



Ideabook

Discover  Connect  Contribute



Founders

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 Created:

September 2022

Pop Up Think Tank



How this Ideabook was made

30+ participants. 2 co-founders. 1 facilitator. 90 minutes. Pitch + Overview with Founder Interview. Breakout ideation groups focused on 3 key questions. Final survey.

How to use this Ideabook

Read through each idea. No judgment. Simply survey what is here. Scan. Observe it. Then, read it again. Cross out what 'doesn't fit.' Mark a question mark to follow up or learn more. Star or underline intriguing ideas.

Likely, a few ideas will stand out as both easy and high-impact. Don't forget to SCAMPER: S - Substitute; C - Combine; A - Adapt; M - Modify; P - Put to another use; E - Eliminate; R - Reverse.

People, then ideas

Ask for follow ups. Get help. Delegate. People want to help & contribute.



Space for notes/comments

Round 1

Value Prop

We believe innovators/founders will use CrowdSolve to move their new business forward. But who pays for it? And, what would they need to see/experience to want to pay for it?

Businesses that want to fund climate action (emissions reductions, adaptation impacts)

Organizations that want to support climate action/innovation. They need to see CrowdSolve as a credible accelerator of climate action

The founder pays for it after a pitch that explains the value of \$3200 enrollment fee

Insurance companies - are the ones most directly in the line of fire. Are they armed with the knowledge to mitigate climate risk to protect their investments? Is there an opportunity to arm them with the info/data?

Grants to fund CrowdSolve climate innovators

Corporate sponsors and public companies with an investment arm.



Round 1 cont'd

Platform integration into crypto
State-level funds that can be harnessed to support climate innovators
Membership- founders would pay to be part of the platform.
SOLV tokens and CrowdSolve - intentionally spelled differently, and will it create misspellings in either situation?
Mentors or other stakeholders buying into the process for potential future rewards
DAF was set up to pay the enrollment fee from high net-worth individuals who care about climate with a large pledge
Set up a matching program to accompany a DAF plan
Government should be invested, aware of options, needs to be a part of the conversation
Would need to see how it [innovation] solves the climate problems locally in their cities
Want to see the constituents voting them into care about the problem/solution"
Innovator stories
Subscription contributions from regular net worth folks

Investors who want access to and track early-stage innovators
Pooled funds rather than picking winners
General public - people interested in problem/solution - a la Wefunder
Who pays for it - venture responsibility. Take it and put it into the SOLV tokens. Would need to see ROI, potential recognition, and meaningful (intrinsic motivation).
We need to see the quality of innovators on the platform.
Corporate ESG disclosure stat - leader boards
tax incentives to individuals for participating - funding - innovations
What they need to see - a percentage of success. Not all going into a black hole.
If investors want to pick winners, some portion of their buy-in will go to support other innovators/organizations on the platform
Donation subscription joining a community that keeps donors/investors updated on what's happening with the founders/businesses
Reinvent the carbon footprint for the individual to invest in innovations
Would they need to see how this is different from other incubators?
Grant money
Schools (K-12, Universities) with entrepreneurship programs]



Round 1 cont'd

Why did CrowdSolve start. The why will appeal to the investors who care and are invested in climate change and hope/good for future generations.

The quality of the story.

How this will be a good utilization of limited resources?

Universities pay the enrollment fee for a founder democratizing the language - storytelling

Investing in streamlining and becoming a B corp.

The investment would count to points to become a B corp.

Have to pick companies/founders that have a decent shot of success. Active investor cares about their clientele and will be able to help guide them to be successful.

Building community (events et al.)

Case studies

Partnership program where graduates pay it forward for an up-and-coming founder

Other incubators for innovators that don't make it into their programs



End Round 1



Space for notes/comments

Round 2

Mentors

CrowdSolve wants to create a powerful experience for its mentors. What ideas do you have to create a meaningful, valuable experience for its mentors?

Something that provides feedback or shows that the mentor has been productive. Newsletter, feed, etc., showing where the innovators are today so the mentors can see actionable insight.

