

Resource Folder

Make > SHIFT Starter Guide

From finding a job to crafting a livelihood

2011

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Make > Shift, Responses to Meeting #1 Intro Questions

Hopes for the Future

1. When you look around you at the world five years from now, what is one thing that you hope to see?

- Movement to assure more education worldwide -- all children educated
- Pulling together across religions
- People moving toward the center to solve problems
- Increase in common ground
- Access to health care for all
- People will recognize and build on what is common among them rather than emphasizing differences
- Greater understanding of how fresh water is handled around the world
- Reduced economic stress so that families can pay for day to day expenses
- Participation in meaningful projects to solve problems
- People doing meaningful work on the commons
- Abundant health in a world where people see abundance rather than scarcity
- People passionate about their work and taking more responsibility for it in a more stable world
- Children who have developed the strength and ability to search and discover, solve problems, and step out into the world
- Good communication among cultures with learning multiple languages as a standard
- Science and philosophy and religion growing together, with more people with the technical know how to make things work well

2. When you think about yourself five years from now, what's one special wish that you hope will come true?

- Making a good living doing meaningful work
- Good health and engaging work that contributes to the community
- Making a comfortable living while engaged intellectually
- Living in a different community for six months each year to do meaningful work or community projects
- Finish our Victorian home and live together happily in it
- Be physically, financially and mentally fit to fight the good fight
- Develop best practice communication techniques for health practitioners
- Clear picture of my life's work and breadth of opportunities
- Work at a college of integrated medicine in Africa
- Improved, optimal health
- Engaged in good work on the commons

Ideas for Products and Services from Make > Shift Brainstorming Sessions

The format for brainstorming changed from one trend session to the next. Each Trend Team may choose or develop its own format.

Greening Trend

- Problem/ need -- Grow flowers and garden plants in a very limited space
Solution ---- design, build and market a framework for a balcony planter for herbs and vegetables/flowers. It could be freestanding or it could lean against the wall ready to water & grow. It could be designed to use left over containers as grow pots and trays to catch the water as it dripped on the floor or the balcony. If necessary it could house florescent lamps for additional light where light is an issue. Provide kits as gifts
- Problem/ need -- Shower – how do you save water?
Solution --- Pull chain shower with small wall tank water mount heater with trickle charge to keep it warm. This suggestion would probably require something like UL approval, a permit and licensed contractor for installation.
- Problem/ need -- We don't know the environmental impact of our purchase
Solution -- Develop an awareness campaign to tell people about, for instance, un-dyed blue jeans and other denim goods.
- Problem/ need -- When we buy items that have moisture we get them in a plastic container
Solution -- Inform vendors that we expect our food to be sold in recyclable containers.
- Problem/ need -- How do we inform places we do businesses with that we support organizations that recycle and operate sustainably?
Solution ---
 - a. Create a coaster to sell to consumers to leave behind in restaurants or stores to ask for recycling
 - b. Sell an advocacy kit for consumers to use in their local community to encourage businesses to operate sustainably
 - c. Get the plastic containers still being used to be recycled.
 - d. Fill the information gap for customers and businesses, e.g. hi lite seasonal food choices, other day to day decisions
 - e. Search efforts to use info for better day to day decisions
- Problem/ need -- Way to heat cars in the winter instantly and cool cars in the summer instantly
Solution
 - a. Research companies that already use solar panels on the roof or back window of cars for other purposes
 - b. Contact them about the idea after it is properly described

- Problem/ need -- A chair that helps you stand up easily.
Solution --- Adapter for office chair to be permanently higher than most
Solution --- Create a portable cushion that contains a "launcher" to help a person get up. This could be carried along for use in restaurants, theaters, etc.

- Problem/ need --- Change the mind set of the average person to increase acceptance/ownership of electric cars
Solution -- Develop a Shift program on the subject. Use the social media networks Shift members have to promote the service.

- Problem/ need -- Huge amounts of rainwater go to waste from roofs and from drainage from playing fields. Could we save some and reuse it when fields are dry?
Solution -- Collect rainwater ala Target Field. (They use it to wash the seats. We could use collected water for lots of purposes.)

- Problem/ need -- What is an effective way for ordinary people to solve complex problems?
Solution -- See how nature solves a similar problem. Then, adapt the model of nature. (For example, Velcro was created by imitating cockle burrs.)

- Problem/ need -- How can sustainable businesses tell their story and reach their customer base?

