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Social Innovation for Business: Develop & Test

The Social Innovation Spiral

A social innovation (SI) can create a platform for collective creativity in your business. Once you have an idea, why not have some fun testing it? SI often works best when it moves directly into practice. How can you do that?

Tests and Trials

Keep these principles in mind as you progress your idea.

- Safely test your idea in a practical setting as soon as feasible.
- Deliver the core feature of the product or service.
- Collect data on customer and expert feedback, costs, and performance.
- Adapt and loop improvements back into the testing cycle.

Proof of concept

Prototypes are early versions of the product/service. Test the prototype and ask users for feedback on the idea (this is proof of concept) not just the prototype experience. Ask them to assess, rate and/or refine the product or concept.

Open testing

Often it's useful to open the testing process to allow anyone to give feedback. This can be done both in person or online.

Finance for emerging ideas

There are many financing tools for these early stages, but maybe you don't need any money and people power is enough to get started.

Prizes and public challenges

Even a small amount of funds can stimulate lots of energy for testing. People love prizes and competitions. Why not give it a shot?