Sense of community and building a network for mentors as an add-on value

Engaging materials and resources. A compelling story from the innovator to engage and validate what the mentor is looking for or what the innovator is offering.

Teach founders to honor their mentors publicly in their updates, etc

gamification - leaderboards, perks, swag, etc

Structure and support, tools, process, and supporting resources, so it's not totally on them to wing it and figure out what they're supposed to be doing

Badges - progression - "earning your stripes"



Round 2 cont'd

Mentor journey - steps and feedback along the way. Blurbs with things to think about. If innovators have a journey that is specific to them, something the mentor follows along on the same journey.

Ability to see my startup's progress

Introductions for mentors to the developing network of the business. Tools for networking ownership opportunities innovations on CrowdSolve

Asking mentors what they want to receive in return

Ways to measure the impact they're personally having on the mission, the impact on the people they're working with

Ownership opportunities in CrowdSolve

Access to big thinkers and high energy creative people who want to change the world

Creative data visualization to show impact!!!

Innovators introduce mentors to investors, talent, other innovators, etc

Mentor happy hours!

Community amongst the mentors. Networking or platform for sharing ideas.

Relationship building with the org you're mentoring, so it doesn't feel like a transaction, would foster vested interest

Getting to know the innovators well and what is driving them. Connecting mentors and innovators with similar passions, experiences, etc. A matching system.

Incentivizing mentors to give more and more time with some financial compensation - solv token, tax break

Mentor scoreboard that makes it clear how to inform the mentor of the progress their mentorship is contributing to

Quantify co2 reduced - attributable to innovations that mentor has helped along the way
hours to tons of co2

When mentors sign up, they fill out a form. Why are they here, why do they want to help. The system matches or pushes innovators to them.

Being involved in everyday questions/challenges, the ability to get involved in a more casual way

Public recognition (brand, name, value alignment, association)

promotion element - call out to existing/prior mentors

Special t-shirt and hat to wear when mentoring



Round 2 cont'd

Ability to be "on call"

SOLV tokens (as currency)

Professional development for the mentors.

Continuing education credits

Set preference for level of involvement. Spectrum
- on-call to just in meetings

Structured learning around what makes a great mentor. What does into being a great mentor, and how you can be most impactful to their business?

Instant gratification with the SOLV tokens. How can they monetize the tokens for themselves, if they're not giving it back to their innovators?

Help mentors understand how to mentor. Office hours.

Overlap with mentors and investors, what opportunity do mentors have to become investors?

Climate Mentor Certification. Training & rules of engagement for making an impact.

Ability to re-invest in the CrowdSolve community (we think the direct financial reward is counter-productive to the relationship)

Access to the CrowdSolve network/community
access to other mentors

How do mentors bring others into the community? As a mentor, investor, sponsor, etc, and is this rewarded with add'l tokens?

Ensure their time is respected, not letting it balloon into something larger but still ma

Speaking opportunities (paid and unpaid), community events.

Help the mentor select specific areas to mentor that they're strong in and help them leverage the learning opportunities in areas they're not as strong



End Round 2



Space for notes/comments

Round 3

Sponsors/Accelerators

CrowdSolve is an ideal partner for organizations and individuals already helping climate and energy innovators. How can we take these partnerships to the next level?

Provide partners with free events with ice cream buffets

Networking opp for different groups (orgs) to get together.

Put dollars towards innovations working on specific [corporate] initiatives - specific problems that they're addressing - that have a positive feedback

With the urgency of climate change, create collision events where the synergy or collective energy that comes out of it is most impactful.

Companies can "adopt" a climate tech company.

Rejection benefit for existing accelerators/incubators

B corp partnership. Partnerships earn tokens for getting b corp status.

Ask partners what can take these partnerships to the next level. Go to the source! Ask about incentives.

