

An HHS IDEA Lab Training

The Ignite Experience

Dec 3, 2015

For Finalists of the

HHS Ignite Accelerator

Intros...

Recap...

Why don't ideas take off?

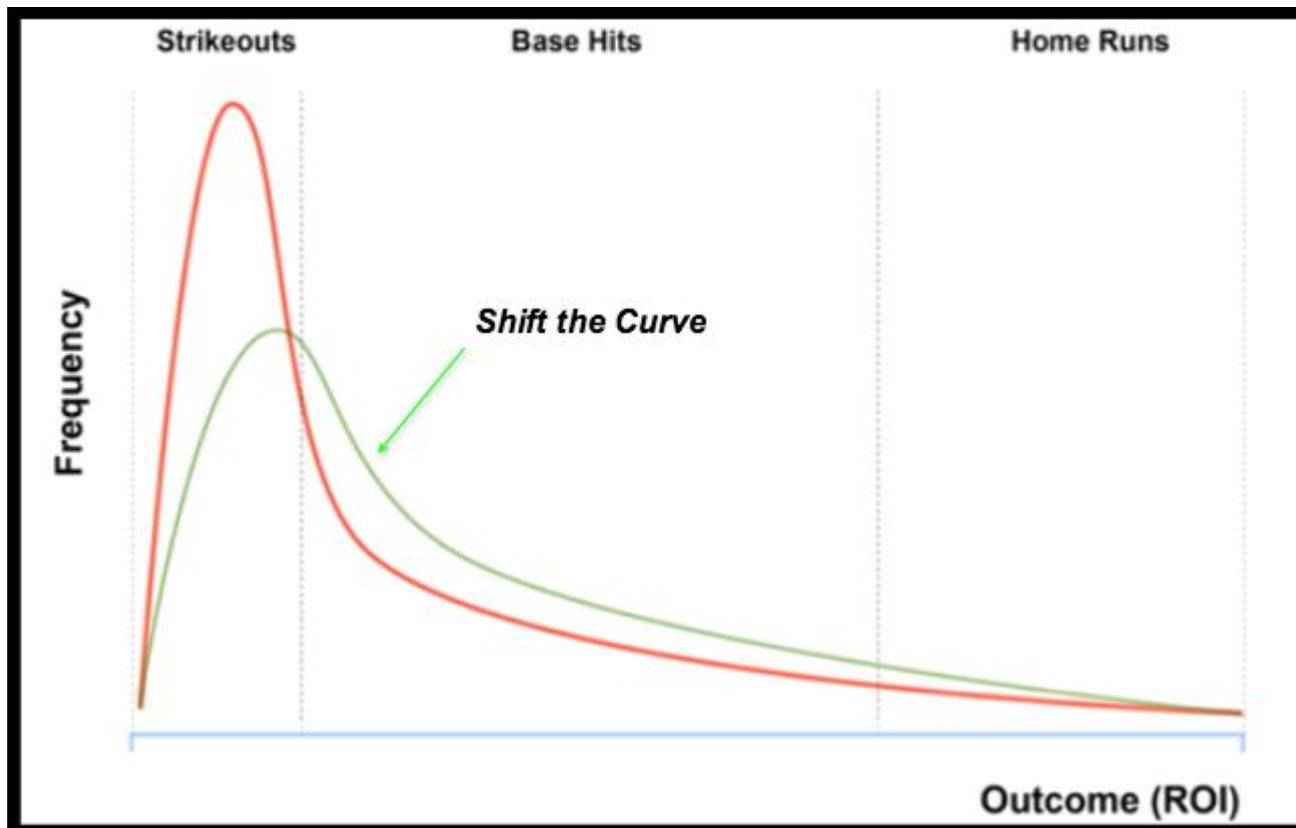
Why don't ideas take off?

1. They're bad ideas

Why don't ideas take off?

1. They're bad ideas

2. They're good ideas poorly communicated.



Principles / Concepts Introduced

Customer Segmentation

Value Proposition

Customer Interviews

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic

Beneficiaries

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic

Beneficiaries

SME

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic

Beneficiaries

SME

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic

Customer Segmentation

End-Users

Decision Maker

Payer

Influencer

Recommender

Skeptic



Stakeholders

Customer Segmentation

End-Users

Customer Segmentation

End-Users

- The person with the problem you're trying to solve.

Customer Segmentation

End-Users

- The person with the problem you're trying to solve.
- The person whose behavior you want to change.

Customer Segmentation

End-Users

**During this phase...
try to talk to 10 end-users.**

Value Proposition

The benefits your customers
derive from your product,
service, or process
improvement.

