The Value Proposition Canvas

Value Proposition

a centralized, dynamic wiki product to share knowledge and prevent overlapping innovation programs in refugee interventions

Customer Segment

knowledge "customers" – UN Refugee, UN OCHA, State Department cluster members, chief innovation officers, partnership directors and nonprofit princi-

Products & Services

- collaborative and dynamic documents (a la Google Sheets)
- at-a-glance project and innovation database
- personnel resource and directory
- shared vocabulary
- social & community features for validation and brainstorming
- distributed collaboration and problem frameworks
- onboarding dissimilar organizations through standardized system

Gain Creators

- saving time and energy searching for potential partners
- uncover valuable ideas on the margins
- identifying aviailable technology and bandwidth
- replicable technology model to deploy across other humanitarian crises and global development challenges
- create symmetrical and measurable roles for partners and practitioners
- elevating key voices in specific areas of expertise
- community and conversation
- cultivate smaller best practices in crisis pedagogy
- demystify the crisis and redefine the refugee for influencers
- standardizing language and collaboration
- sustain and elevate creative means of public engagement

Pain Relievers

- reduce and remove resource competitiveness among NGOs and nonprofits
- defining innovation parameters
- on-demand ideas
- validate specific and tangible contributions from key leaders

Customer Job(s)

- elevate concerns in real time
- verify legitimate programs
- unlock valuable fundraising avenues
- shared vocabulary around development issues
- identify new opportunities for organization (nonprofit, NGO)
- discover and disseminate new methodologies
- prove efficacy of "innovation" teams & FTES
- differentiate short and long term humanitarian interventions
- identify relevant target partners

Gains

- networking
- new and unexpected partnerships
- policy, issue and technology expertise recognized
- deploy excess capacity more effectively
- organized workstreams & flow
- save time and key resources
- reflect and learn from failures
- capitalize on window for "new"

Pains

- waning public interest
- differing perceptions of refugee and migration interventions
- compliance with UN guidelines
- international coordination
- disengaged private sector
- lack of centralized repository
- no "silver bullet" in crisis
- misunderstood internally
- counterparts' desire to prove creativity and/or intellect
- overemphasis on novel approaches – remaking the wheel
- competitive nonprofits/NGOs

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