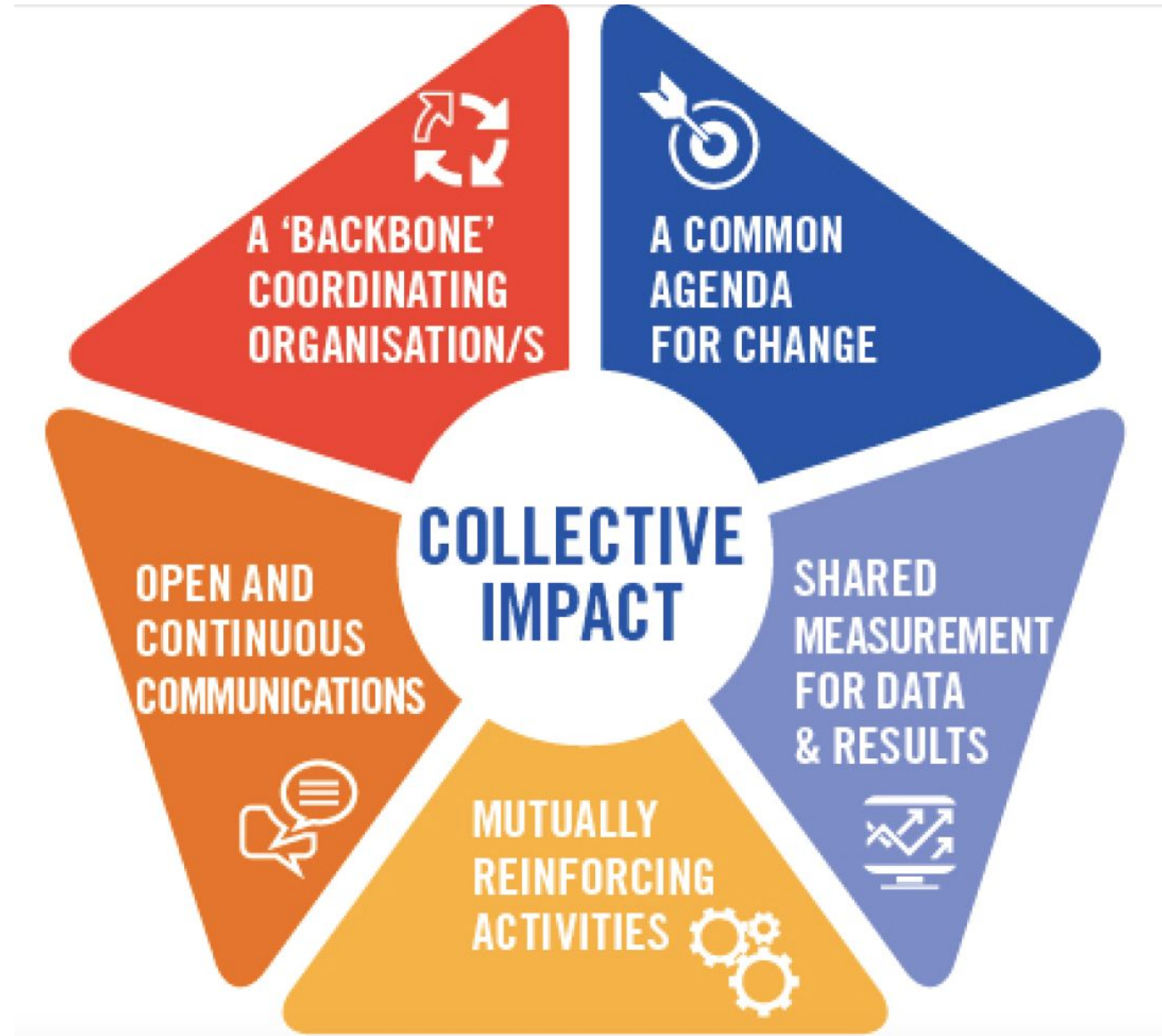
“Most funders, faced with the task of choosing a few grantees from many applicants, try to ascertain which organizations make the greatest contribution toward solving a social problem. Grantees, in turn, compete to be chosen by emphasizing how their individual activities produce the greatest effect. Each organization is judged on its own potential to achieve impact, independent of the numerous other organizations that may also influence the issue. And when a grantee is asked to evaluate the impact of its work, every attempt is made to isolate that grantee’s individual influence from all other variables.”

*Kania, J., & Kramer, M. (2011).*



## FIVE CONDITIONS :

Together produce true alignment  
and lead to more powerful results



# The Five Conditions of Collective Impact

## Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

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## Shared Measurement

**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable.

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## Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action.

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## Continuous Communication

**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.

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## Backbone Support

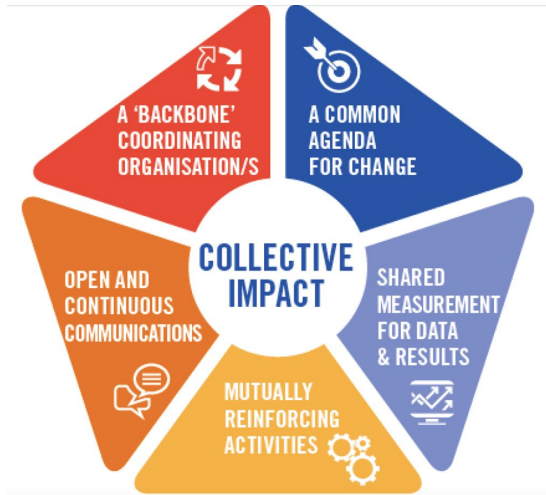
Creating and managing collective impact requires a dedicated staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies.**

...To build a welcoming community where immigrant origin families can belong, contribute and succeed....



Hogar colectivo de organizaciones sin fines de lucro que ofrecen servicios de educación, cuidado de la salud, trabajo jurídico, participación cívica, educación artística sumado a otras oportunidades para los inmigrantes, los refugiados y la comunidad en su conjunto.

Home to a collaborative of nonprofit organizations offering services in education, healthcare, legal, civic engagement, arts, and more for immigrants, refugees and the community as a whole.