Value Proposition

The **benefits** your customers derive from your product, service, or process improvement.

Value Proposition

“Customers don’t care about your
idea, technology, or product...”

Value Proposition

“Customers don’t care about your idea, technology, or product...

they are trying to solve a problem or satisfy a need.”

Value Proposition

“Customers don’t care about your idea, technology, or product...

they are trying to **solve a problem** or satisfy a need.”

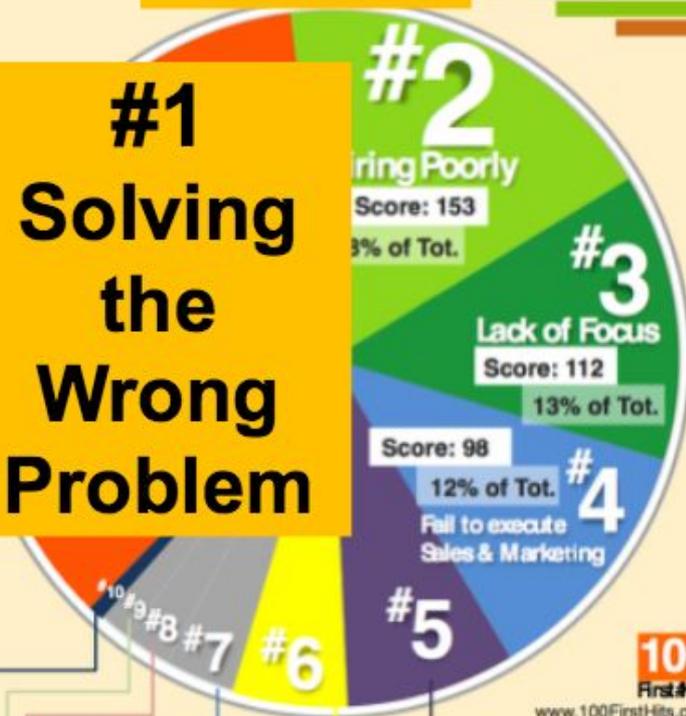
TOP 10

STARTUP MISTAKES



TOP 10 IGNITE MISTAKES

**#1
Solving
the
Wrong
Problem**



100
FirstHits

www.100FirstHits.com

8. Spending Too Much Money 18 (2,1%)

9. Failing To Ask For Help 12 (1,4%)

5. Not Having The Right Co-Founders 66 (7,9%)

6. Chasing Investors, Not Customers 45 (5,4%)

Therefore

Talk to your customers to better understand their (biggest) problem, their (biggest) pain points, their motivations and desires.

THEN you can change their behavior.

Some of you probably...

Have data

Have read the literature

Have talked to your customers

Some of you probably...

Have data

Have read the literature

Have talked to your customers

Why don't ideas take off?

1. They're bad ideas...
2. They're good ideas poorly communicated....

Customer Interviewing Tips

1. Don't pitch or talk about your idea or solution
2. Do more listening than talking. Use precious time to learn.
3. Ask open-ended questions
4. Your questions should try to invalidate your hypotheses about your project.
5. Disarm "politeness"
6. Parrot back to confirm. Interrupt when you don't understand.
7. End with: "What did I forget to ask?" "Is there anyone else you think I should talk with?"

Customer Interviewing Tips

At this point...

Better to call them “casual conversations” instead of “interviews”.

Kick back and get to know what their life is like. Maybe buy them coffee?

Compare / Contrast

Standard Gov

Ignite

Standard Gov

- Talk to experts

Ignite

- Talk to customers

Standard Gov

- Talk to experts
- Reference the literature

Ignite

- Talk to customers
- Reference a customer

Standard Gov

- Talk to experts
- Reference the literature
- Quantifiable data

Ignite

- Talk to customers
- Reference a customer
- Qualifiable data

Standard Gov

- Talk to experts
- Reference the literature
- Quantifiable data
- Solve big problems

Ignite

- Talk to customers
- Reference a customer
- Qualifiable information
- Solve small problems

