

# BUSINESS INNOVATION FOR THE NEXT GENERATION



# BETTER together

**From the perspective of the entrepreneur, even with the overabundance of resources, those not located in California, New York, and Massachusetts still have little to no access to institutional venture capital.**

There are two major challenges facing the venture capital and entrepreneurial communities today.

In venture capital, the accelerators that were originally created as centers of gravity for investors to discover better opportunities faster, using less resources have been diluted by organizations that have created opportunistic business models based on quantity and low accountability.

For venture capitalists that have put faith in accelerator models, they have realized that the programs that were charged with cultivating early stage entrepreneurship have not developed requisite talent to lead high-growth tech startups.

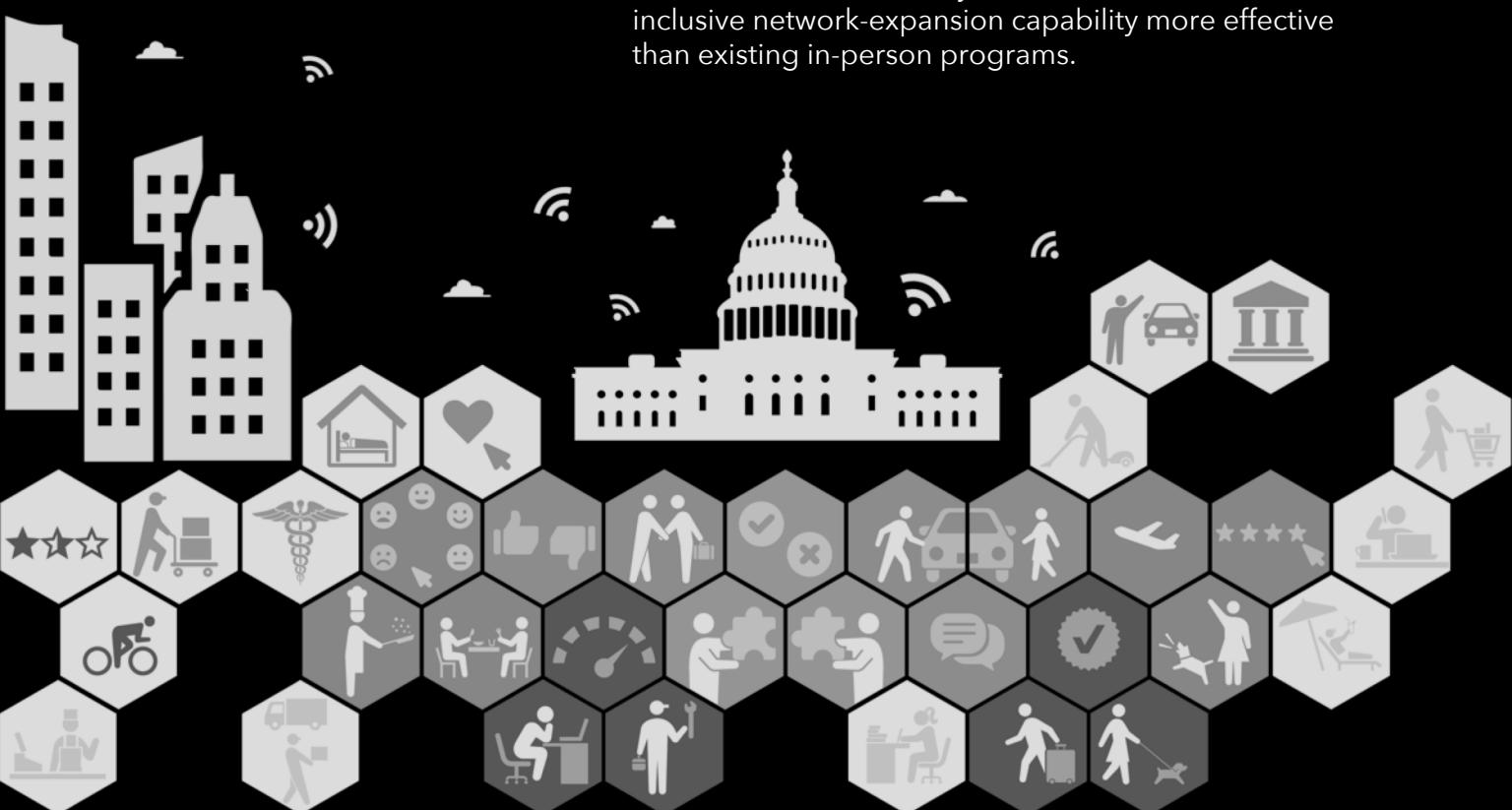
This is in part because of a proliferation of product-focused and lecture-based programs instead of interactive skills-development learning that leverages customer/market-based opportunity approaches. Likewise, many programs have had to balance the needs of entrepreneurs with auxiliary objectives such as filling office space and collecting vanity metrics.

Sequentially, startups that have participated in these programs and have received seed capital have not garnered follow-on capital from institutional investors. After working with multiple startups that matriculated through other acceleration programs, we have found this lack of follow-on capital is due to startup founders not developing the mental muscle needed to focus on building and sustaining teams and traction models to growth.