**Information and referrals 615.270.9252**

2195 Nolensville Pike, Nashville, TN 37211

advocacy for the Muslim community  
**615.988.6460**

programs and services for the Latino community  
**615.270.9252**

mental health services and crisis line  
**615.244.7444**

music and International dance classes  
**615.292.3023**

legal services for Immigration cases  
**615.538.7481**

public pre-school  
**615.291.4672**

public park Azafrán Park  
 2187 Nolensville Pk.  
**615.862.8400**

low cost health clinic  
**615.227.3000**

economic, mental health, and Immigration assistance  
**615.834.1944**

# Resources



# Business Model Canvas

- A one-page representation of your business plan
- Allows you to frame your ideas
- 9 key building blocks for how your business operates



## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

**MOTIVATIONS FOR PARTNERSHIPS**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CATEGORIES**  
Production  
Problem Solving  
Platform/Network

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**CHARACTERISTICS**  
Newness  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXAMPLES**  
Personal assistance  
Dedicated Personal Assistance  
Self-Service  
Automated Services  
Communities  
Co-creation

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

Mass Market  
Niche Market  
Segmented  
Diversified  
Multi-sided Platform

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

**TYPES OF RESOURCES**  
Physical  
Intellectual (Brand patents, copyrights, data)  
Human  
Financial

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

**CHANNEL PHASES**  
**1. Awareness**  
How do we raise awareness about our company's products and services?  
**2. Evaluation**  
How do we help customers evaluate our organization's Value Proposition?  
**3. Purchase**  
How do we allow customers to purchase specific products and services?  
**4. Delivery**  
How do we deliver a Value Proposition to customers?  
**5. After sales**  
How do we provide post-purchase customer support?

## Cost Structure



What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IS YOUR BUSINESS MORE**  
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

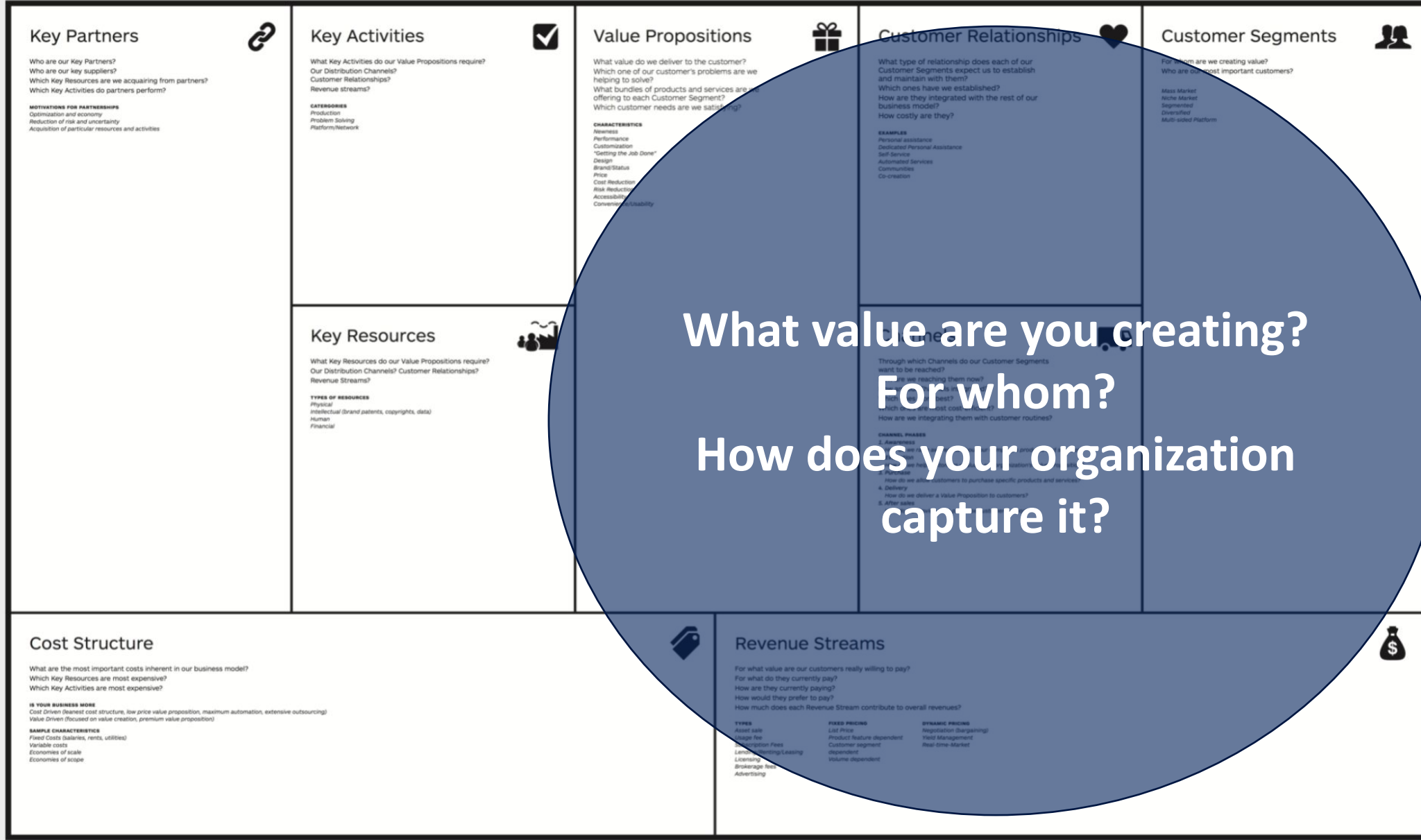
**SAMPLE CHARACTERISTICS**  
Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

