



# MapSwipe

## Crowdsourcing with Data-Driven Innovation

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Matter: Identify a problem



# Why MapSwipe?





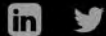


Form your team



**Ivan Gayton**

PROJECT MANAGER



**Pim de Witte**

PM & LEAD DEVELOPER



**Sadok Cervantes**

LEAD PRODUCT DESIGNER



**Pete Masters**

PROJECT MANAGER



**Alison Malouf**

DESIGNER & RESEARCHER



**Heather Leson**

ADVISOR AND RESEARCHER



**Astrid Thorseth**

PROJECT MANAGEMENT ASSISTANT



**Benni Herfort**

GIS RESEARCHER

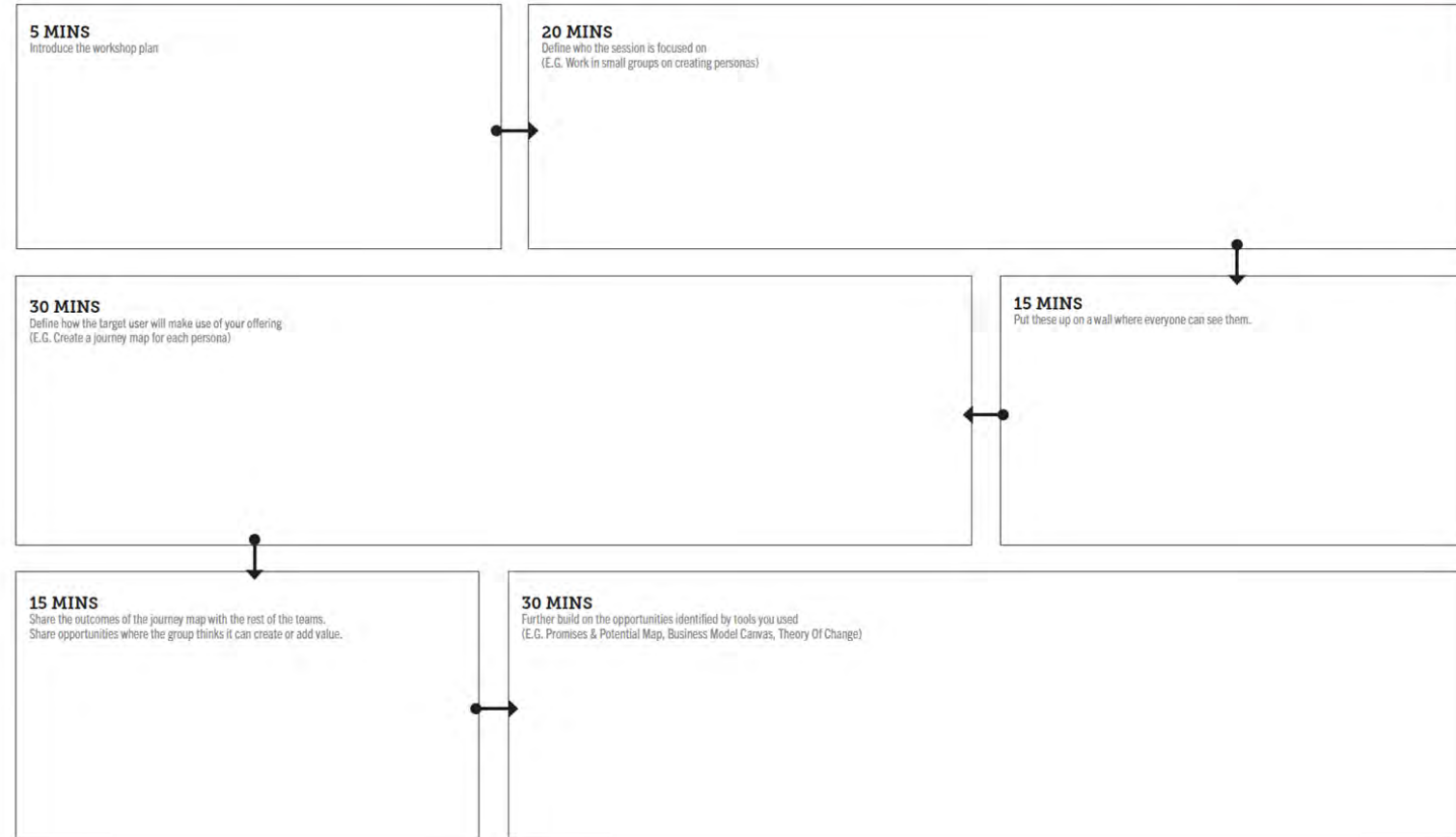


# Brainstorm



I want to generate new ideas  
by working together with people who experience and solve problems

