

# FRAMING YOUR PIP CONCEPT

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# PIP 2017 RECAP

## Fiscal Year 2017 Recap

- Mayor Barry challenged Metro Departments to take a more entrepreneurial approach to the budget process.
- Instead of focusing solely on incremental changes to existing programs, Departments were invited to propose innovative new approaches to addressing community priorities in the form of Public Investment Plans (PIPs).
- PIPs were designed as vehicles for inter-departmental teams, working in partnership with community based organizations and the private sector, to identify pilot projects and compete for funding in a pitch competition held at the Nashville Entrepreneur Center.
- Departments submitted 34 PIP proposals, indicating strong demand for this type of program.
- Seventeen PIPs were funded.

# PIP 2018 PLAN

## Fiscal Year 2018 Plan

- The PIP program is continuing in FY 2018.
- Departments are again invited to form interdisciplinary teams and partner with outside groups to develop proposals that address community priorities in the areas of **education and youth, transit/infrastructure, affordable housing/homelessness, community & economic development, public safety, and central government operations.**
- Mayor Barry has identified these topics as key priorities for FY 2018 and they are broad enough to provide for significant flexibility in the specific focus areas of PIP proposals.

# PIP CATEGORIES

	Category A	Category B	Category C
<b>Type:</b>	<ul style="list-style-type: none"> <li>• Seed</li> <li>• Proof of Concept</li> </ul>	<ul style="list-style-type: none"> <li>• Scale Up of 2017</li> </ul>	<ul style="list-style-type: none"> <li>• Moon Shot Project</li> </ul>
<b>Match Requirement:</b>	<ul style="list-style-type: none"> <li>• Match Not Required</li> </ul>	<ul style="list-style-type: none"> <li>• Match Not Required</li> <li>• Project ROI Required</li> </ul>	<ul style="list-style-type: none"> <li>• Private Match or</li> <li>• Budget Reallocation</li> </ul>
<b>Purpose:</b>	<ul style="list-style-type: none"> <li>• Relevant for market studies and feasibility assessments.</li> <li>• Projects with uncertain market opportunity or viability</li> <li>• Concepts that need a “Proof of Concept.”</li> </ul>	<ul style="list-style-type: none"> <li>• Second stage funding of successful 2017 PIP.</li> <li>• Must demonstrate an analysis of existing departmental budgets and, if possible, reallocated resources from obsolete or low-impact programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Must include a budget reallocation opportunities.</li> <li>• Requires leverage funding from outside partners.</li> </ul>

## BEGIN WITH **PSRI**

1. Define the **Problem** | The want or need you fulfill
2. Match your **Solution** | How you solve the problem
3. What is the **Relevance** | The “so what” or “who cares”
4. How big is the **Impact** | Metrics and value

# PSRI | PROBLEM & SOLUTION



**Problem** | Customer Pain

**Solution** | The Fix

**Relevance** | The "So What" or "Who Cares"

**Impact** | Metrics and Value. What is the payoff?

# THE BUSINESS **MODEL** | PIP PROPOSAL

**WHO**

Who is your target audience?

**Who specifically benefits?**  
(Provide Data)

**WHAT**

What do you offer this group?

**What problem?  
What solution?**

**HOW**

How do you do this?

**How does this work?**

**Value Proposition**

# DEFINE THE **BUSINESS MODEL**



How will you structure this PIP opportunity

## The Financial Model

- Price
- Unit volume
- Target EBITDA
- Industry EBITDA
- Breakeven

## The Assets To Be Used

- People
- Intellectual Property
- Technology
- Purchaser Knowledge
- Partnerships

## The Processes

- Customer Acquisition
- Data Management
- Consumer Engagement
- Business Relationships
- Billing & Collection
- Customer Support

## Key Partners

- Legal
- Government
- Non-Profits
- Media
- Private Businesses
- Volunteer Groups
- Employers



# PIP PRESENTATION



## Overall Guidance

- Your presentation should not exceed 10 slides (OK, you can do a few more).
- Get to the point and stay at the appropriate level.
- This presentation is NOT to be about you or your department. It is a proposal for funding a concept that will create a financial, economic, environmental, or quality of life return for the City of Nashville.