## Revenue Streams

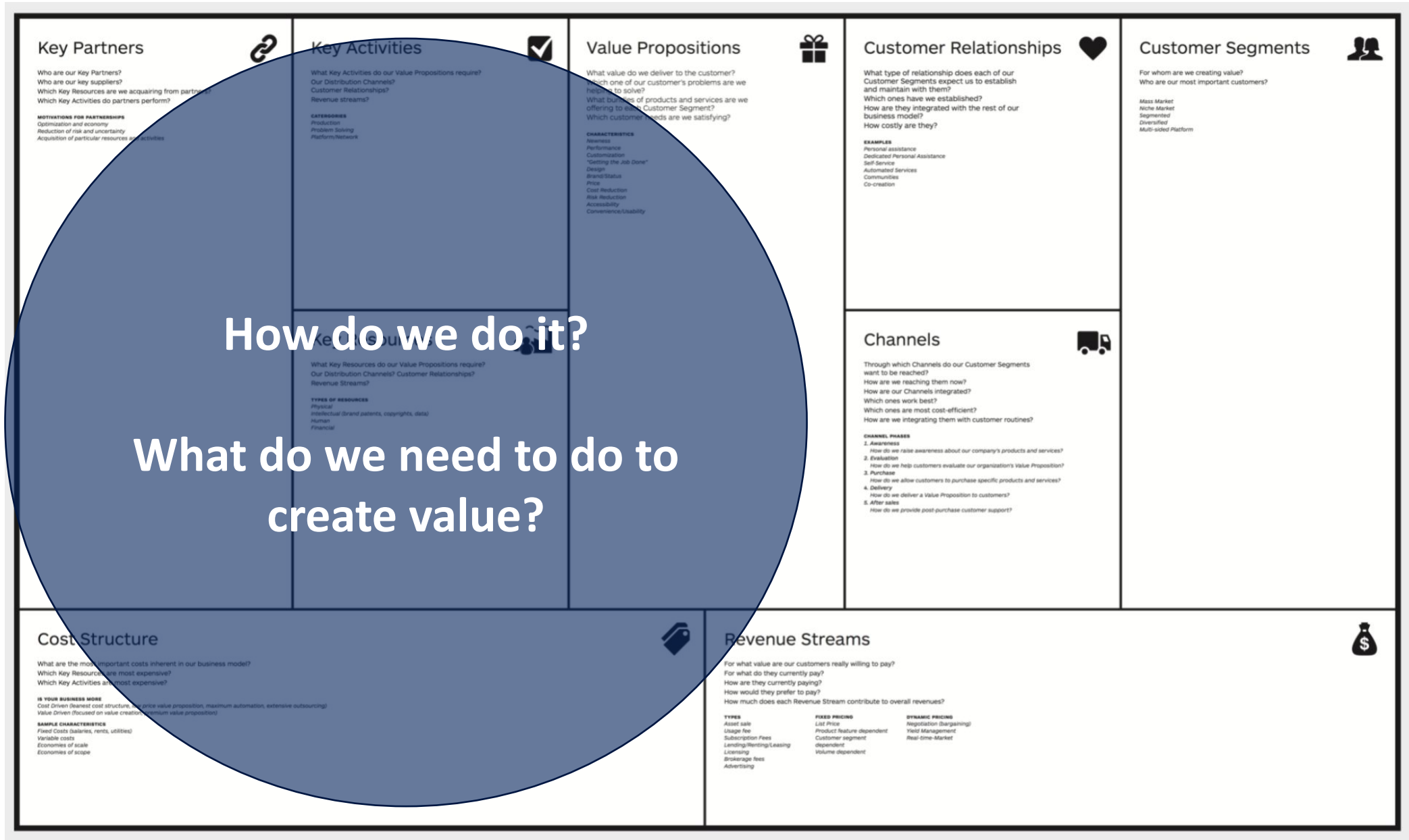


For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

TYPES	FIXED PRICING	DYNAMIC PRICING
Asset sale	List Price	Negotiation (Bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Brokerage fees		
Advertising		







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 Multi-sided Platform

How do we do it?

What do we need to do to create value?