## CREATIVE WORKSHOPS









Build out your strategy  
Do your homework

<p><b>PROBLEM</b> ③</p> <p>What are the top 1-3 problems you're solving for your customer segment(s)?</p> <p>How serious are these problems for your customer segment(s)? Rank them 1 to 3 in order of severity (1= most severe problem)</p> <p><b>EXISTING ALTERNATIVES</b> ④</p> <p>How are they solving those problems today?</p> <p>Are they using a DIY approach? Competitor's solution? Ignoring the problem? How happy are they with their status quo?</p>	<p><b>SOLUTION</b> ⑥</p> <p>What are the solutions you're proposing for each of your customer's problems? (i.e. describe your product/service)</p> <p><b>DIFFERENTIATORS</b> ⑦</p> <p>How is your solution different from your competitors' solution (if you have competitors)?</p> <p>This is for your own purposes, whereas the Unique Value Proposition is a customer-facing statement to clarify why she/he should choose you over the status quo (their Existing Alternative)</p>	<p><b>UNIQUE VALUE PROPOSITION</b> ⑤</p> <p>What is the end benefit that your customer is getting from using your product/service?</p> <p>What makes it unique? And does that difference really matter to your customers?</p> <p>Outline your UVP in 1 or 2 clear, compelling sentences, using language that will resonate with your customer and move him/her to action and out of their status quo (their Existing Alternative).</p> <p>Focus on the end result/benefit, not the product or service. How does your solution change your customers' lives for the better?</p>	<p><b>CHANNELS</b> ⑧</p> <p>What is your path to customers?</p> <p>How will they become aware of you? How will they evaluate your product/service? How will they purchase and receive it?</p> <p>Can you find scalable marketing channels (i.e. the cost of new customer acquisition &lt; marginal profit for each new customer)?</p> <p><b>KPIs</b> ⑨</p> <p>In addition to standard Key Performance Indicators such as revenue, profit, lead generation rate, conversion rate, etc..., what are the other KPIs unique to your business that you should be tracking? e.g. # of downloads, free version users, # of consultations scheduled, etc...</p>	<p><b>CUSTOMER SEGMENTS / EARLY ADOPTERS</b></p> <p>List your top 1-3 customer segments (customers are people who pay you \$): ①</p> <p>a) startups should list early adopters, 1 or 2 customer segments to start b) mature businesses can list their most promising existing &amp; potential segments</p> <p>Try to narrow down your customer segments using demographic/psychographic characteristics, so that your target market is &lt; 1,000,000 people.</p> <p>e.g. active, outdoorsy women aged 25-30 in the USA, with incomes &gt;\$80,000</p> <p><b>USERS</b> ②</p> <p>Some businesses rely on both a paying customer base and a non-paying user base that supports the revenue model.</p> <p>For example, Google relies on billions of people conducting free online searches (users); that advertisers (customers) will pay to reach.</p>
<p><b>COST STRUCTURE</b> ⑪</p> <p>List all of your fixed and variable costs.</p> <p>Fixed costs are all costs that the business will incur regardless of how many customers you have in a given time period. For example, office rent, payroll (for non-sales-related staff).</p> <p>Variable costs are costs that increase with every additional product or service sold (also referred to as Cost of Goods Sold). For example, materials costs, manufacturing costs, support staff, etc...</p> <p>Also outline any additional costs that you may incur as a result of the 'social' aspect of your business. eg. if you have a social hiring policy, are there additional costs to train these employees?</p>		<p><b>REVENUE STREAMS</b> ⑩</p> <p>How will you make money? List all of your potential revenue streams. Some examples of different revenue streams:</p> <ul style="list-style-type: none"> <li>-Asset sale: (the most common type) Selling ownership rights to a physical good.</li> <li>-Subscription Fees - Revenue generated by selling a continuous service.</li> <li>-Licensing: Revenue generated from charging for the use of a protected intellectual property</li> <li>-Usage fee: Money generated from the use of a particular service</li> <li>-Lending/Renting/Leasing: Giving exclusive right to an asset for a particular period of time. e.g. Leasing a Car</li> <li>-Advertising - Revenue generated from charging fees for product advertising.</li> </ul>		
<p><b>SOCIAL IMPACT</b> ⑬</p> <p>What is the social/environmental/cultural impact that your business will have?</p> <p>What is the longterm impact? Will your business create systematic change or will it simply provide temporary relief to a longterm problem? You should aim for creating systematic change that will change broken paradigms.</p> <p>What metrics will you use to assess your social impact? How will you know you are succeeding in addressing the social problem you outlined in the center box.</p>	<p><b>IMPACT METRICS</b> ⑭</p> <p><b>SOCIAL PROBLEM</b> ⑫</p> <p>What is the social/cultural/environmental problem you are addressing? Describe it in detail.</p>	<p><b>BENEFICIARIES</b> ⑮</p> <p>Who (or what) will benefit from the 'social' aspect of your social enterprise? Describe your beneficiaries in detail, using the same demographic/psychographic data you use for your customer segments.</p>	<p><b>BARRIERS</b> ⑯</p> <p>Are there any cost barriers or other barriers (for example, stigmas) that will present obstacles to your business' success?</p>	