# PIP PRESENTATION



## Slide 1: Your PIP Proposal Purpose

- Frame your PIP proposal purpose in a single declarative sentence.
- This statement frames for the PIP panel what you plan to speak about.

# PIP PRESENTATION



## Slide 2: Frame the Problem

- Describe the problem you plan to solve.
- This is best done by defining the pain of the customer has today.
- Outline how the customer addresses the issue today.
- Provide data with references that confirm both the size of the problem and the economic impact of the problem.

# PIP PRESENTATION



## Slide 3: Your Proposed Solution

- Outline your proposed solution to the problem.
- Demonstrate your value proposition to make the customer's life better.
- Provide a use case

# PIP PRESENTATION



## Slide 4: Size of Impact

- Identify/profile the exact customer(s) you impact with this solution
- How many of them are there.
- Have you spoken with any of them to confirm this problem.
- Give data to confirm the size of the impact your PIP proposal will have, including but not limited to:
  - Number of individuals impacted
  - Economic measure of the impact
  - Timeframe for the impact to occur

# PIP PRESENTATION



## Slide 5: How Your PIP Proposal Works

- Product or service form, functionality, features, and/or architecture.
- Parties or agencies involved.
- Timeline and roadmap for implementation.
- Has this been done before or by another city? If so, what was their costs, success metrics and sustainable results?

# PIP PRESENTATION



## Slide 6: Business | Financial Model

- Dollars requested for your PIP Proposal.
- Total cost of your PIP Proposal.
- Estimated budget by category (capital, operations, staff, etc.).
- Financial and in-kind contribution of other parties to your PIP Proposal (Partners, Private Sector, etc.).
- Any ongoing or recurring costs to maintain once in place.

# PIP PRESENTATION



## Slide 7: Impact or Return on Investment

- Outline the impact your PIP Proposal has for the City of Nashville.
- This can be framed as a Return on Investment, Reduction of existing costs, New revenues, or overall quality-of-life impact for citizens.
- Your impact should be quantified with data and references that support your claims.
- Has this been tried before by other cities? If so, what worked and lessons learned?
- Has this been tried in the private sector? If so, what worked and lessons learned?
- What outcomes do you expect?
- What are the metrics that define success?



# PIP PRESENTATION



## Slide 8: Team to Execute this PIP Proposal

- Who (name an individual) will be leading this PIP Proposal and accepting responsibility and accountability for its costs, timeline, and results?
- Who are the other individuals who will be assisting this leader in ensuring the execution of this plan (names, titles, etc.)
- Does the team have any experience doing this already?
- Are there any specific advisors or experts who will be helping?

# PIP PRESENTATION



## Slide 9: Launch Plan & Timeline

- Other than funding, what is needed to launch this?
- What is the timeframe?
- When can results be expected?

# PIP PRESENTATION



## Slide 10: Sustainability Plan

- How will your PIP project or initiative continue after PIP funding is exhausted?

# PIP PRESENTATION

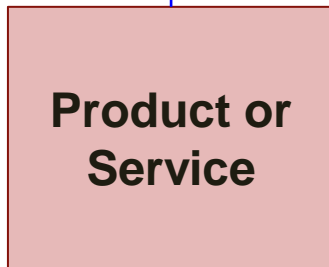
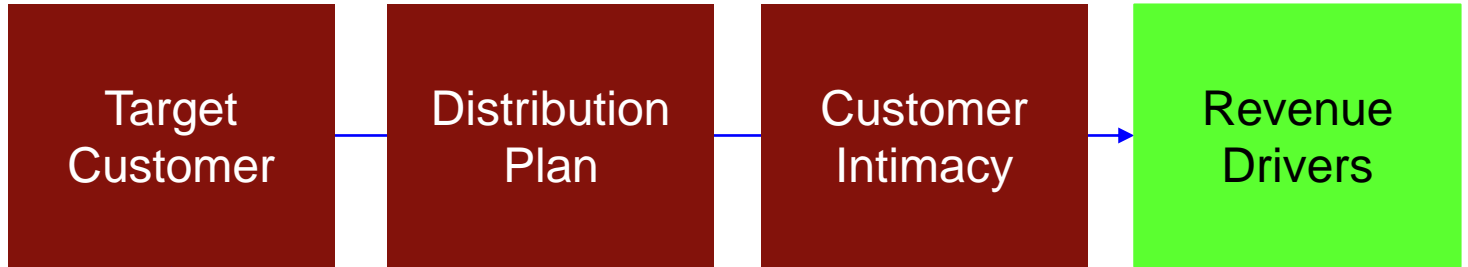