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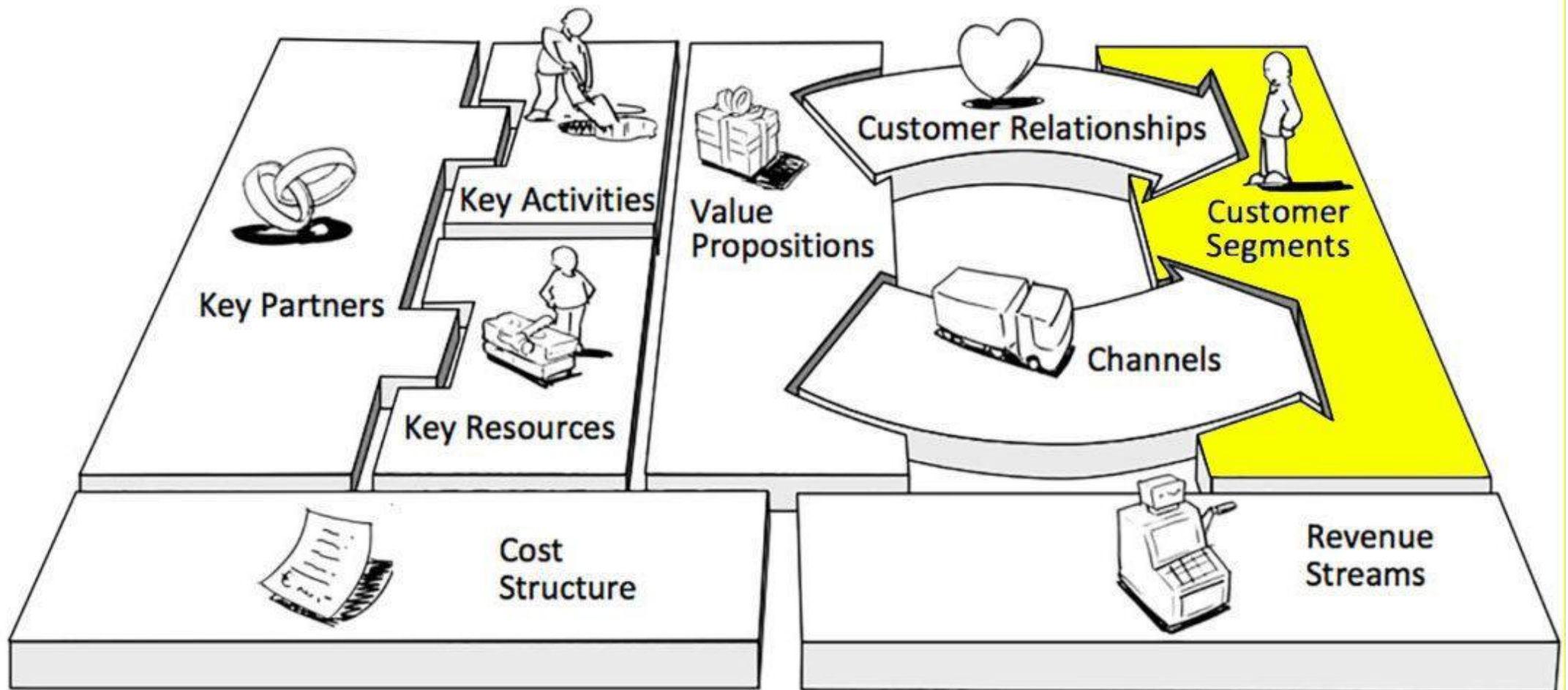
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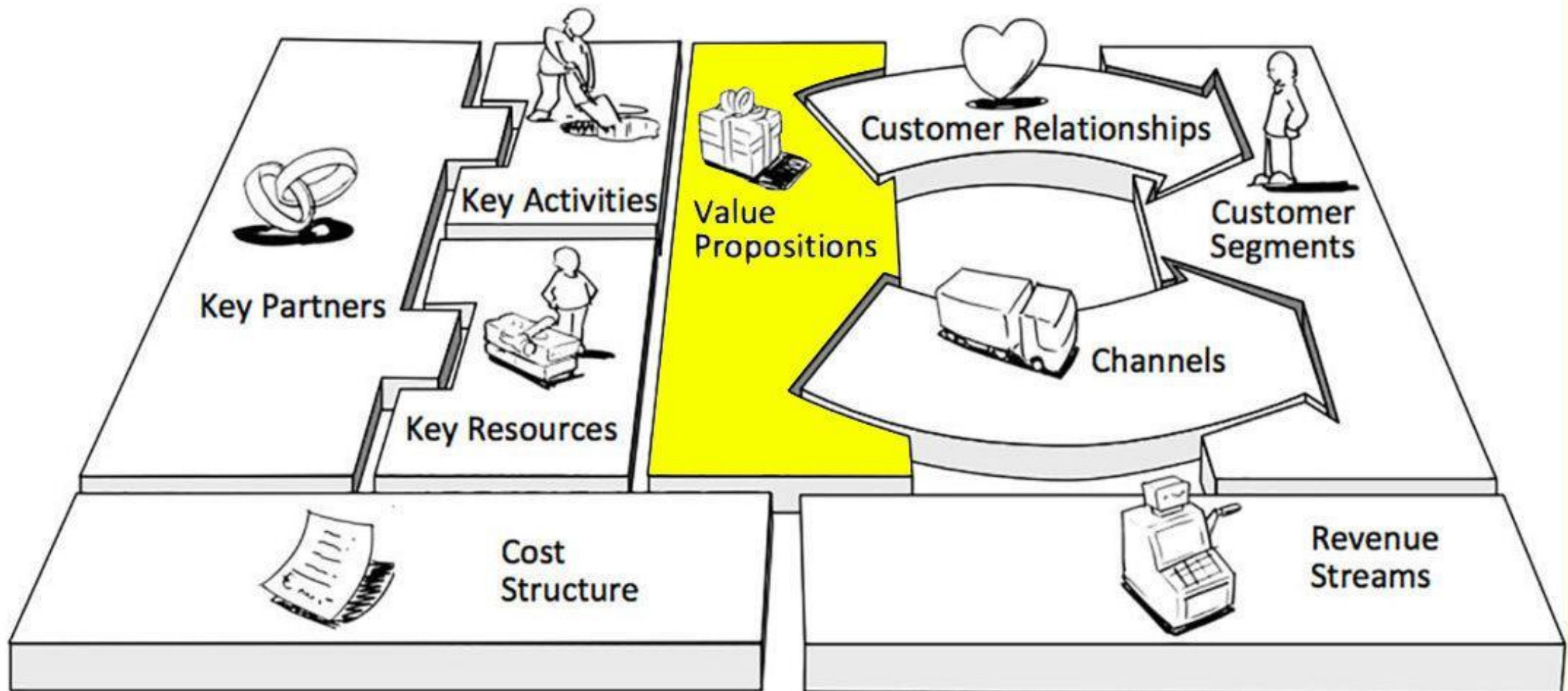
# Key Components for BASIC

