agenda

• overview
• startup terminology
• pitches
• entrepreneurial thought and action
• questions
overview
participants

• 50 people registered in 7 days
• universities, colleges, public libraries, special libraries + 1 vendor
workshops

• 01: orientation / problem identification
  • thinking like an entrepreneur
• 02: pitches / problem exploration
  • applying design thinking
workshops (continued)

- 03: solution finding / prototyping
  - understanding the user experience
- 04: validation / prototyping
  - demonstrating value
terminology
minimum viable product

- just the features that allow the product to reach the market
  - aimed at early adopters
- helps to test hypotheses
customer validation

• seek customer insight as early as possible

• observation + interaction

• helps avoid building products that people don’t want
pivot or persevere?

• pivot = change direction
• not simply about change
• focused on testing a new hypothesis
• persevere = stay on course
• continue validating hypotheses
pitches
pitches

• SMS Me (Doug H)
• Murder Mystery (Catherine B)
• CSI: Library (Robin B)
The median number of texts (i.e. the midpoint user in our sample) sent on a typical day by teens 12-17 rose from 50 in 2009 to 60 in 2011.
Much of this increase occurred among older teens ages 14-17, who went from a median of 60 texts a day to a median of 100 two years later.
Older girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age.
Texting far surpasses the frequency with which they pick other forms of daily communication, including phone calling by cell phone (39% do that with others every day), face-to-face socializing outside of school (35%), social network site messaging (29%), instant messaging (22%), talking on landlines (19%) and emailing (6%).
My Own Research:
When students approached the desk with info on a phone, I asked: “What would you think if you could just text that and get an answer from the Library?”
My Own Research:

They answered:  
“That would be cool!”
• How *does* the library communicate with this same group of people?

  Telephone (19%)

  Chat (22%)

  Email (6%)
So, how do we use this info?

A: Make the library exist in the world of SMS.
To: John Doe

Crime and Punishment
Dostoyevsky, Fyodor
Available at University of Guelph
Library Guelph McLaughlin Book Stacks (PG 3326.P7 G3 1955)

Here are 10 versions

Send
This book is available. McLaughlin Library, 3rd floor, 2nd row of shelves in the middle.
And ...

New Message
To: John Doe

Your Books are due today!
Or ...

There is a group study room available on the third floor.
Or ...

To: John Doe

Writing services staff can meet you at 3 PM.
Three interfaces:
Keep the Library in your address book and just dial it.
Sign up for text alerts.

Please complete the form below and select which alerts you would like to receive.

**Mobile Number (Required)**

ex. 2095551234

**First Name**

**Last Name**

**Email Address (Required)**

**Zip**

**Birthday**

☐ I have read and accept the Terms of Service and Privacy Policy

**Choose Your Alerts**

Selected alerts will be sent to your mobile phone.

- **Breaking news** Up to 2/day
- **Daily & Severe Weather** Frequency varies. Up to 10/day per selection. 0 of 16 Alerts Selected
- **Lottery** Frequency varies with choices. Up to 1/day per selection. 0 of 9 Alerts Selected

**Organization Closing Alerts**

Enter school or organization name
App

My Fines
Holds Available
Group Study
Reserve Items

Where’s my stuff?

Call #
Title
Murder Mystery

Catherine Baird, Sheridan College
Kathryn Klages, Seneca College
Melanie MacKenzie, Lambton College
Susan Shepley, Sheridan College
I've already written and completed my assignment, but now I just need to cite 3 peer-reviewed articles. Can you help me find those?
Missing the mark
Don't panic.

Pivot.
Innovation
Murder Mystery

Catherine Baird, Sheridan College
Kathryn Klages, Seneca College
Melanie MacKenzie, Lambton College
Susan Shepley, Sheridan College
LIBRARY

CSI

ROBIN BERGART
NANCY COLLINS
AMANDA ETCHES
KAREN NICHOLSON
entrepreneurial thought + action

- desire
- learn / reflect
- result

ACT

- smart step
  - bring others along
  - stay within acceptable loss
  - act quickly with means at hand
- gather data
- observe customers
smart step: take action

• means at hand

• who are you?

• what do you know?

• whom do you know?

• acceptable loss

• not more than you are willing to lose
questions
the end