Partnership other than dollars - e.g., sharing time, sharing space, sharing ideas, etc. - i.e. collaboration



Round 3 cont'd

Value add for companies that do make it into other Accel/Incubators

Feeding CrowdSolve innovators to or back to other Accel/Incubators - almost like a vetting or preparation process ahead of application

Use a DAO to standardize the rules of engagement for organizations.

Platform to share stories, the visual impact of innovators and mentors, and playbook progress (as a checklist).

tracking the lifecycle of a funded innovation

Asking what would be valuable to partners. Offer services and resources at a discounted rate.

Create a network and offer value and discounts around membership."

Use platform as networking opportunities.

data! tracking, sharing, amplifying (layering analysis)

requirement for early-stage investors

Other incubators could use it as a marketing attribute and make it part of their application process

Partnership ease to access physical products built into the software products. ie. cars that can serve gas in a tech company's app shows that they are reducing their footprint.

A dynamic widget that can go on your website to share this collective scoreboard we're a part of (partner website). Stories that link from there to tell the story. Solve the partner's/accelerators content needs.

Get out and go ask the partners

"Building a matching engine to connect people.

Incentive people to hop on a platform to create a profile. You have a highly interested audience. The desire to network and connect is built in.

Matching connections!

Utilize CrowdSolve mentor network for other incubators to increase their resource pool

Press opportunities. Growth opportunities. Including them in the story that Crowdsolve is telling. Partner highlights.

Co-op of climate innovators.

Partnering with cities and states that want to be involved with a tech company.

The ability for partners to use CrowdSolve as a resource-sharing tool for the companies within their programs.



Round 3 cont'd

Disclosure metrics help to show their involvement in CrowdSolve shows the good that they're doing in the space.

ESG certification/Mentor Certification

A clear path to how they use/earn tokens. is there a collective fund you can contribute your tokens to.

can investors contribute their tokens back to the CrowdSolve community?

If the CS brand can be built up, then companies can get bragging rights.

Investment acknowledgment...being able to say they invested x amount of

Scoreboard - identity around climate innovators and creating more community

Conference for participating orgs which then can also help raise more money for CS



End Round 3



Survey Insights

Quotes & results

120+

of new ideas for partnerships, value prop, and mentor experience.

44%

Agree / Strongly Agree
"I'd like to introduce CrowdSolve to someone(s) in my network."

94%

Agree / Strongly Agree
"As a result of the Pop Up Think Tank, I know much more about CrowdSolve."

78%

Agree / Strongly Agree
"I want to find a way to help CrowdSolve."

"Love the experience and will be glad to learn more while contributing my best as an innovator-in-residence. Great group and participation. Collaboration is key for this to be successful and this was a good intro."

Participant

"Dang, you guys crushed this! It was fun to meet the CS team as well as other participants on the call."

Participant

"What a killer playbook for generating and documenting ideas virtually! You eased our nerves and empowered us all to think, well done! At first, I thought I had very little to offer the group, but I'm leaving feeling like I've made a significant contribution to CrowdSolve. I'm looking forward to keeping in touch with CrowdSolve and potentially investing. I left feeling very encouraged!"

Participant

"Appreciate the time, best of luck with everything moving forward, and let me know if there are other ways I can support you guys!"

Participant

“Thought that was a really cool experience overall, and allowed me to feel more connected to CrowdSolve's mission, if only in a small way. I am excited to stay in touch with the team and see how I can be helpful going forward!”

Participant

“As a climate tech entrepreneur focused on climate resilience, I like how CrowdSolve has found a way to integrate lives impacted as a form of quantifying climate adaptation. To date, most climate tech has been focused on decarbonization. While important, decarbonization alone will not be sufficient. I'd love to stay connected via their newsletter or LinkedIn so I can make any connections as I think of them!”

Participant

“It was a great experience. I like that CrowdSolve is thinking of ways of being accessible and inclusive to continue momentum and action around climate change.”

Participant

“Being familiar with CrowdSolve, more brainstorming sessions (or more time in each session) would've felt valuable.”

Participant

**Thank you for the
ideas!**

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