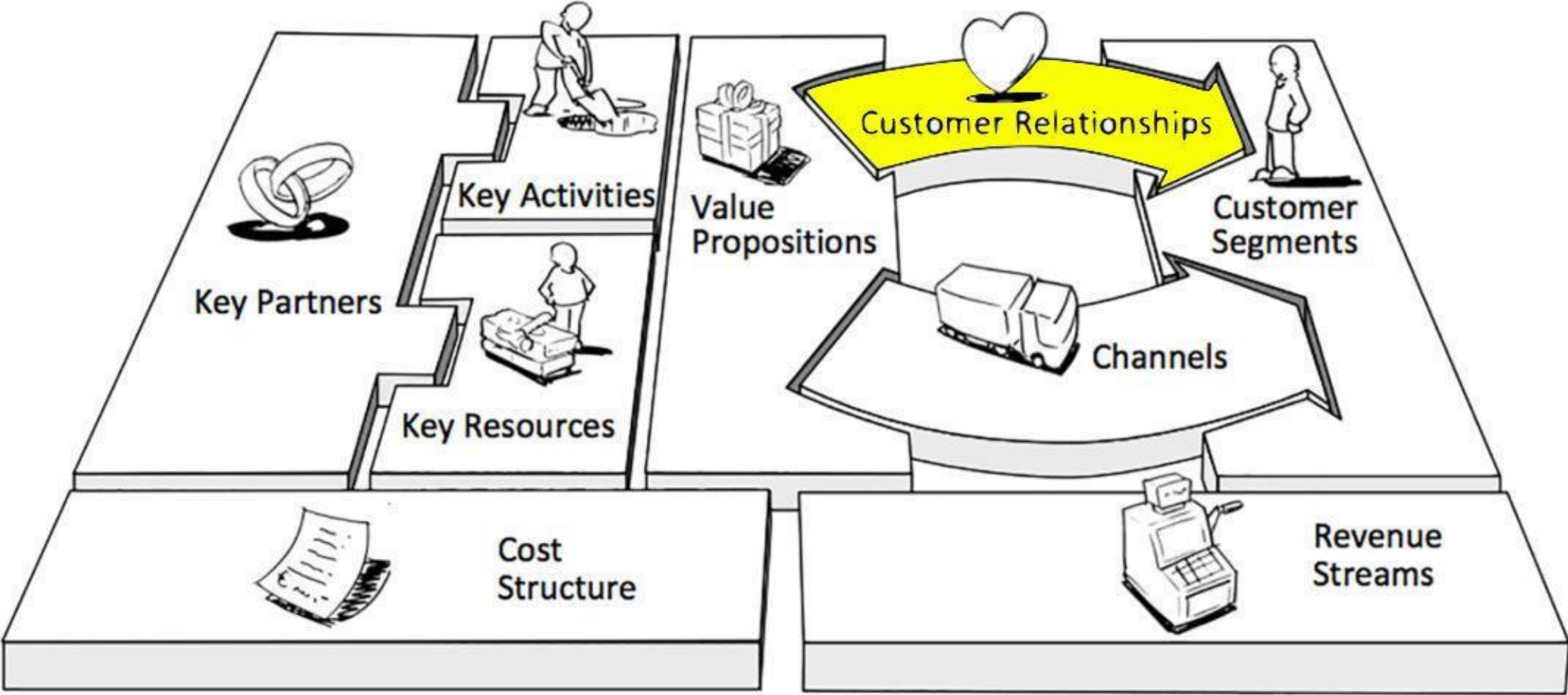
Focus on...

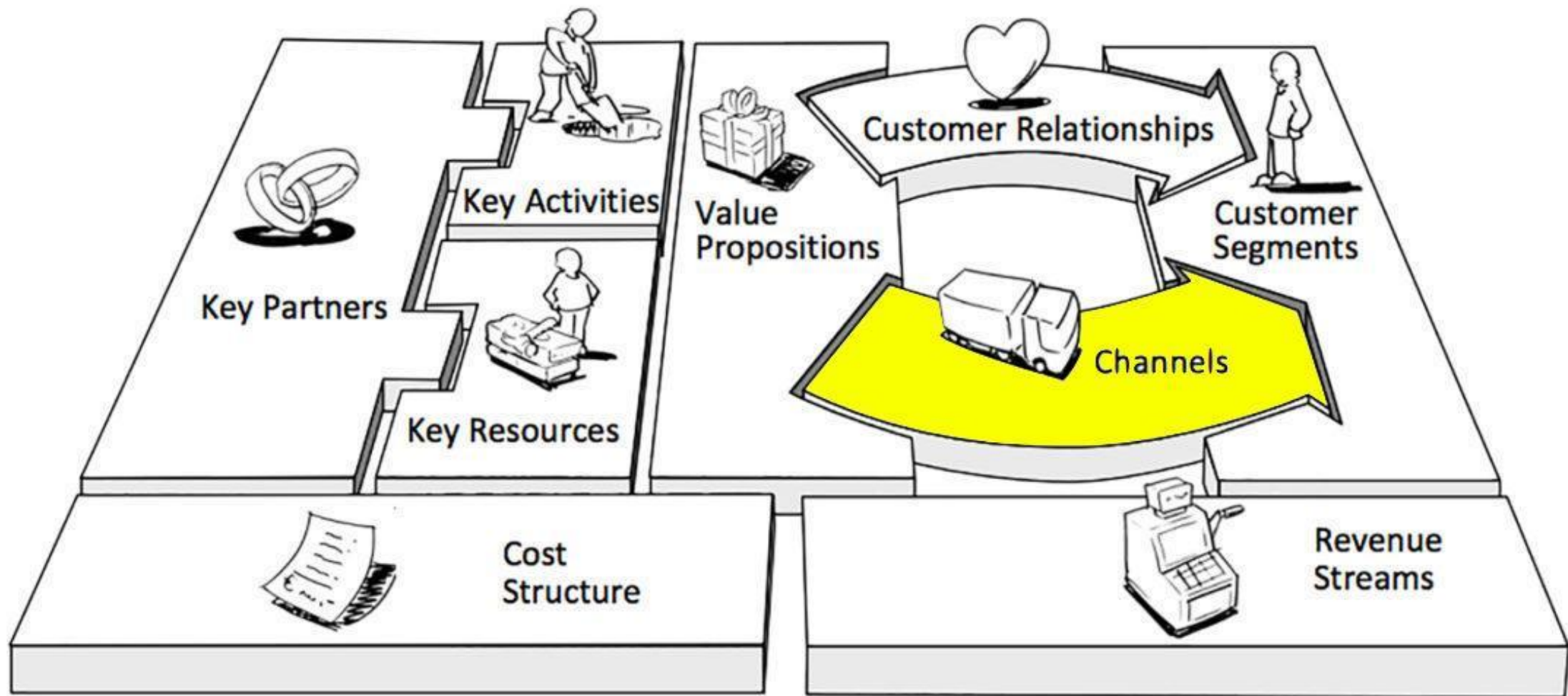
- Value Proposition
- Key Partners
- Key Activities

