

COMMITTEE MEETING ACTION SUMMARY

Committee: Future Opportunities Committee

Meeting Date: February 3, 2015

Time: 7:30-9:00am

Location: Chamber of Commerce

Meeting Chair: Bill Brooks

In Attendance: Bill Brooks, Eric Tetland

Staff: Kent Smith-Windsor, Kevin Meldrum, Czarina Catambing

LEAN START-UP

1. Goal
 - a. Two characteristics of people: paralysis by analysis and fear to fail
 - b. To make people aware that this tool exist and your competitors may use it
2. Biggest concepts needed: accountability, minimum viable production, illustrations/samples
3. Part I-- Possible Ideas:
 - a. Future Forum on Lean Start-up
 - i. First: Seminar
 1. Find need through survey
 2. February 26: Raise concern to Innovation Place event attendees
 - a. Get together a week before to draft survey
 - b. Possible audience: Futurepreneur, women's entrepreneur, Wilson Centre, Hackathon participants, JCC.
 - ii. Second: Comparison between Lean start-up and design thinking
 1. Are there people who can explain Lean Start-up in their perspective?
 - iii. Third: Presentation that allows people to do something. Adds interaction.
 - iv. Fourth: reference/library/tools for people about lean start-up, lean start-up for larger organizations, design thinking...And get forum questions.
 1. Why? Lean start-up is not for everyone.
 2. Some businesses needed business model to take idea to success
 - v. Fifth: Success Stories about Lean Start-up (Kevin)
 1. Challenge: people are protective about productions, but what we're looking at the process. Push for the process, and see how it fits with their business
 2. Can use webinars

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- vi. Fourth: What is it good for? When is lean-start-up or design thinking good to use? Where has it been most successful?
- b. Additional ideas
 - i. Speed dating for ideas (Kent)
 - 1. How do we make participants more accountable in delivering their ideas?
 - ii. Hackathon-style event (Czarina)
 - 1. Lacks accountability, as well.
 - 2. Czarina will prepare a proposal for this idea
 - iii. “Lean Start-up-a-thon” (Kevin)
 - 1. Younger people will learn from those who have been there
 - 2. For people from larger organizations
 - iv. “Idea Marketplace”
 - 1. Cost of entry is business idea
- 4. Part II-- Why go to Saskatoon?
 - a. Create platform to make moving to Saskatoon more attractive