Likewise, **enterprise partnerships** and innovation engagements lack agile centralized governance or open collaboration points with internal and external stakeholders – each working discretely and without scale or visibility to the enterprise or in the public.

**Silos** in the innovation ecosystem are contributing limited external reputational value or internal cultural evolution.

## The next wave of innovation will be driven by the activity of diverse and inclusive entrepreneurs.



*"Technology can help districts to be more equitable and inclusive as long as those goals are built in from the beginning and equity metrics are used as part of the measurement of success."* – POTUS Report: Technology and the Future of Cities

humble knows that to solve these challenges "another program option" is not the solution. Rather, an innovative approach and accountability will make the difference. How we think about impact and value creation in the ecosystem is through sourcing and solving for **big challenges** in alignment with **anchor partners** to accelerate our community's knowledge and access across sectors. This approach builds mental muscle and unlocks access to an expansive network. It combines the best mass-knowledge transfer capabilities of online programs (similar to Y Combinator's Startup School) and the high-touch immersive skills development programs (like tradecraft in Silicon Valley) with a trust transfer and inclusive network-expansion capability more effective than existing in-person programs.

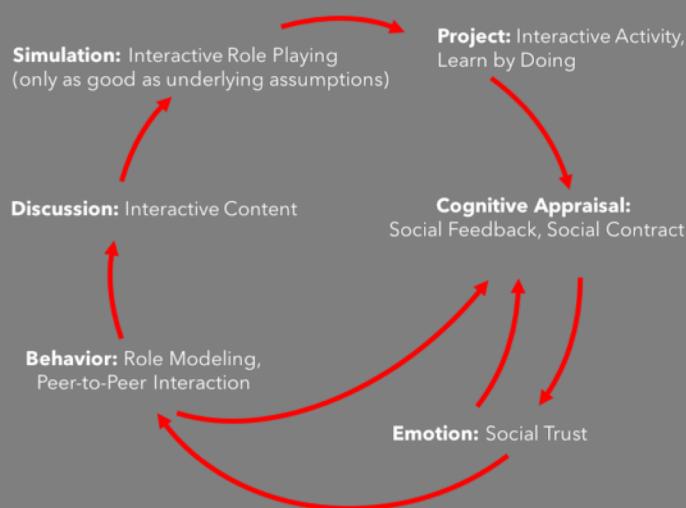
humble believe technologies have **broader implications** than early assumptions on market alignment. This problem-based approach, pushes your startups to determine and test their go-to-market strategies faster and better align with enterprise partners as conduits to overall ecosystem growth.

A **public-private partnership network** minimizes the barriers to entry within the community and aid in establishing an authentic atmosphere for entrepreneurs, civic leaders, and citizens to collaborate, innovate, and improve the lives of the collective.

# BLENDED KNOWLEDGE TRANSFER IS the future of innovation acceleration

This peer-to-peer methodology, illustrated in *Figure 2*, begins with interactive discussion followed by these critical components to accelerate **evidence-based outcomes**: interaction with peers on various levels to include skill development role playing, over-the-shoulder application of methods, techniques and tools for in-market testing, and explicit codes of conduct resulting in **trading on trust**.

The key lies in the **design** of the ecosystem architecture within an online community and knowledge sharing portal. Organizations must create a physical and virtual community allowing members to easily collaborate among peers, enterprise teams, high-growth tech mentors, academia, and government experts across sectors. You have to **democratize** lessons across all content mediums. A byproduct of this methodology is that entrepreneurs **share** investor and customer networks to thrive in an evolving digital economy.



**Figure 2.** Peer-to-Peer Knowledge Transfer Methodology



# KEEPING UP WITH the pace of change

humble approaches the challenge of venture development by **breaking the norms** of entrepreneurial education & networking - avoiding lecture-based instruction and the reliance of outside mentors to carry the bulk of knowledge transfer. In addition, leverage an online tech platform, like Breezio, to efficiently and cost effectively move the community through ideation, problem/solution-fit, and product/market-fit.