Solution -- Create a story tag telling the story of the sustainable making of a thing

- Problem/ need --- Moving – get rid of usable items inappropriate to the new location and find others to fit there

Solution -- Develop an organization that takes furniture and other belongings you don't need and trade them for furniture, etc. you do need -- focused on older adults. People who donate furniture could get credit toward the adapted furniture they might need for their later years. The organization could sell the furniture they receive and use the money to keep the center well stocked with needed items. In time, the adapted furniture could be donated back to the organization for re-circulation.

- Problem/ need-- Compost for high rises

Solution --

a.Examine the model waste disposal and reuse systems at MegaMall. Ask them for other examples or local organizations that would work with us.

b. There are worm farms adapted for dorm and apartment use--maybe for compost

- Problem/ need --- High rise buildings have requirements on window treatments – use insulated backing on acceptable window shade, curtains
Solutions ---

a. Develop or find products that are adaptable to the standards of high rise buildings and still help the residents or businesses of older buildings save energy.

b. Get more people/buildings to use transparent sunscreen on condo windows

c. Persuade buildings to approve window farms.

- Problem/ need -- Develop a driver service to take people to the Hour Car station

Solutions --

a. First check for volunteers through the Hour Dollar organization in St. Paul or the SHiFT Timebank.

b. Check with the Hour Car organization for their support and marketing

- Problem/ need - Getting people to share their libraries in their homes
Solution --Neighborhood library builders . 24X18x18 on a post. Build one and give it to someone and they have to agree to do two. Lend and Give. Put in their yard or other outdoor locations, e.g. park. Funded by selling donor plaques. Grassroots recognition system for “green deed” Civic organizations, Scouts, etc. could take this on as a community service project. (They do fundraisers to buy the plans.) I believe that MANY people have books that they would be willing to circulate.

- Problem/ need ---Consulting group for framing messages on green products and businesses and provide research service for those products and businesses

Solution -- Set up a Green Institute that finds experts and makes their services available

- Problem/ need --- Fill the information gap, e.g. seasonal food choices, other day-to-day decisions e.g. the use of electricity to write an article on the computer .

Solution -- Develop a website and write articles for it

- Problem/ need -- Spread information about how to cook in a healthy manner.

Solutions ---

a. Develop courses for community education and lectures about healthy cooking

b. Sell the courses on videos, in groups with similar interests, such as coops and churches.

- Problem/ need How can we improve communication between residents within places where people live, such as high rises, small neighborhoods and condos?

Solutions --

a. Product for sale that is a facilitated program to help people cook a meal for 10 in their residence once a week. Whoever is unable to come gets a care package from the meal. (Would want to adapt this for larger and smaller groups)

b. Package a strategy for how to get all to participate and promote it to churches, condo management and people who feel they do not know their neighbors.

c. Find natural allies, for instance, grocery stores, coops, neighborhood self help organizations, community centers

d. Find a way to pair up lonely people who like to cook with happy eaters.

- Problem/ need How can we know the total bill before we get to the cash register?

Solution -- Develop smart phone applications and free standing applications for ipod-like devices and game machines like PsP devices, Use the grocery store bar code in the smart phones for a start. The app would tell the price, where to find it cheaper and totals the selected items as you shop, before you get to check out. A similar application is ShopSavvy for android phones.

- Problem/ need -- Develop a finding service for green business development. Find experts, reusable equipment,

Solutions

a. Research the groups in LinkedIn and Ning for one already under development.

b. Find local organizations of designers, reuse warehouses, used construction material vendors and develop a computer information base of the vendors.

c. Find marketing people who would help market the site.

- Problem/ need -- How do we make the connection between "needed work" by businesses and the skills of older people who are willing to work on needed projects.

Solutions -- Set up a for-profit organization patterned after SCORE at the Small Business Administration. It would promote and link technically skilled people such as engineers and other professions with the work. Perhaps it would be a non-profit temp agency supplying skilled older workers. Or it could be a co-op.

- Problem/ need -- How can we help others develop skills to improve their nutrition, personal choices or work habits.

Solutions ---

a. Find computer and mobile game developers

b. Develop business plan for life style games for young and old alike.

c. develop small computer life style games. the games would concentrate on eating habits, activity choices depending on the markets chosen.

d. Address the fact that many people don't DO what they already know would be the healthier choice. Help people to understand their complex motivations. (Often it's short-term gratification versus long-term benefit.) A game could have some fun choices with realistic consequences.

- Problem/ need -- How could people be reminded in a timely manner about nutritional choices?

