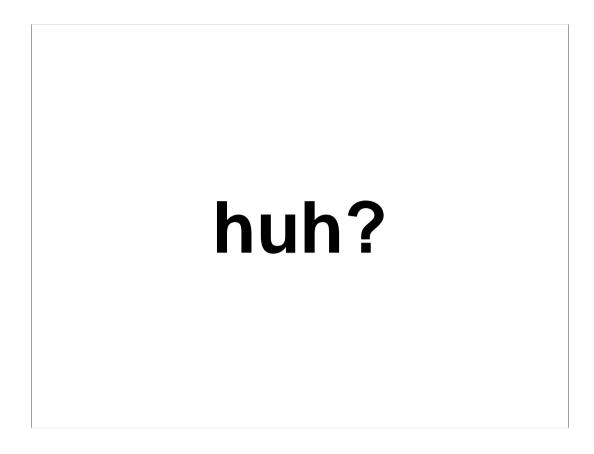# make things happen

Introduction. Ben Young. Make things Happen. Like to throw some ideas around, so am here to throw an idea I've been talking about on my blog at you guys. See if it sticks. Copyright 2008 Ben Young blog.bwagy.com

12 hour startup

12 hour startup. Now quite what you think. I blogged about it a few weeks back and had hugely delicious conversations about it. So what is it exactly>?
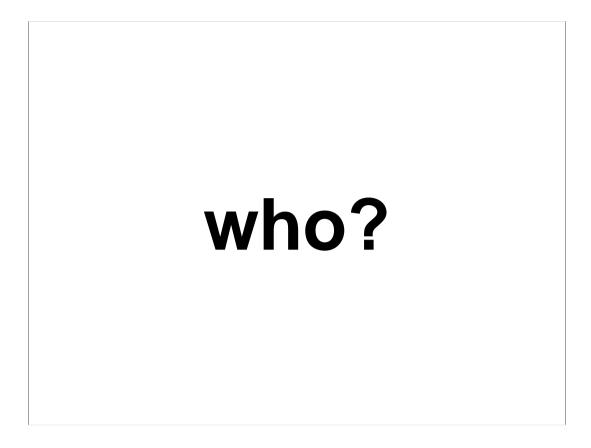
huh?

The Idea is to go from concept to proof within 12 hours. Bring a team of people together, commit to a 12 hour stretch where you will deliver a new product. Make a competition of it even? Copyright 2008 Ben Young blog.bwagy.com

simple

It gets people thinking, what are some simple ideas that can be easily executed. How can we take existing resources and mash them up into a new product / service / idea. What opportunities are there to try these out. Keeping it simple.
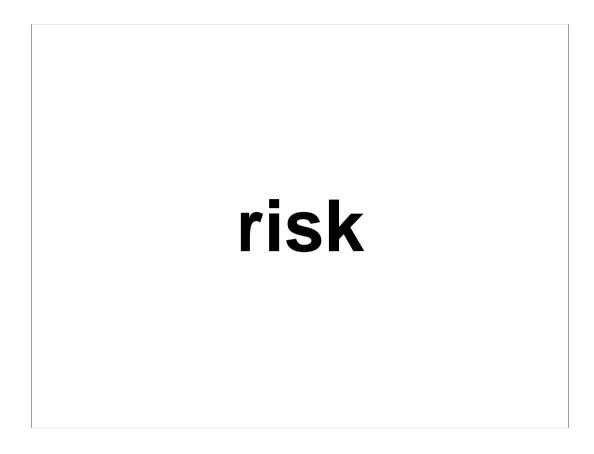
how?

How? Set aside a day for it. Maybe even once a month? Create teams, make a competition of it. Mash the teams up with people from different areas. Give an objective of say 'you have 12 hours to come up with and deliver a new product /service we can sell to clients' or as a testing ground. Copyright 2008 Ben Young blog.bwagy.com

who?