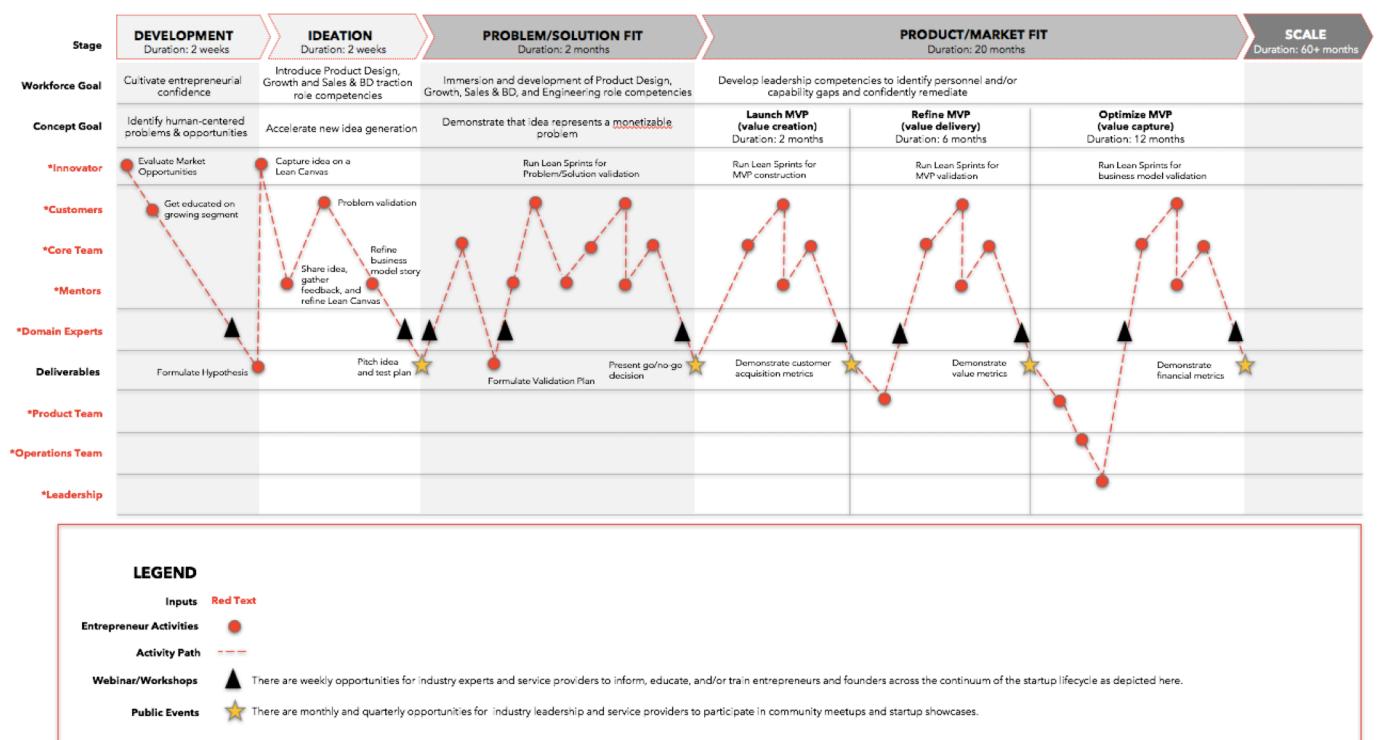


Figure 2. Incubation-to-acceleration approach adapted from Ash Maurya's Lean Stack

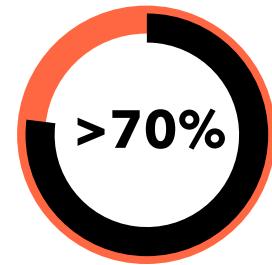
We've tested this approach with dozens of individual startups, corporate innovation teams, and two 12-week cohorts, accelerating entrepreneurs locally from D.C., Maryland, and Virginia, as well as some of the **best talent** from as far away as Portland, Oregon, Houston, Texas, Savannah, Georgia, New York City, and many more across the country.

Startups have been featured in The Washington Post, Fast Company, Inc., Techcrunch and more, and some have graduated from formal accelerators like GSV Labs, Techstars, and the Advanced Technology Development Center at Georgia Tech.

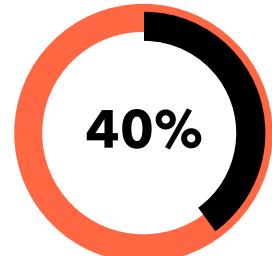
Our geographic, cultural, and racial diversity creates an inclusive atmosphere dispersing knowledge to and from entrepreneurs from all walks of life.

***"There was a lot of excitement in the room, a lot of eagerness and anticipation on behalf of the investors and on behalf of potential partners ... the primary message I took away is partnership is pretty key - get out of your comfort zone - and to collaborate and work with a group of individuals that you may not necessarily look to collaborate with ... ideas come in all shapes and forms and from different communities." Kai Wright, Ogilvy & Mather***

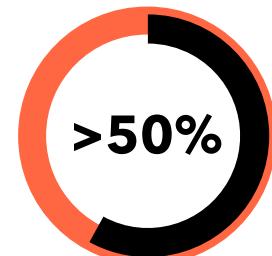
people of color or women-led startups



military veteran or spouse-led startups



millennial-led startups



Collectively, in our first year, 25 startups achieved these results:

- \$4M in capital raised
- 30 jobs created
- 7K+ customers converted
- \$1M in revenue generated
- 47+ partnerships created

These metrics only reflect those humble played an impactful role in securing.

#### In our current technology stack:





humble.

### About humble

we're a venture cooperative that democratizes access to opportunity through innovation-as-a-service



[start@humble.vc](mailto:start@humble.vc)

**what's a venture cooperative?** humble aligns startups, innovative organizations, and investors who **share** the collective human, financial, and technical resources to accelerate improving lives & economic impact.

### Follow us



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