Solution -- Write a blog with paid subscription RSS service that would describe the choices available and maybe the resources to implement the choices. The RSS would send out a good nutrition message every day sent SMS and/or green messages to your phone at meal times.

- Problem/ need -- We waste huge amounts of electricity by having electronic gadgets in a "ready" state all the time. How can we limit this waste?

Solution -- Develop a system monitor electronic appliances plugged into the house and turn them off. Develop memory so that certain electronics don't need to reset. (For convenience, it would need a remote much like a TV remote.) Some items could be activated or turned off by a system of motion sensors.

- Problem/ need How can lights be controlled to be on when needed by a person and not triggered by pets?

Solution -- Motion sensitive lights that require bulk of person to go on

- Problem/ need ---How do we get society to use less paper?

Solution -- Tax paper to cover its disposal/recycling costs at the point of purchase.

- Problem/ need ---Trade recycling?

Solution -- Freecycle.com

- Problem/ need -- How could businesses and individuals promote their role as recyclers

Solution -- Social recognition is powerful – products that are classy signs that say "We compost", "We recycle" These could be posted in front of homes and businesses.

Artistic, whimsical, classic versions, made of recycled materials....

- Problem/ need -- Everyone owns so many things --how could we let others know we would be willing to share items when we are not using them? Ideas for what we could share informally: car, boats, homes, books, lawn mowers, snow blowers, vacation homes, tools, clothes swapping, office equipment or services, with maintenance fund.

Solution -- Develop a membership organization that functions like a rental organization (Reddy Rents for instance) but at much lower cost. The items would be in the members' homes, garages or storage units. Borrowing would have to be arranged at a selected site and agreed on time. It would have to maintain much used items and collect fees and run a site to tell members what was available.

- Problem/ need -- How can we develop a for-profit service like the "XXX cleans this mile" service the highway department uses?

Solution -- About 50 years ago my brother bought "1 square inch of land in Alaska." I think it was from a cereal box ad, regarding Sergeant Preston of the Yukon. Just a thought--is there some region that we would like to bring awareness to, by selling virtual pieces of it.

ReGeneration (Boomers Aging) Trend

- Slide Rule on Retirement
- Take distressed property and create a co-op environment
- Retrofit current property, home rehab
- Home share – Accessory housing
- Universal design for new and existing “homes”/communities
- Financing/mortgages for “unique living structures/communities”
- Microenterprise for “geezer” businesses
- Habitat for Humanity for Wisdom Sector – new or retrofit
- Create a mortgage bank for creating the communities
- Pay for a week in a group swap of homes in different places
- “Geezer Home Exchange”
- Wisdom Sector traveling troupe hosted by local communities – fellowship style

- Story telling troupe
 - Adapt ITN America model (pay membership, car picks you up, contribute your car or volunteer to drive and you get free membership). Pay for every trip. Use hybrids.
 - Taxi company scheduling group trips.
 - Perform plays, and other kinds of arts, to address ageism or just “isms”
 - Panoramic rearview mirror to eliminate blind spots
 - Retrofitting cars for greater safety (like fall safety programs)
 - Affordable concierge service for members
 - Concierge offering wisdom – what do we know better than anyone else
 - General contractor service
 - Wife service/sub Hub
 - Marketing positive images, stereotypes for positive aging (fortune cookies/wisdom cookies,...)
 - Selling wisdom. Wisdom Hub with classes, pies and products for sustainability
 - Salon
 - Phones that monitor things like heart, falls, GPS, blood pressure, etc.
 - Phone buddy ap - Has info on doctor, emergency contact, health record, living will
 - Buff Guy business
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- Story corps – service to families to capture family stories
 - Family story board
 - Improv theater process for generational understanding and evaluating situations
 - Write an article about the world’s wisdom sector in 15 countries and explain how they are viewed and the opportunities we have
 - Planning memorial services
 - Lending service with cameras, interview questions, etc. in a package for families to record stories and history
 - Video memorial services
 - Mobile Pet Care service
 - Visiting pet service
 - Setting up medications – pharmacy audit, is it laid out correctly and compatible
 - Fashionable/individualized wearable alert/alarm or attach to your favorite jewelry
 - Wisdom Walk learning & companionship walk with various experts – themed walks
 - Walk Board to group people of all ages to walk and talk -- extra credit for students
 - Vetting service for renters

Work Innovations Trend (“Changing the Way We Work”)