Who can do this? Anyone. Clearly bit of a tech focus in there. However anyone or company that has existing systems or a platform from which they operate on can use these resources to leverage. From a tech focus there are many tools which you can leverage and mash up to create a new unique product / service. Copyright 2008 Ben Young blog.bwagy.com

not nec. tech

The concept has a technology background, but it not limited to technology companies. Any company could use this process just focusing on their existing resources / how they can use them to deliver extra value / or how they could add technology to deliver more value. Copyright 2008 Ben Young blog.bwagy.com

risk

What's the risk? Well downside is virtually zero. Invest some time, get some great ideas. Upside is >0 so easily profitable. However there are other huge things you can gain from this. Copyright 2008 Ben Young blog.bwagy.com

warm fuzzies

There are some warm fuzzies out of this. Bring your staff together, teach them new skills, create culture, sense of belonging, stimulate outside of the box thinking, get conversations going….i could keep going on! Copyright 2008 Ben Young blog.bwagy.com

the spark

The spark, the ideas, the creativity and ideas that come out of this. Imagine having 30 people in your company in ten teams of three doing this. Outstanding output and value. Copyright 2008 Ben Young blog.bwagy.com

innovation

The idea of the 12 hour startup is all about innovation and is a great way of stimulating it in your company. You may only run the exercise once, but the flow on effects will keep flowing over time. Copyright 2008 Ben Young blog.bwagy.com

examples

I am working on some case studies at the moment, anyone want to volunteer to pay me to help you do it in your company? The Rails Rumble is a 48 hour challenge which does similar thing in teams, build an app in 48 hours, yahoo run similar competitions, also focus groups are similar. So elements of this already out there. Any group where condensed critical change comes about very quickly.

applications

Some applications I have seen are: using custom rss feeds to monitor a clients brand mention / news mention. Offering this to clients for a set fee per month. Setting up a blog in a niche market (where no others existed) and a huge content base (within an afternoon session). As mentioned am working on some case studies…Copyright 2008 Ben Young blog.bwagy.com

give it a go

The underlying theme of this is give it a go. Keep your ideas / products fresh! Most will be bad ideas, some will be gold though. Great on marketing front, as you portray to your customers, management & staff that you are focused on being creative and trying new things. 1 in 100 rule. Copyright 2008 Ben Young blog.bwagy.com

trial run

Once you have given this a shot. Take the ideas and give them a trial run. Or pitch them to clients. Essentially throw them at a wall (like I'm doing now to you) and see if they stick. If they don't no loss. You have learned something that doesn't work (market information) and can move onto other ideas. Copyright 2008 Ben Young blog.bwagy.com

process

The beauty of this, is with the 12 hour startup, you create a process of innovation, a process of creating new ideas, impressing your clients, creating a team atmosphere in your company. Hang on let me repeat that…you mean you have a way of stimulating innovation? Copyright 2008 Ben Young blog.bwagy.com

influences

There are a couple of influences that kind of formulated this idea in my head. Firstly the idea of agile development, only delivering the core features required and how often that is all the client wants. Keeps your company agile and fit. Copyright 2008 Ben Young blog.bwagy.com. Copyright 2008 Ben Young blog.bwagy.com

bootstrapping

The second influence was bootstrapping. Creating products / business's on the absolute cheap. How can we deliver superior results without funding? Simple creativity. How could we use these two influences to stimulate innovation in companies. Copyright 2008 Ben Young blog.bwagy.com

feedback

Now I want to challenge you guys. To go away have a think about it and give me some feedback. Just google "12 hour business". Throw some ideas back at me. Hate it?!? Even better want to hear from you as well. Will help make the model better. Have some case studies? Want to get together faciliate something? Send me an email. Copyright 2008 Ben Young blog.bwagy.com

ta da

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That's me. Thanks for your time. If you want to look me up, am on twitter @bwagy. Copyright 2008 Ben Young blog.bwagy.com