## THE APPENDIX

- The Appendix can include as many slides as you want.
- This should be where you provide "proof" that supports your proposal.
- Nothing beats responding to the panel's questions with a slide from the Appendix.
- Economic Impact? Here are the impact numbers.
- How this works? Here's a screenshot.
- Most operating details should remain safely ensconced in the Appendix, eliminating unnecessary friction in the presentation.

# EVOLVE THE CONCEPT

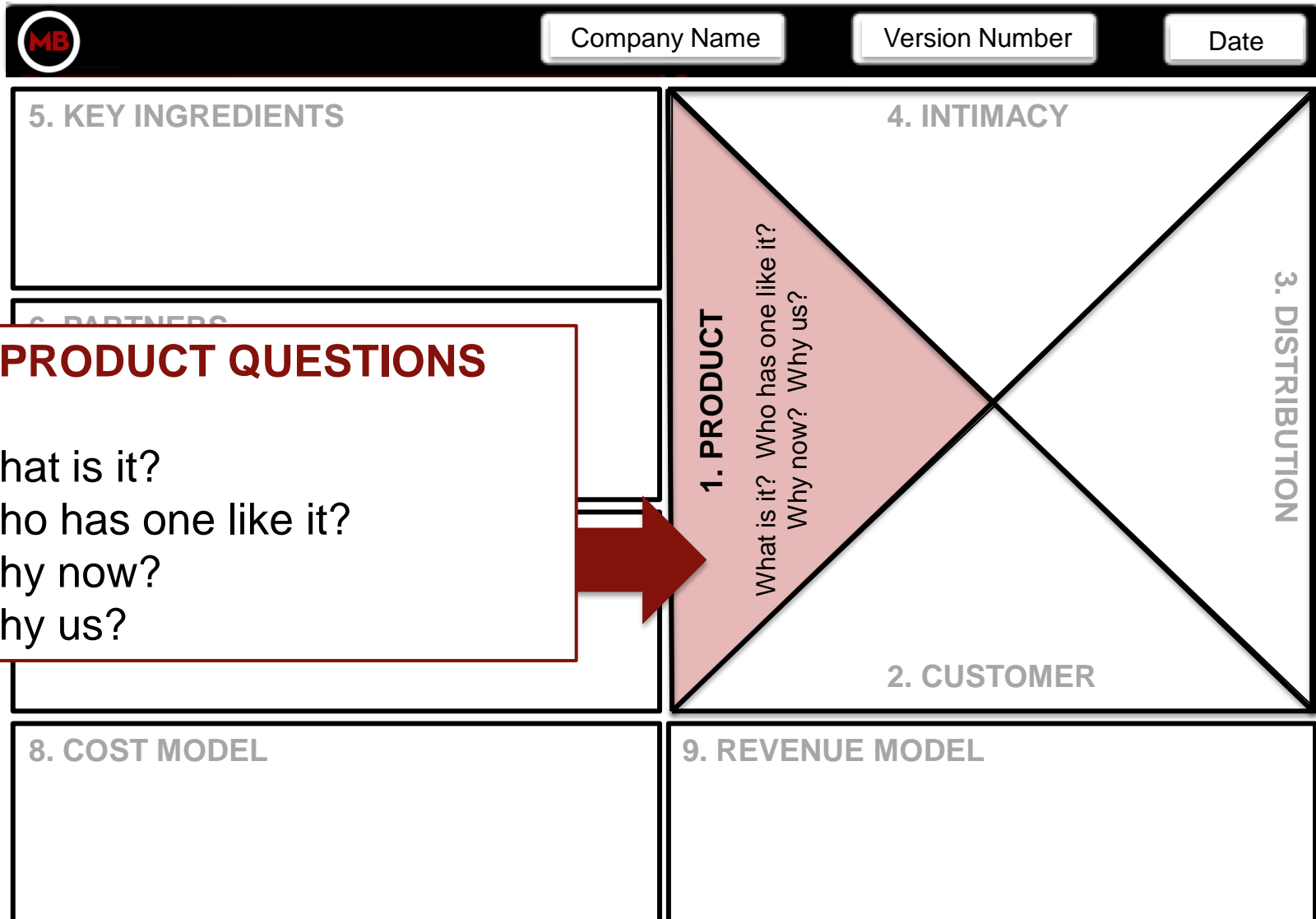
**REVENUES**  
How  
We Make  
Money



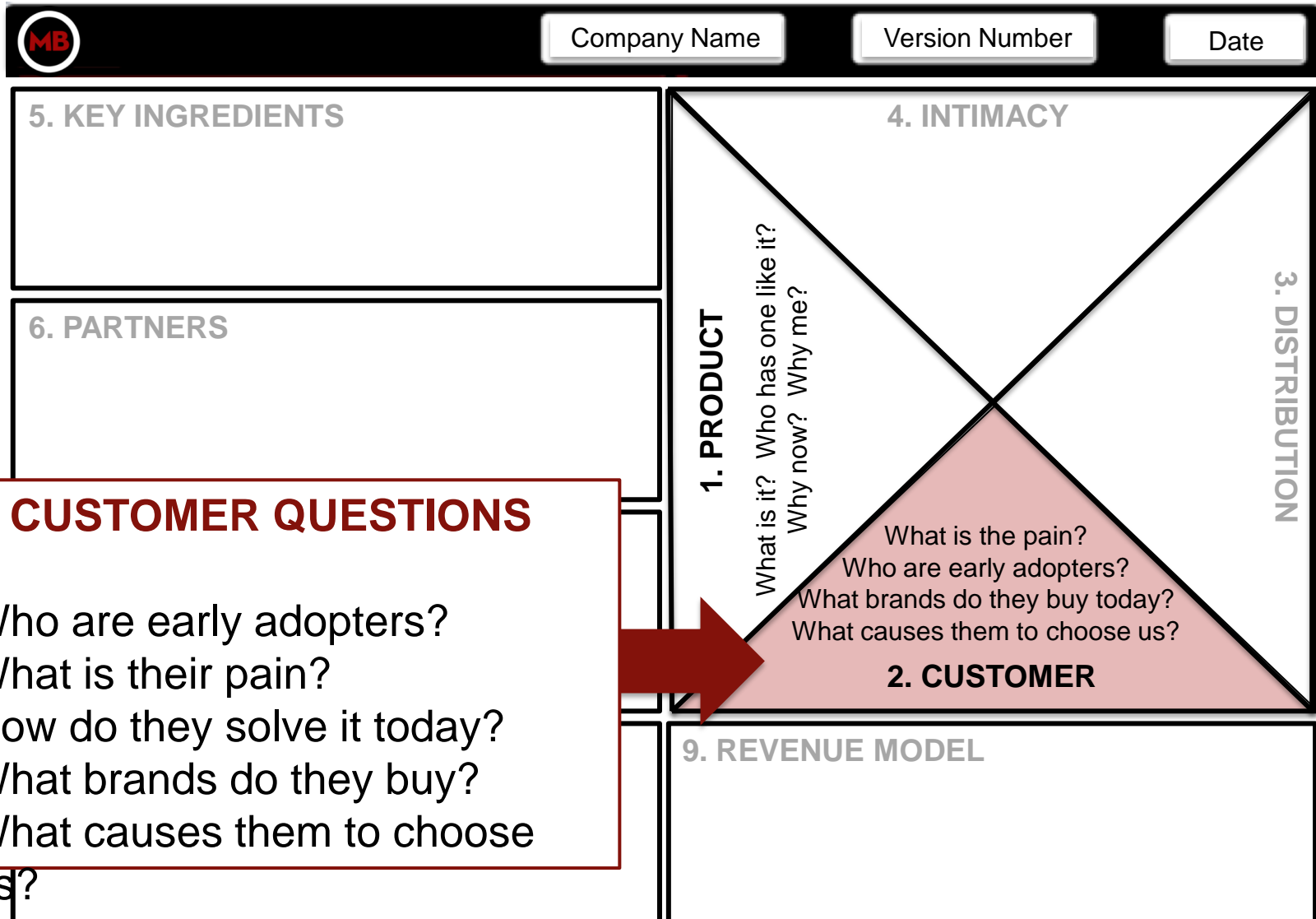
**EXPENSES**  
The  
Creation of  
Margin