(1) Personal Care

- Dog trainer
- Care Managers
- Support for elder care (for people working, taking care of children & taking care of parents)
- Care advocate/Care consultant
- Babysitting dispatcher for children while temp is moving around
- Latch-key services
- Health coach
- Healthy meals service
- Guide to pro-active health care
- Home delivery services
- Cook meals in your home
- Deliver meals
- Sharing vacation houses
- Skilled valet service

(2) Business Development/ Self-Employment

- Guide for personal decision-making process
- Marketer
- Office Assistant
- Collaborative Coaching Team
- Business coach to set up my own business
- Small business development
- Self-employment experts (taxes, contracts, bookkeeping)
- Cooperative made up of consultants
- Concierge service
- Developing learning circles to talk about self-employment issues (curriculum)
- Fundraising for nonprofits

(3) Finding new employment

- Job coach
- Skills Assessment
- Guide for personal decision-making process
- Collaborative Coaching Team
- Transportation mapping for temp jobs
- Cooperative made up of consultants
- Concierge service
- Make work for people
- Employment coaching

- Work with newly laid off people – how to navigate through the workforce enter, etc.

(4) Tech Support

- Graphics and Structure
- Purchase and competent use of mobile technologies
- Computer back-office support
- Computer training, set-up house call
- Do-it-Yourself consulting (like electrical problems), talking you through the process

(5) Match Making

- Identifying and networking – getting people with complimentary talents together (virtual consortium)
- Skills directory
- Teaching networking skills
- Develop a firm that's like a resource allocation firm – someone has a need and individuals in the group can provide the service.
- Temp service co-op (logistics, mapping where people are at different times). A lot of coordination can be done with technology
- Central office (website) and the office “staff” determines who will respond to the issue/opportunity. 24 hour service
- Mentoring model – how can we help one another. Mentor < > client
- Find a market niche
- Build a system where we learn how to scan for work that has to do with the competencies we have identified. The group writes a proposal. Learning network
- Create a simple contract
- Use Biz Matchmaker
- Create a space where people can try something out – incubator
- Preceptors
- Finding solution technology.

Wellness Trend

- Web-based wellness wheel. We choose the areas we want on the wheel then design programs to complement and support each area. This can then be made into
 - phone app
 - web site
 - wellness bands of different colors reflecting each area of the wheel with reminders on the water bottles to track amount of water you drink
 - coffee cups
 - t-shirts

- magnets
- bumper stickers
- daily Emails with daily exercises and ideas for action
- calendar with each month reflecting the wheel in some way and daily suggestions
- Health Coach.
- Guide to help people know what to eat when they are in the grocery store
- House Parties. Wellness team offers wellness house parties to sell wellness products
- Community Organizing Service to promote wellness, following the Blue Zone process
- Healthy Meal Plan service for individuals and families so they don't have to think about what to prepare for meals
- Neighborhood cofe where there would be fresh food grown locally and classes to teach people to make the food they could then take home. Teach Tai Chi, etc. Blue Zone café where the profits would be shared with the community.
- What's Up? Café facilitating Conversation Circles to keep minds alert, share interests, and build community. Serve salads, soups, good healthy food.
- Wellness Wheel printed on pinwheels, cookies, banners, magnets, etc.
- Wellness bands in different colors with sayings written on them to place on water bottles and moved up as the bottled are refilled. Reminder of how much water is drunk.
- Kits for growing garden vegetables
- I-phone app to track progress toward personal goals for wellness – for a rounded and balanced life

Make > Shift business concept feasibility questions

- 1) Make makes this business idea unique?
- 2) Who is the customer/buyer? How will we test the market for interest/demand?
- 3) Who or what is the competition in this market? How will this product/service compete against such competition?
- 4) What are the potential product/service development costs involved?
- 5) Where might we find capital/investors for a start-up?
- 6) How long might this take to bring to market? Describe stages briefly.
- 7) Are we going to need to protect this idea as proprietary? Is a patent application necessary?
- 8) How should this product or service be marketed? What are the unique challenges and opportunities?
- 9) Consider legal form of ownership; a corporation, LLC, Co-op, nonprofit?
- 10) How much Make > Shift collaboration will there be? Product or service development only, or in operations also?
- 11) What skills and time and resources will be needed: a) from current MakeSHiFT members? b) from outside Make > Shift?
- 12) How will Make > Shift members earn an income? How soon? For whom will the business generate income?

Menu for Make > Shift Meeting on _____(date)_____

Please fill in a blank and return ASAP to _____

Hors d'oeuvre

Soup

Main Dish (two)

Salad (two)

Bread

Dessert

Beverage (with ice)