NGI-ASSURE'S SUSTAINIBILITY PLAYBOOK

Get ready to supercharge your project with actionable exercises! This training dives into creating a strong value proposition, understanding users, and strategically sustaining open-source initiatives. You'll assess your solution's potential and test it effectively, ensuring success from start to finish.

1. VALUE PROPOSITION

Unlock the secret to a winning value proposition in this workshop! Learn to define target users, pinpoint their needs, and craft solutions that stand out. You'll prioritize effectively, explore alternatives, and ultimately create a powerful Zen Statement that captures your unique promise, ensuring your product or service resonates and outshines the competition.

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2. USER PERSONA & JOURNEY:

Master the art of engaging your audience in this training! Learn to create detailed user personas, understand their behaviors, and address their pain points. We'll guide you through refining your marketing strategies and explore each stage of the user journey to enhance your approach. Gain valuable insights to better connect with your target audience and elevate your engagement efforts.

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3. OPEN SOURCE CANVAS:.

Unlock the power of the Open Source Canvas! This session guides you through a strategic tool designed to refine your value proposition and user personas for open-source projects. Learn to define target users, craft unique solutions, build community engagement, and outline sustainable business strategies, all while focusing on key aspects like costs, resources, and revenue. Join us to effectively strategize and ensure the long-term success of your open-source initiative.

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NGI ASSURE

4. SOLUTION POTENTIAL ASSESSMENT:

Elevate your project's potential with the Solution Potential Assessment! This training pill guides you through a six-section tool to evaluate user segments, competitive advantages, and market readiness. You'll identify critical strengths and weaknesses, ensuring your solution fits the market and stands out. Join us to strategically assess and enhance your project's long-term sustainability.

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5. TESTING YOUR SOLUTIONS:

In this final workshop, we present a practical plan to test your solutions, ensuring they align with user needs and expectations. Learn to validate assumptions early, optimize resources, and refine strategies by defining key hypotheses and selecting experiments. We cover no-code tools for quick tests, tracking KPIs, and analyzing results to create a more robust, user-centric solution. Join us to master the art of testing and validating your innovative ideas for long-term success.

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EXTRA MATERIAL
TO DEEPEN SUSTAINABILITY KNOWLEDGE

Melanie Rieback—When business models are conflicting with security

Discover how Melanie Rieback exposes the hidden conflicts between business models and cybersecurity, and why open-source might be the key to a safer digital world!

Post Growth Entrepreneurship @ UvA 2023

Post Growth Entrepreneurship class at the University of Amsterdam (Economics and Business Faculty), Jan-Feb 2023.