# THE IDEA FRAME | **WHAT IF**



# THE IDEA FRAME | **WHAT IF**



## THE CUSTOMER QUESTIONS

- Who are early adopters?
- What is their pain?
- How do they solve it today?
- What brands do they buy?
- What causes them to choose us?

# THE IDEA FRAME | **WHAT IF**



Company Name

Version Number

Date

5. KEY INGREDIENTS

4. INTIMACY

## THE DISTRIBUTION QUESTIONS

- How do customers hear of us?
- How do they buy?
- Do we make it easy to buy?
- At what price will they buy?

**PRODUCT**

Who has one like it?  
How? Why me?

What is the pain?

Who are early adopters?  
What brands do they buy today?  
What causes them to choose us?

**2. CUSTOMER**

**3. DISTRIBUTION**

How do customers hear about us?  
How do they buy?  
Is it easy to buy?  
At what price?

8. COST MODEL

9. REVENUE MODEL



# THE IDEA FRAME | **WHAT IF**



Company Name

Version Number

Date

## 5. KEY INGREDIENTS

### **CUSTOMER INTIMACY**

- Why do early adopters like us?
- How are we engaging them?
- Will they become ambassadors?

## 7. ESSENTIAL RECIPE

## 8. COST MODEL

### 1. PRODUCT

What is it? Who has one like it?  
Why now? Why me?

### 4. INTIMACY

Why do early adopters like us?  
How do we engage them?  
Will they become our  
Ambassadors?

### 3. DISTRIBUTION


How do customers hear about  
us?  
How do they buy?  
Is it easy to buy?  
At what price?

### 2. CUSTOMER


What is the pain?  
Who are early adopters?  
What brands do they buy today?  
What causes them to choose us?

## 9. REVENUE MODEL


# THE IDEA FRAME | **WHAT IF**

		Company Name	Version Number	Date
<b>5. KEY INGREDIENTS</b> What are the core elements of the product or service that are unique to our team? What are the critical ingredients in my design that we must own?	<b>4. INTIMACY</b> What causes customers to like us?	<b>KEY INGREDIENTS</b> <ul style="list-style-type: none"><li>• What are the core elements of the product or service that are unique to our team?</li><li>• What are the critical ingredients in my design that we must own?</li></ul>		
<b>6. PARTNERS</b>				
<b>7. ESSENTIAL RECIPE</b>	<b>2. CUSTOMER</b> What brands do they buy today? What causes them to choose us?			
<b>8. COST MODEL</b>	<b>9. REVENUE MODEL</b>			

# THE IDEA FRAME | **WHAT IF**

		Company Name	Version Number	Date
<b>5. KEY INGREDIENTS</b> What are the core elements of the product or service that are unique to our team? What are the critical ingredients in my design that I must own?	<b>4. INTIMACY</b> What causes customers to like us? How do we engage them? Will they become our Ambassadors? <b>3. DISTRIBUTION</b> How do customers use it? How do we make it easy to use? At what price? <b>PRODUCT</b> Does anyone like it? Why?	<b>PARTNERS</b> <ul style="list-style-type: none"><li>Who are the key partners who will provide outsource and supply chain services?</li><li>What are the brands that will help us ensure success?</li></ul>		
<b>6. PARTNERS</b> Who are the key partners who will provide certain outsource and supply chain services? What partner brands help us ensure success?				
<b>7. ESSENTIAL RECIPE</b>				
<b>8. COST MODEL</b>				


