












ExO Canvas

Organization: Exponential Quotient (ExQ): Date: Done by:

MASSIVE TRANSFORMATIVE PURPOSE (MTP)

Why does the organization exist?
What is the purpose of the organization?
What is the target of the organization?
Do kids and grandmas understand it?

INFORMATION  What data do we have? What data do we need? How will we collect data for the algorithms? Is the data we need available? Can we buy it? Rent it? Make it?	STAFF ON DEMAND  Can we build a cloud of external "employees"? How could we have the best employees for each activity? How should we find and hire? By using an agency? Direct? Local? Remote? Platform?	INTERFACES  Can we build an API that connect our systems with the community? Can we create a marketplace to drive growth? What can we do to provide my product/service in a self-service mode?	IMPLEMENTATION  How will we implement the right culture along the whole organization? How will we measure it? How will we drive the organization toward the MTP? How will we measure it? What collection of projects should we run to implement the above attributes? What are the key elements everyone on the team has to agree on?
	COMMUNITY  Is there an existing community we can leverage? How will we turn external community into advocates? How will we create value for my community? How can the community create value for my product?	DASHBOARDS  Why do you need to have real-time data? What real-time data do you need to track/measure? What systems will you use in order to measure that data? What will you do with this data?	
	ALGORITHMS  Why are we developing algorithms? Which labor/activity/task can we automate? Which algorithm / systems / platforms are you going to use to process/leverage the information you have?	EXPERIMENTS  What do you want to learn and what experiments will you run to do it? How will you measure the success of the experiments? How can we encourage experimentation within the organization?	
	LEVERAGED ASSETS  What type of fixed costs can we move off the balance sheet by renting them? What processes can we outsource? Is there spare capacity lying around which we could re-purpose?	AUTONOMY  How can we reduce decision-delay or approval-chains? How can we avoid too much management and allow the staff to grow? Is there a framework/ tools we could use? (OKR, Holacracy, etc.)	
	ENGAGEMENT  What contests/promotions can be created to increase customer acquisition? How can we leverage gamification to improve our products and services? How can you make people use your product every day?	SOCIAL  How will we leverage social technologies to improve communication (within our team/community/clients)? What social network/tools can we use? Can we use social tools to do some of the work for us?	

ExO Canvas V1.0.

Co-created by a group of innovation experts from all around the world. Further information at www.exocanvas.com















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INFORMATION 	STAFF ON DEMAND 	INTERFACES 	IMPLEMENTATION 
	COMMUNITY 	DASHBOARDS 	
	ALGORITHMS 	EXPERIMENTS 	
	LEVERAGED ASSETS 	AUTONOMY 	
	ENGAGEMENT 	SOCIAL 	

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MASSIVE TRANSFORMATIVE PURPOSE (MTP)

Create a world where you can belong anywhere.

INFORMATION

Houses, apartments and rooms available for renting coming from owners.

Demand for renting some place coming from travelers.

STAFF ON DEMAND

Ranking system for both places and travelers.

COMMUNITY

ALGORITHMS

Ranking system for both places and travelers.

LEVERAGED ASSETS

Places to rent.

ENGAGEMENT

Travelers all around the world.

Blog and posts about travel and tips for it.

INTERFACES

Ranking system for both places and travelers.

DASHBOARDS

Lean Startup.

EXPERIMENTS

Real-time key metrics analysis for the internal staff and also for users.

AUTONOMY

Internal tools to communicate owners with travelers and everything integrated with existing social networks

SOCIAL

Easy platform to communicate owners with travelers.

IMPLEMENTATION

Agile platform development.

Platform development.

Startup Culture.

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