# THE IMPACT CANVAS

BUSINESS:

DATE:

PROBLEM	SOLUTION		UNIQUE VALUE PROPOSITION	CHANNELS	CUSTOMER SEGMENTS / EARLY ADOPTERS	
EXISTING ALTERNATIVES	DIFFERENTIATORS			KPIs	USERS	
COST STRUCTURE			REVENUE STREAMS			
SOCIAL IMPACT		IMPACT METRICS	SOCIAL PROBLEM		BENEFICIARY/IES	BARRIERS



**Map***Swipe*



# With every swipe and tap, you help put families on the map

Humanitarian organizations can't help people if they can't find them. MapSwipe is a mobile app that lets you search satellite imagery to help put the world's most vulnerable people on the map.



**Download MapSwipe!**












Community is the heart





# THE CMX COMMUNITY STRATEGY CANVAS

ALIGNMENT	 Business Alignment	 Positioning	
	 Member Alignment		
DEVELOPMENT	 Experience	 Measurement	
	 Content and Programming		
MANAGEMENT	 Team	 Communication	 Budget





MapSwipe



MISSING  
MAPS



MEDECINS SANS FRONTIERES  
DOCTORS WITHOUT BORDERS



# Planning and Documentation

[EVENTS](#)

[FAQ](#)

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Every interaction is  
a gift.



Mapping has already helped  
save lives. Are you ready to  
become a mobile volunteer?

[Sign Up](#)