Standard Gov

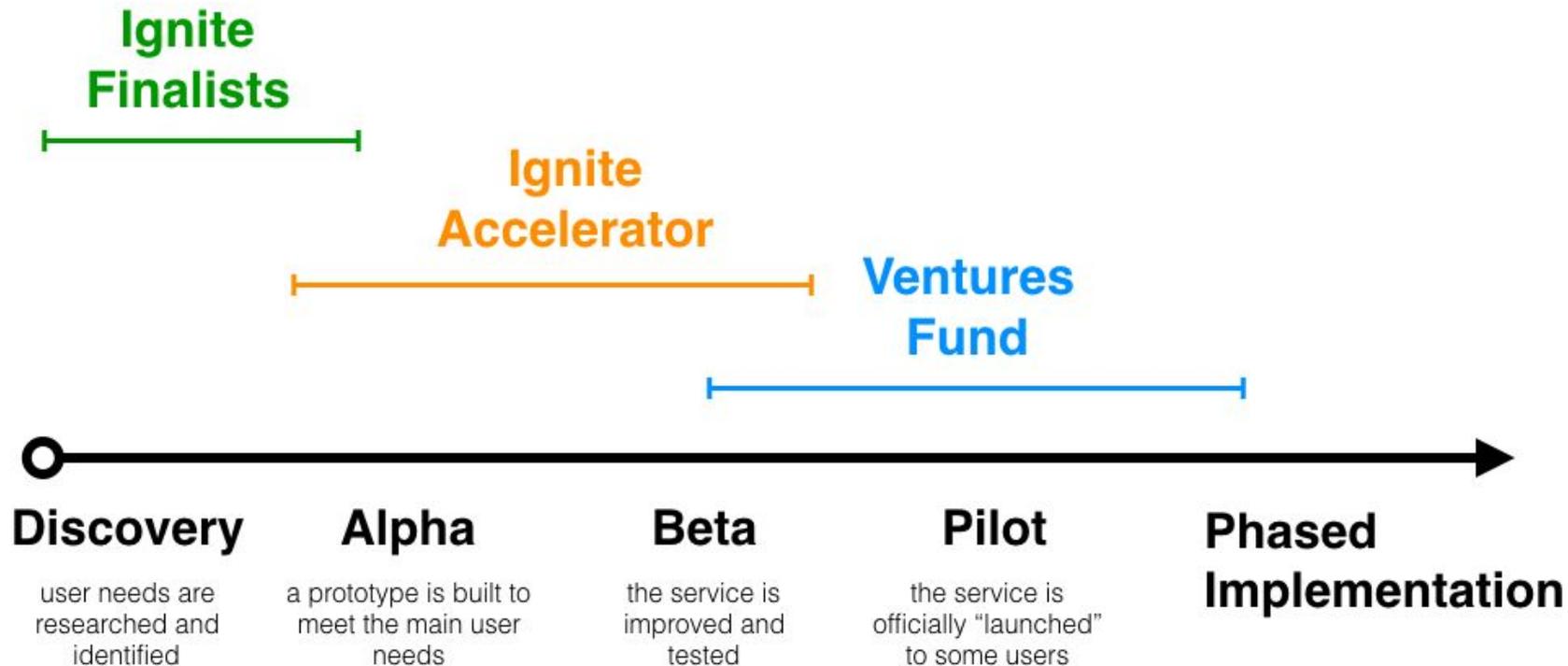
- Talk to experts
- Reference the literature
- Quantifiable data
- Solve big problems
- Ensure high n value and structured survey

Ignite

- Talk to customers
- Reference a customer
- Qualifiable information
- Solve small problems
- Often 7 (good) convos is sufficient to see themes

Strategy

Our Innovation Pipeline



Project stage definitions adapted from 18f.gsa.gov

Dec 1 @ 1-3pm ET

Igniting Discovery

Dec 3 @ 1-3pm ET

The Ignite Experience

Jan 12 @ 1-3pm ET

Storytelling & Making the Pitch

Week of Feb 8

You Pitch Your Project!

Information for Current Finalist Project Leads

Files related to your experience:

- [Project Idea Mad Lib Template \(PDF\)](#)
- [Design Thinking for HHS Ignite Teams \(PDF\)](#)
- [Lean Startup for HHS Ignite Teams \(PDF\)](#)
- [Ignite – Former Project Leads \(PDF\)](#)
- [The 47 Finalist Proposals as Submitted \(emailed to Project Leads\)](#)
- **The Dec 1 Webinar: “Igniting Discovery”**
 - [Full 120min Recording \(YouTube link\)](#)
 - [Edmund’s Slides – Customer Segmentation & Value Proposition \(PDF\)](#)
 - [Dean’s Slides – Igniting Discovery through Interviews \(PDF\)](#)

Key Dates

Dec 1 @ 1-3pm ET = Online Workshop: Igniting Discovery

Dec 3 @ 1-3pm ET = Online Webinar: The Ignite Experience (OnΔ)



Information for Current Finalist Project Leads

Files related to your experience:

- [Project Idea Mad Lib Template \(PDF\)](#)
- [Design Thinking for HHS Ignite Teams \(PDF\)](#)
- [Lean Startup for HHS Ignite Teams \(PDF\)](#)
- [Ignite – Former Project Leads \(PDF\)](#)
- The 47 Finalist Proposals as Submitted (emailed to Project Leads)
- **The Dec 1 Webinar: "Igniting Discovery"**
 - [Full 120min Recording \(YouTube link\)](#)
 - [Edmund's Slides – Customer Segmentation & Value Proposition \(PDF\)](#)
 - [Dean's Slides – Igniting Discovery through Interviews \(PDF\)](#)

Key Dates

Dec 1 @ 1-3pm ET = Online Workshop: Igniting Discovery
Dec 3 @ 1-3pm ET = Online Webinar: The Ignite Experience (OnΔ)



Innovation Coaches/Contacts

SW Complex DC (OS, ACF, ACL)

Will Yang uber coach

Blair Corcoran de Castillo

Atlanta (CDC)

Juliana Cyril

Dan Stowell

White Oak (FDA)

Laura Adam

Samir Shaikh

Rockville: Fisher's Lane (AHRQ, HRSA, SAMHSA, IHS)

The HRSA Idea Spring Team! Katrina Jones
Sabrina Matoff-Stepp

Rockville: Medical Campus (NIH)

Andrew Burton the one at NIGMS

Baltimore (CMS)

Elijah Ditter

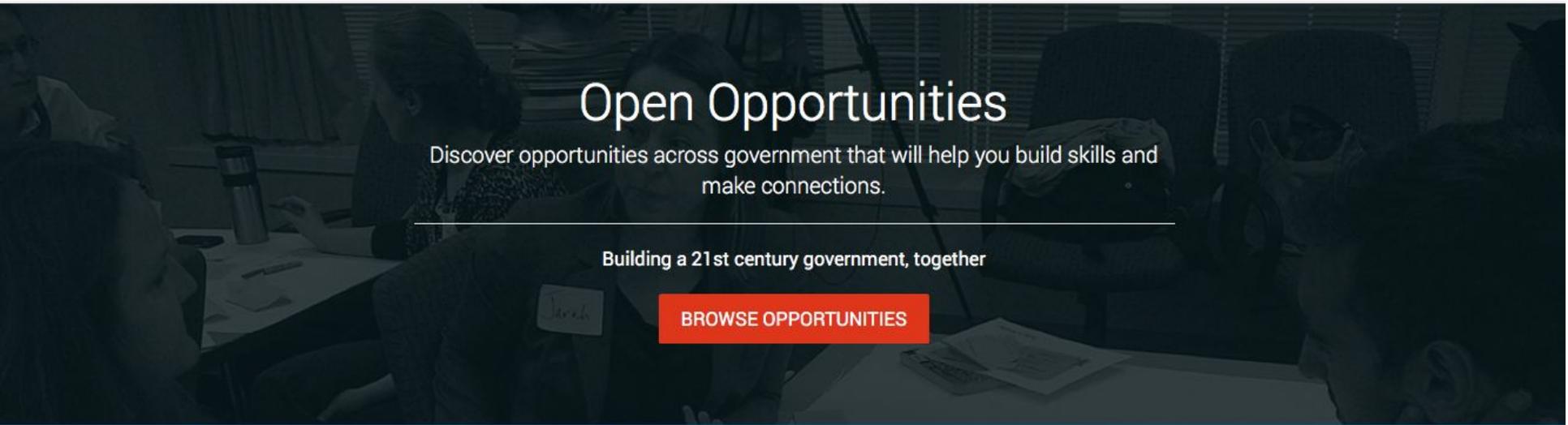
Mindy Hangslaben

Yes...

1. You can change your project

2. You can change your team

- Only one Project Lead
- Only (up to) Two Team Members
- But other contributing individuals get mention



Open Opportunities

Discover opportunities across government that will help you build skills and make connections.

Building a 21st century government, together

[BROWSE OPPORTUNITIES](#)

Why do people get involved?



Project Idea Mad Lib

Customer Segment: Your End Users

need a way to

Things they need to do / Jobs to be done

in a way that

Verb (reduces, avoids, etc)

a Customer Pain

and

Verb (increases, enables, etc)

a Customer Gain

(unlike how _____ & _____ do things)

Competitors / Others in the ecosystem

Our Panel

Break?

Post-event Survey for Dec 1 Attendees (n = 42)

Did you find this webinar training useful?

- No not really = 1
- Some = 2
- Mostly = 13
- Yes it was great = 26

What can we do to help make your life/job easier? (only pick one)

- Connect me with like-minded colleagues that I will meet with on my own time. = 15
- Hold more trainings like this. = 14
- Help convince my boss that this type of work should be more prioritized. = 6
- Just get out of the way and let me work already! = 1
- Other... = 4

Our Panel