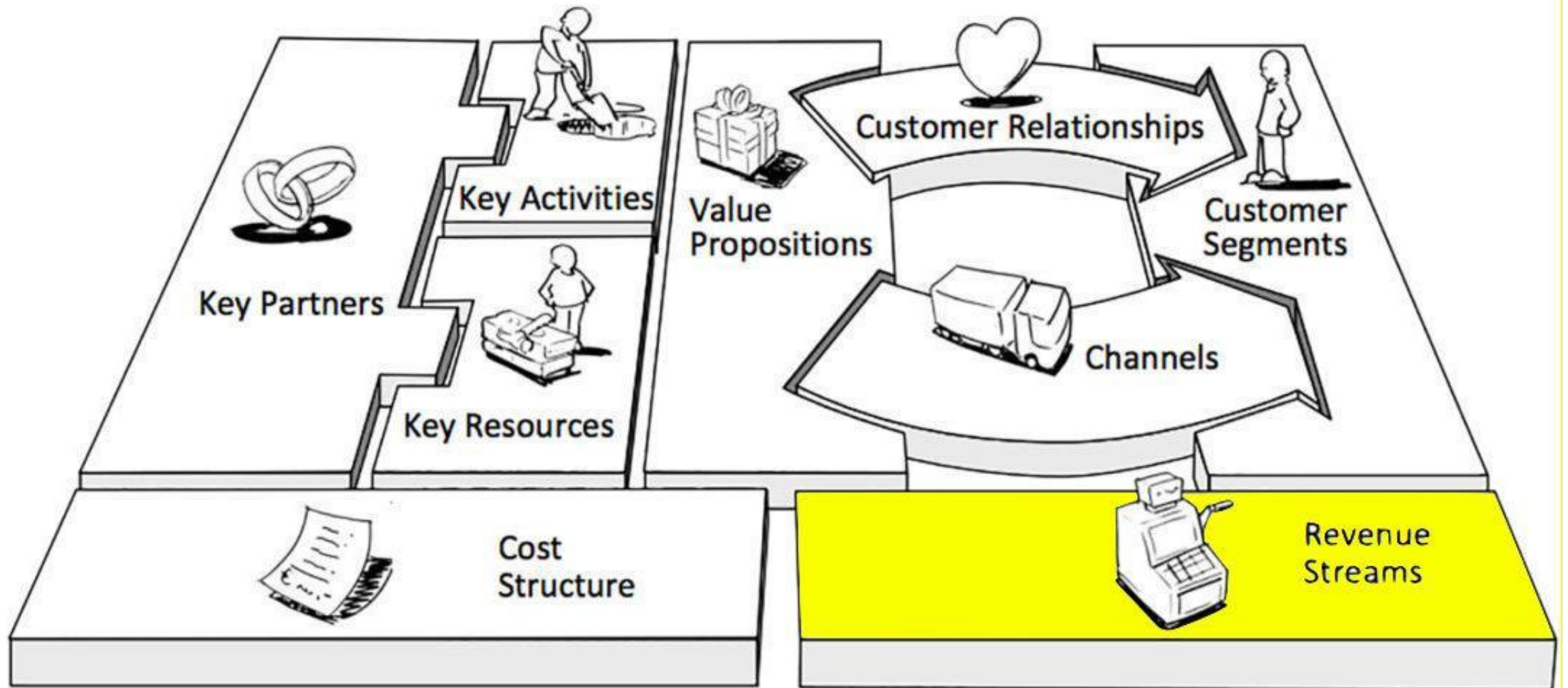


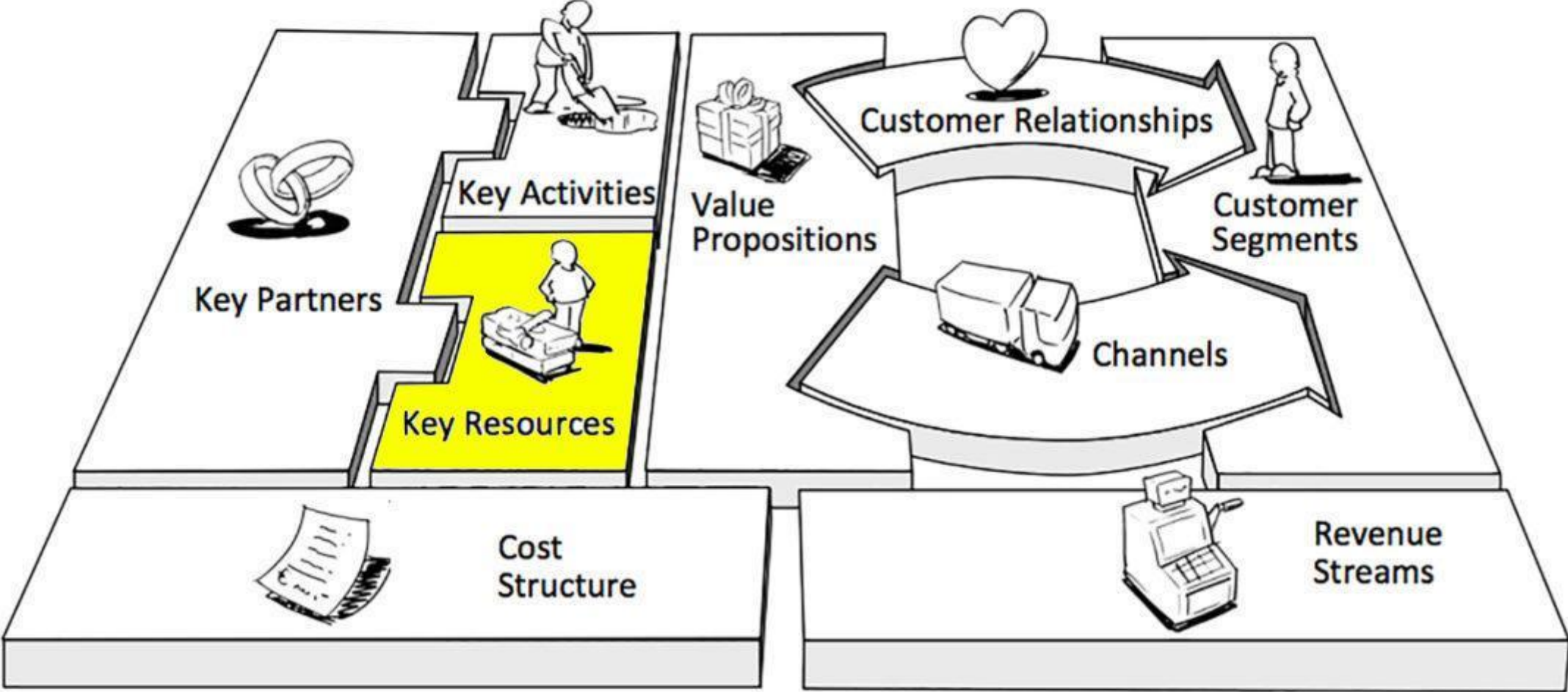




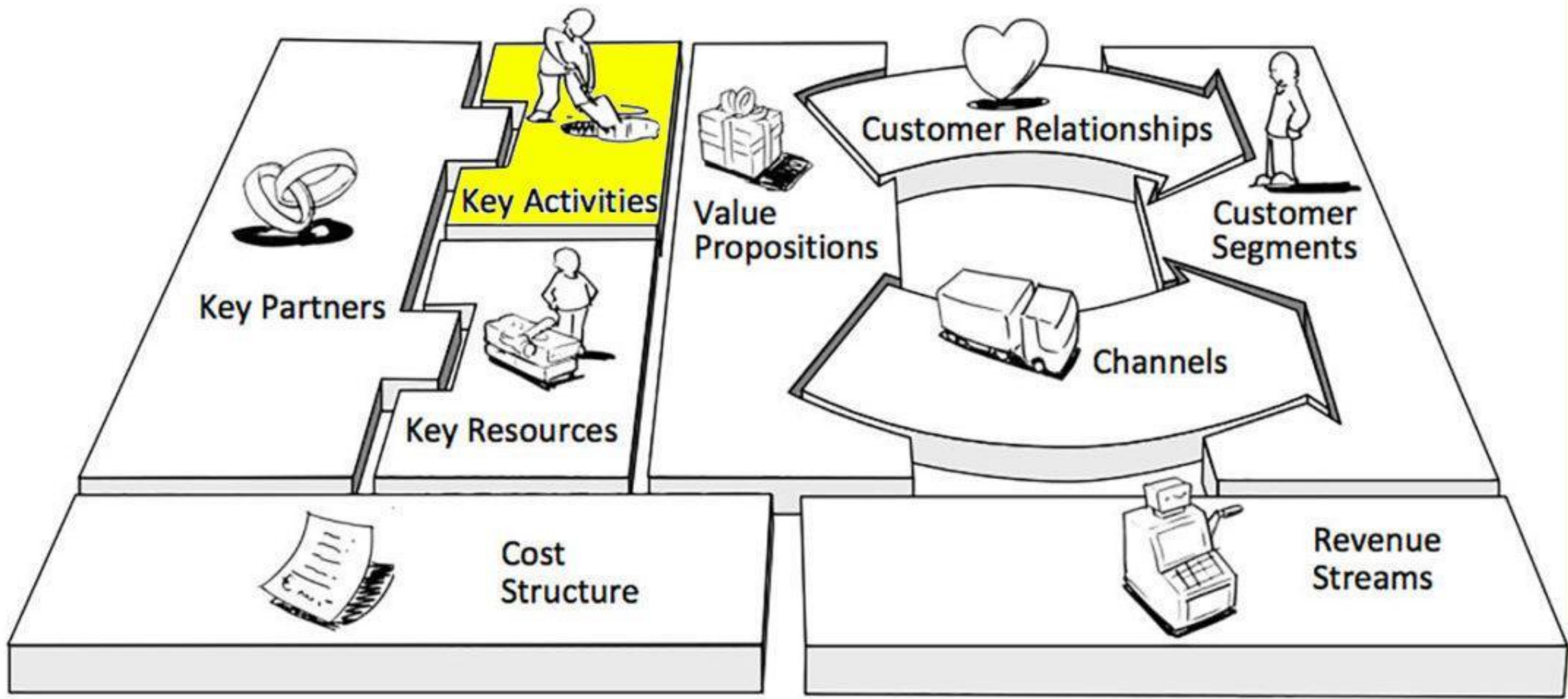


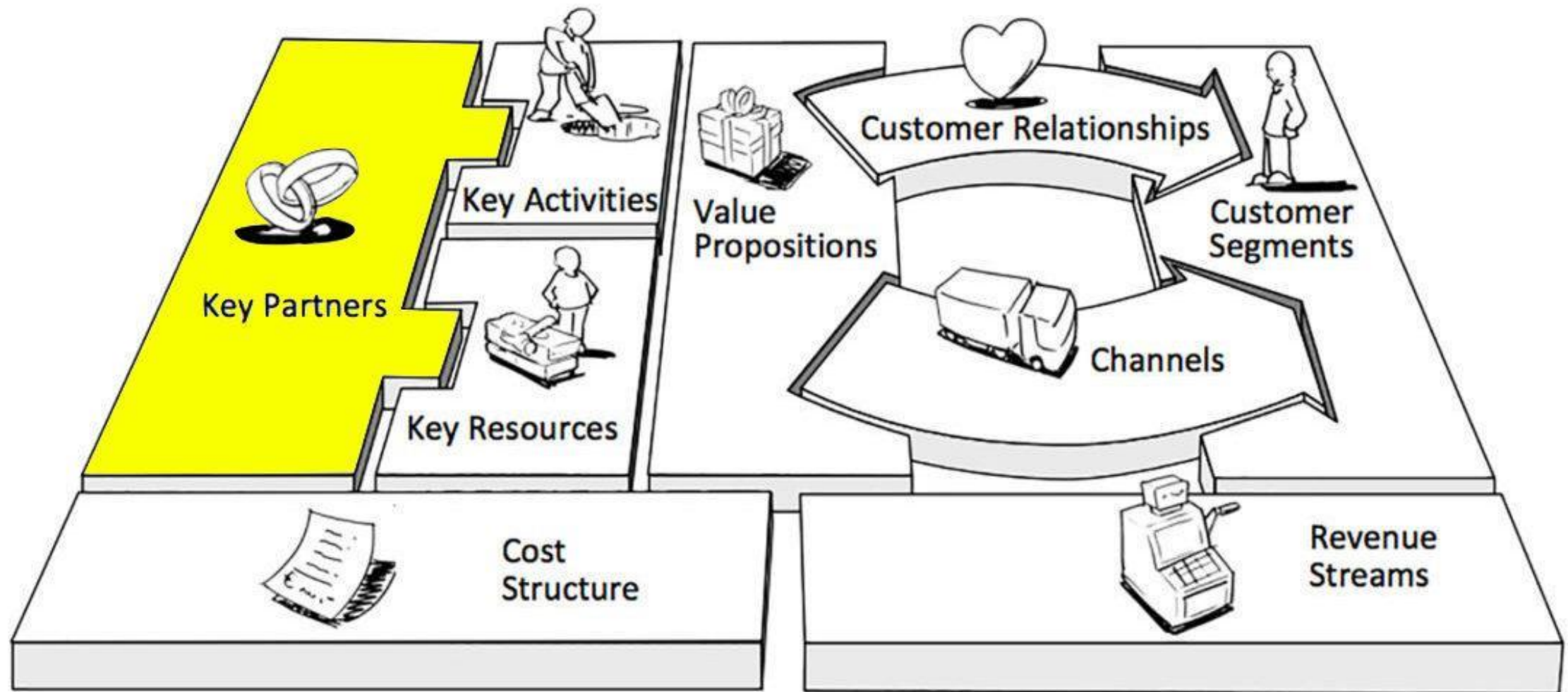


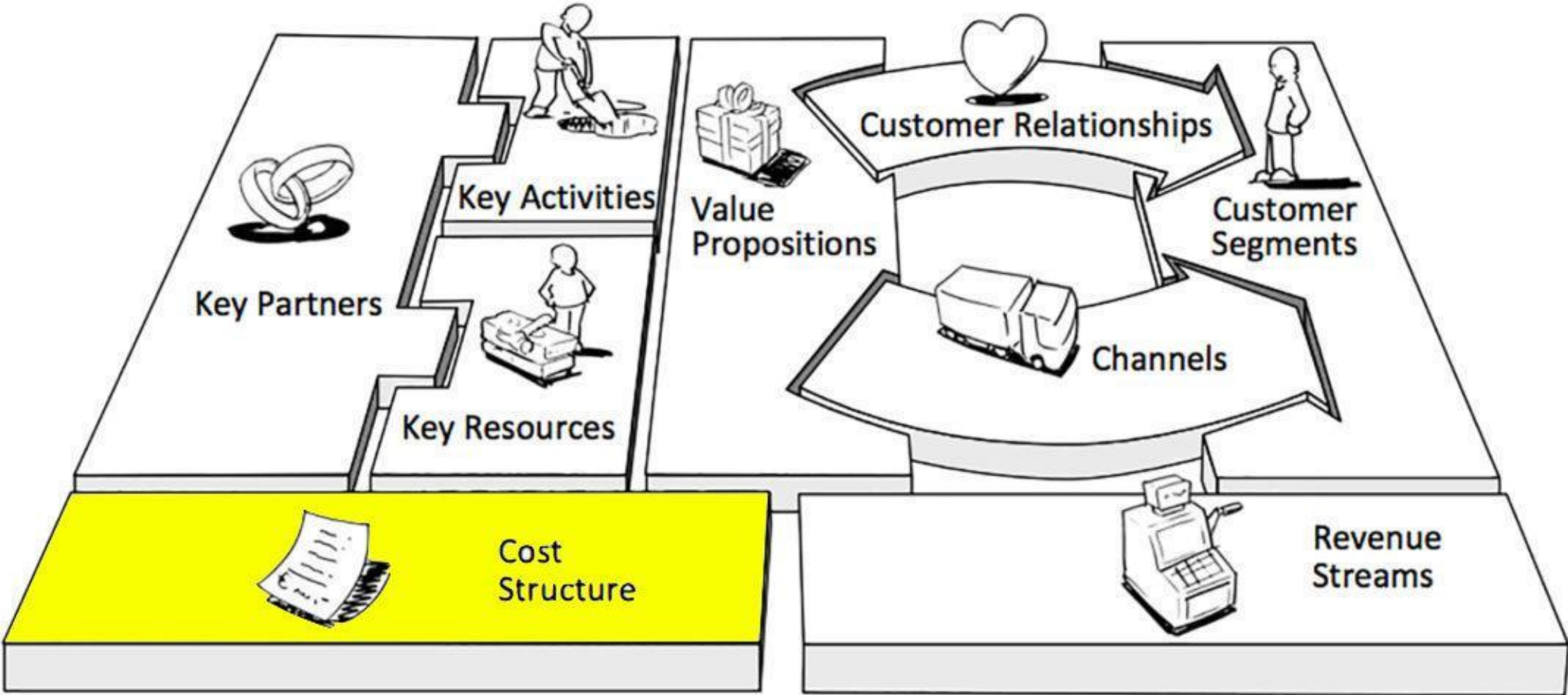












# Business Model Canvas

- Map out your entire business model in one page
- All the pieces you need to create, deliver, and capture value



# Deep Breath

- Thank you to our experts for the insights!
- BASIC Proposal rounds:
  - Round 1: Due July 15
  - Round 2: Due Nov 15
- Want to prep for future rounds? **\*New Option\*** BASIC Research Course:
  - Pilot course, Cross-listed and team taught in Spring '22 OR Interdisciplinary Learning Community (ILC) course set
  - Proposal Due: Aug 30



# Proposal Development + Ideas Fair

- If you have your team, work on your proposal and call in an expert for consultation as needed!
- If you don't have a team yet:
  - Peruse Proposals-in-progress
  - Gather around shared interests
  - Brainstorm BASIC proposals *or* other collaborative projects!
    - BASIC Research Courses (Team taught cross-listed pilot or ILC set)
    - WELL Core sessions or community service projects



# Proposals-in-progress | Team members needed

- Food redistribution & community center for immigrants & refugees in Antioch
- Theatre arts summer/aftercare programs to disrupt school to prison pipeline
- Early literacy through arts integration
- Gamify the Gap: Early Childhood learning skills through apps
- Social media/podcast for medical provider education around addiction, domestic violence, mental health
- Infodemic – Teaching digital and media literacy to diversify tech industry
- Supplemental funding for MNPS schools in greatest need
- Wraparound support for underserved students at Mt. Carmel Baptist



# Proposals-in-progress | Teams established

- Two generation educational supports in Edgehill
- Student run credit union to reduce Pay Day Loan exploitation
- Affordable childcare for Belmont faculty/staff and Edgehill community families
- Integration of Humanities and Classics into vocational and life skills