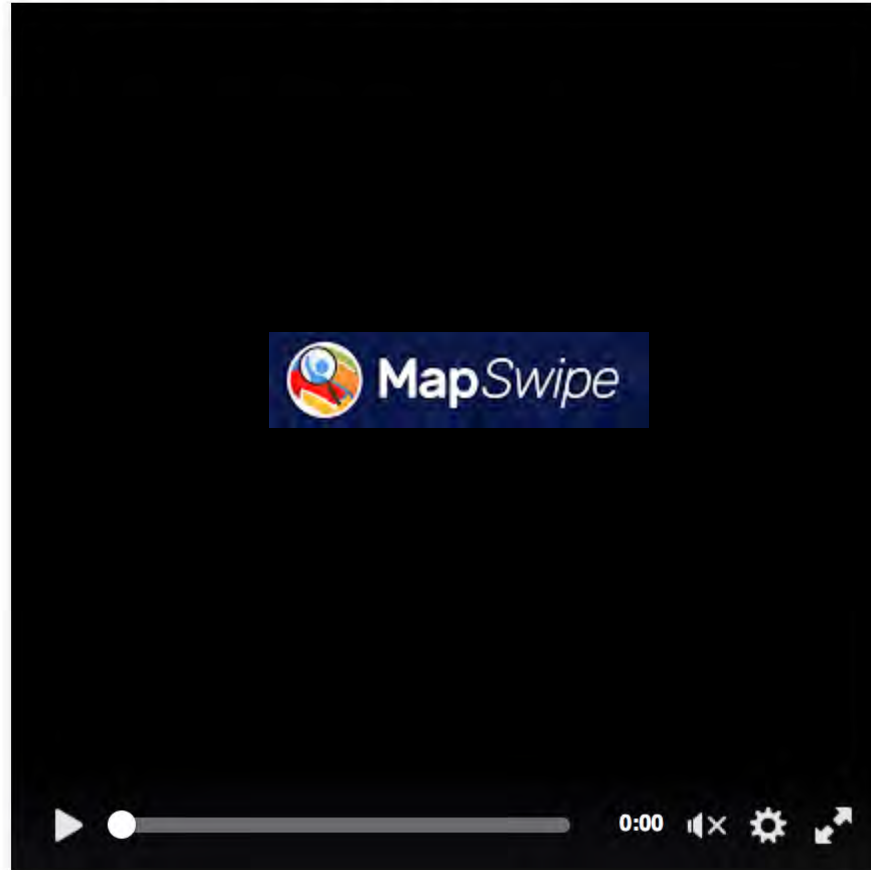
Launch Well



**Missing Maps Project** was live.

July 19 at 8:28pm · 🌐

Live from the MapSwipe Launch Party in London



727 Views



Objective:

## Find Houses

Scroll slowly through the imagery and look for anything that looks like it could be a house, a village, or a hut

This is a large task, so you will not see the global percentage increase very quickly. Over time, as everyone contributes, it will go up, but do not expect it to go up instantly!

Map Now (requires network)

Download For Later

Clear,  
manageable  
small tasks.

Fits into the  
user's existing  
workflow.



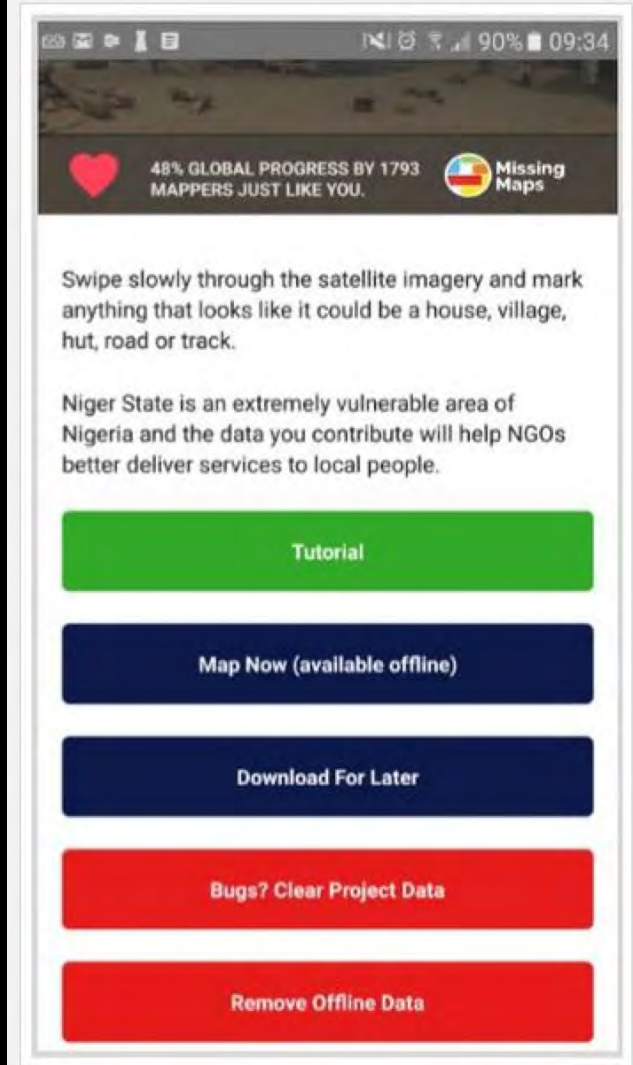
The app is super simple with respect for people's time, encouraging messages, badges and progress bars.





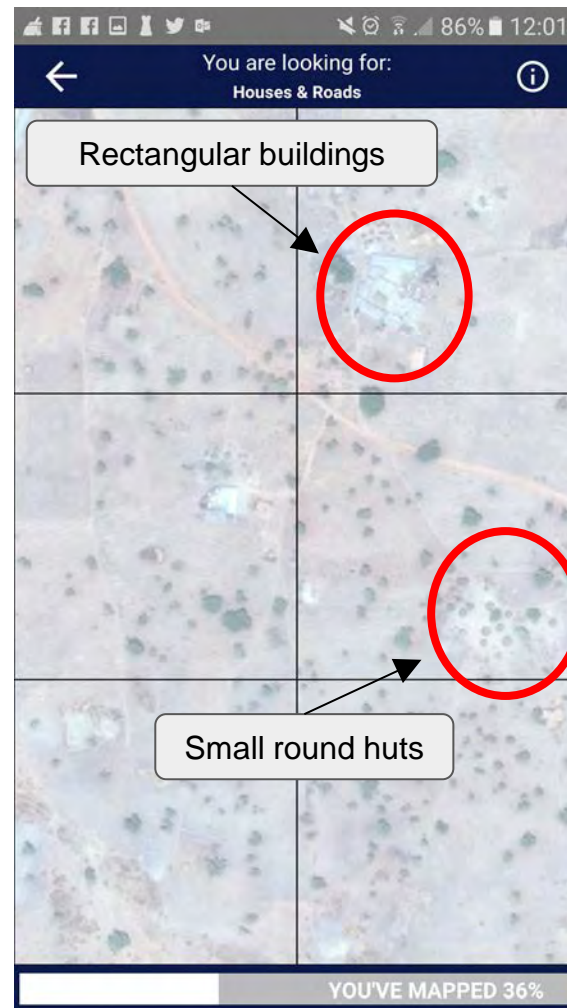
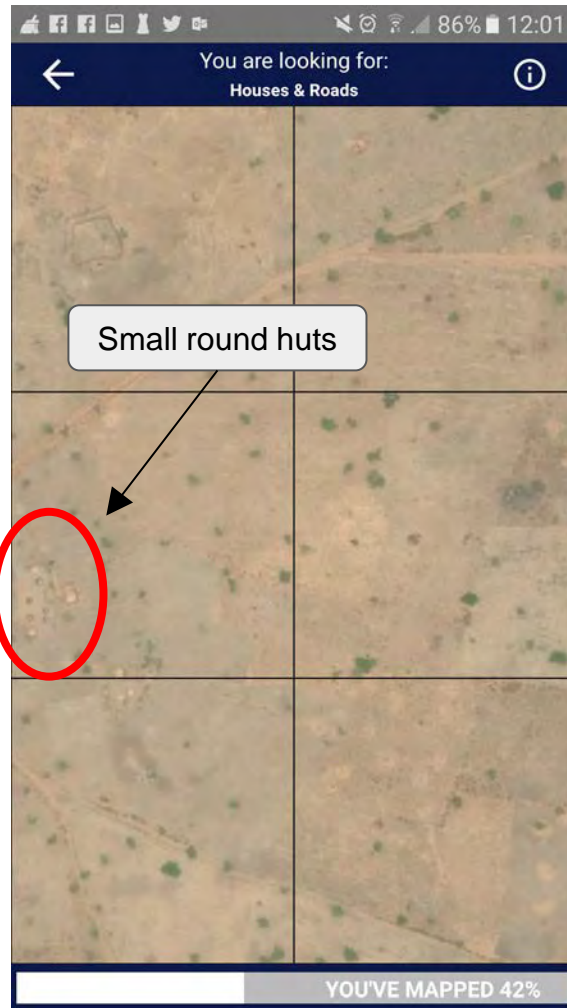
Listen and iterate

Have a plan for feedback. How will you respond? Who and in what timeframe? How will you make changes?





Teach





# Data Driven Innovation



9000 downloads

7,280 active users

1000s of KMs



# Research and Development



# MapSwipe

Thank you

@theMissingMaps  
Facebook:  
MissingMapsProject

#MapSwipe  
[www.mapswipe.org](http://www.mapswipe.org)  
[www.missingmaps.org](http://www.missingmaps.org)  
Hotosm.org  
@hotosm

@heatherleson