# THE IDEA FRAME | **WHAT IF**

	Company Name	Version Number	Date
<b>5. KEY INGREDIENTS</b> What are the core elements of the product or service that are unique to our team? What are the critical ingredients in my design that I must own?	<b>4. INTIMACY</b> What causes customers to like us? How do we engage them? Will they become our Ambassadors? <b>3. DISTRIBUTION</b> How do customers use? How do they use? Is it easy to use? At what price? <b>PRODUCT</b> Who has one like it? How? Why me?		
<b>6. PARTNERS</b> Who are the key partners who will provide certain outsource and supply chain services? What partner brands help us ensure success?			
<b>7. ESSENTIAL RECIPE</b> What is the perfect mix of the core elements? What partnership   outsource activities that meet the customers needs without being overly complicated?	<b>ESSENTIAL RECIPE</b> <ul style="list-style-type: none"><li>• What is the perfect mix of the core elements?</li><li>• What partnerships will meet the the customers needs without being overly complicated?</li></ul>		
<b>8. COST MODEL</b>			

# THE IDEA FRAME | **WHAT IF**

	Company Name	Version Number	Date
<b>5. KEY INGREDIENTS</b> What are the core elements of the product or service that are unique to our team? What are the critical ingredients in my design that I must own?	<b>4. INTIMACY</b> What causes customers to like us? How do we engage them? How do we come our customers? <b>3. DISTRIBUTION</b> How do customers hear about us? How do they buy? Is it easy to buy? At what price? Who are early adopters? What brands do they buy today? What causes them to choose us? <b>2. CUSTOMER</b>		
<b>6. PARTNERSHIPS</b> Who are the key partners? Who do we outsource? Which brands help us?			<b>THE COST MODEL</b> <ul style="list-style-type: none"><li>• Are items 5-7 a reasonable cost structure?</li><li>• Can we create a competitive margin?</li><li>• What is our best guess of the margin?</li></ul>
<b>7. ESSENTIAL ACTIVITIES</b> What is the perfect mix of the core elements that we must do? What partnership   outsource activities that we must do to meet the customers needs without being over complicated?			
<b>8. COST MODEL</b> Are items (5-7) a reasonable cost structure? Can we create a competitive margin? What is our best guess of the margin?	<b>9. REVENUE MODEL</b>		

# THE IDEA FRAME | **WHAT IF**

		Company Name	Version Number	Date
<b>5. KEY INGREDIENTS</b> What are the core elements of the product or service that are unique to our team? What are the critical ingredients in my design that I must have?	<b>4. INTIMACY</b> What causes customers to like us?			
<b>6. PARTNERS</b> Who are the key partners who will outsource and supply chain service brands help us ensure success?	<b>THE REVENUE MODEL</b> <ul style="list-style-type: none"><li>• What can we charge for the product or service?</li><li>• Based upon our costs, is the idea sustainable?</li><li>• Is it investment worthy?</li><li>• Can it scale and grow?</li></ul>			
<b>7. ESSENTIAL RECIPE</b> What is the perfect mix of the core elements I must do and the partnership   outsource activities that meet the customers needs without being overly complicated nor costly?				
<b>8. COST MODEL</b> Do items (5-7) create an affordable cost structure? Can I create a competitive market margin for the product or service at the price I can charge? What is my best guess of the margin?	<b>2. CUSTOMER</b> Who are early adopters? What brands do they use today? What causes them to choose us?			
	<b>9. REVENUE MODEL</b> What can we charge for the product or service? Based upon our costs, is the idea sustainable? Is it investment worthy? Can it scale and grow?			

# PIP TIMELINE



- Workshop February 9
- Notice of Intent Due February 17 (email)
- Proposals Due March 10 (form)
- Presentations Due March 17 (PPT)
- Presentations March 27-31

Send everything to [brian.kelsey@nashville.gov](mailto:brian.kelsey@nashville.gov).

Please include the category you are submitting under (A, B, or C) in notice of intent.