**Social-Digital Innovation Initiative
Needs Assessment**

This Needs Assessment is used to create a personalised curriculum –
and help monitor our impact.

Rating system:

1 ★☆☆☆☆ nothing done yet
2 ★★☆☆☆ - thought about it, looked into ways of doing it
3 ★★★☆☆ - have used some tools, confident and will get there in a
few weeks
4 ★★★★☆ - almost there, just some fixing up, will be done soon
5 ★★★★★ - done and is ready to help others in the program
0 ☆☆☆☆☆ - Bonus: opt-out, not doing it or irrelevant for project

List of tasks:

Due diligence
* Ichikawa/fishbone diagram (deep why):
* Superhunch (most impactful and feasible solution(s)):
* Idea validation & exploration:
* Meeting social needs:
* Mission & vision:

Social Impact
* Planning and Measurement (SRS):
* Demonstration (Theory of Change):
* Results-Based Management (RBM) chain (Input-Output-Outcome-
Impact):

Beneficiaries/users
* Identifying users:
* Conducted interviews:
* Redefined product:
* Validated with users:
* Customer journey & value proposition definition:
* Vast&stable user base:

Partnerships and cooperation:
* Mapping other key players:
* Smart networks & identifying allies:
* Setting up partnerships, MoUs:

Financial planning
* Creating a robust financial model:
* Practical financial management:
* Understanding of social investment market (potential financial paths):
* Social business model:
* Business plan:

Team
* Ethics & values:
* New organisational models (Laloux, New Work):
* Project management (agile, kanban, scrum):
* Team health, mental health:

Fundraising
* Short-term, seed money: Crowd-donation, Competitions & prizes, Seed funds:
* Medium-term: Crowdfunding campaign, Major grant applications, Loan or Equity:
* Long-term: Talking to investors, Angel and Impact investment, frameworks, SROI:

Implementation
* Back & front end, software & hardware development:
* Prototyping key activities and products:
* Management and planning, staff, volunteers:
* Branding, sales pitch, sales planning and marketing: