

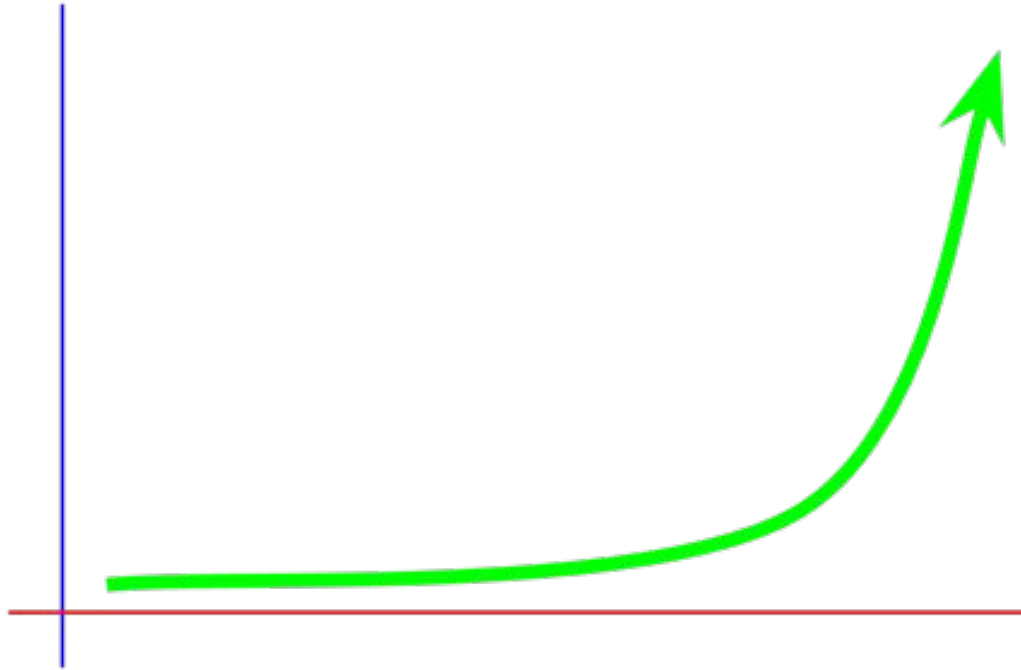
Hire Wire Acts

The Interplay of Optimism, Innovation, and Risk

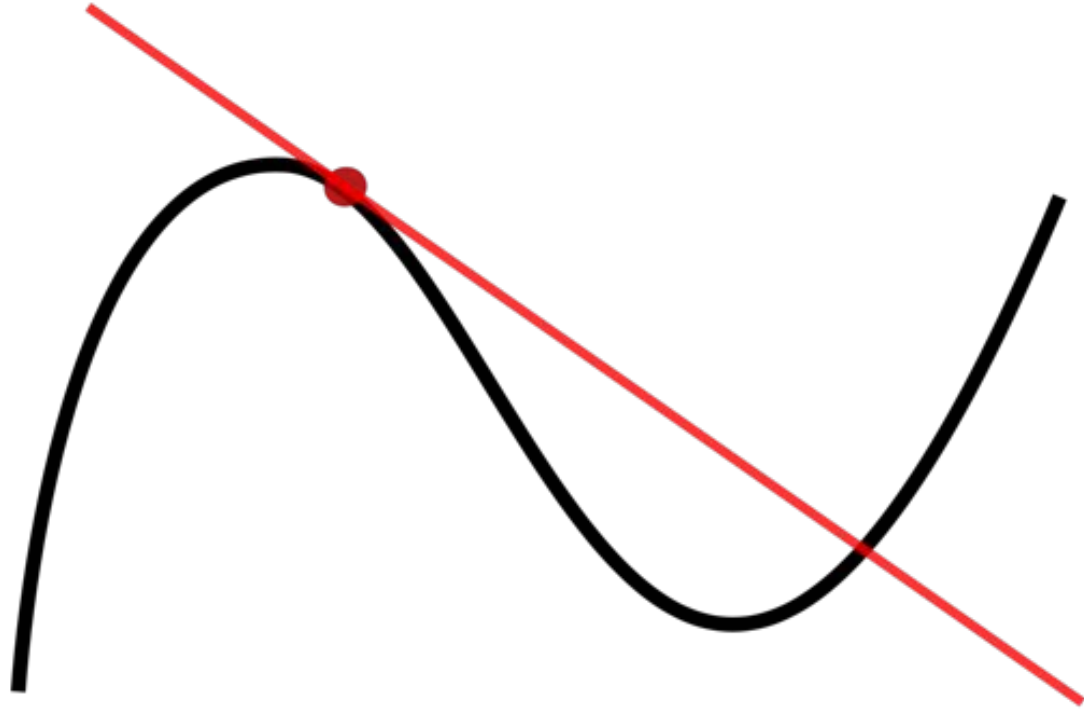
Kerri Hoffman PRX

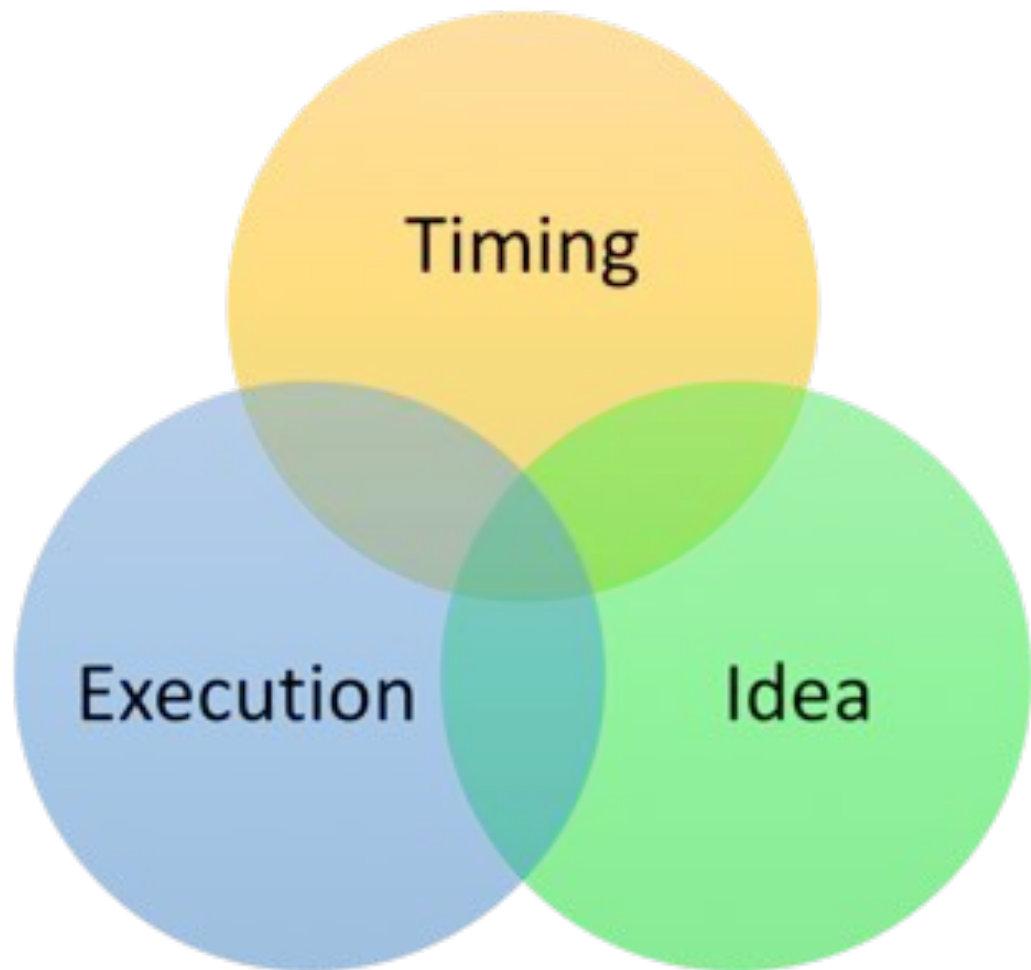
Jodi Gersh PRI

What We Hope For

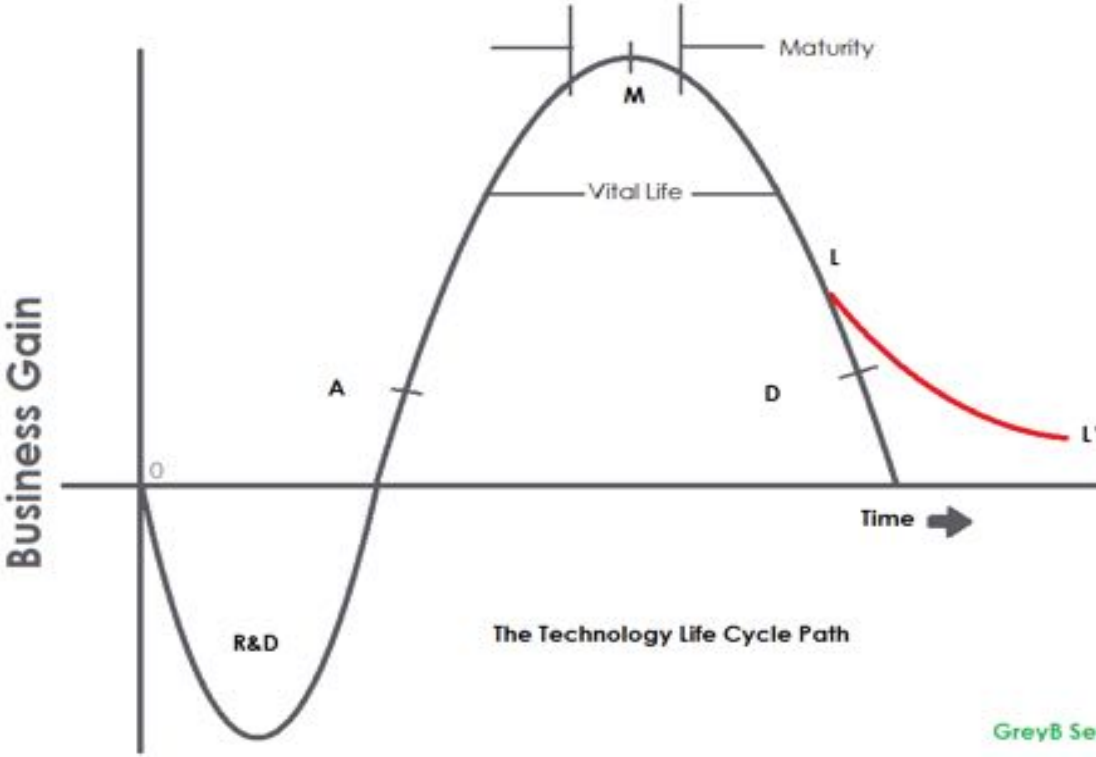


What We Are Happy With





Ebb and Flow



Reality



TIMING

Failure: Timing

Too early



ADWEEK

DIGITAL

The Cincinnati Enquirer Brings Home the Bacon with Porkappolis

DIGITAL

The Cincinnati Enquirer Brings Home the Bacon with Porkappolis

By David Cohen
February 24, 2011

The Cincinnati Enquirer is looking to hog a share of location-based mobile app traffic in its home market with its launch of **Porkappolis**, a competitor to **foursquare**, **Gowalla**, and **Yelp** that hopes to capitalize on its knowledge and understanding of Cincinnati, **Poynter** reported.

Porkappolis got its name from an old Cincinnati nickname, Pig City, from when the city was a hog-packing center, according to Poynter, and in addition to check-ins and badges, Bacon is on its menu — not the actual food, but a tab within Porkappolis that offers geo-targeted information, such as nearby happy hours.

The app is a white-label version of **DoubleDutch**, Poynter reported.

Brian Butts of Cincinnati.com told Poynter:

Failure: Timing

Too late



#TECHNOLOGY NEWS JULY 26, 2011 / 8:30 AM / 6 YEARS AGO

Taking aim at Groupon, Gannett expands DealChicken

Jennifer Saba

3 MIN READ

NEW YORK (Reuters) - Gannett Co is expanding its DealChicken daily deals service, which will be in more than 50 cities by the end of year, as the top U.S. newspaper chain tries to capitalize on the online coupon craze.

The company is entering a crowded market dominated by Groupon and LivingSocial. There are also a host of other new entrants, including Google, Facebook and AT&T.

Gannett began the program in Phoenix in September and has expanded it to nine other markets, including St. Louis and Detroit.

EXECUTION

The Right Amount of Investment

- Is the idea core to what you know?
- How well do you know the competition?
- Are you solving a legitimate problem?
- Can you execute?

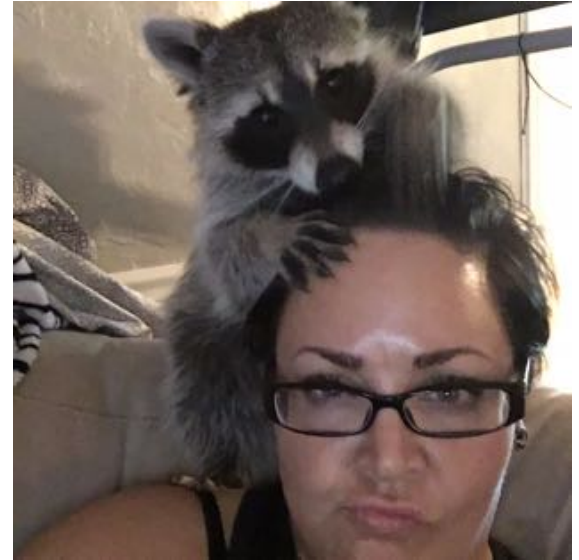
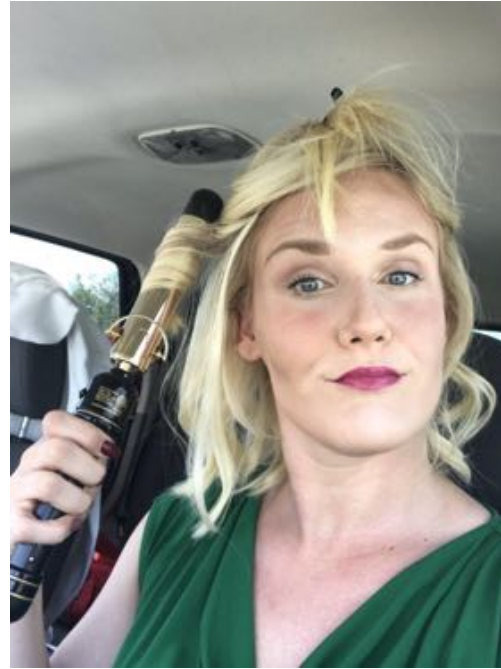
Just Say Yes



Low-Fi Investment



Low-Fi Investment



Low-Fi Investment Pivot Hi-Fi Investment



IDEA

Failure

I have not failed, I have just found 10,000 ways that won't work.

Thomas Edison

Risk Appetite and Risk Tolerance

Hope is not a strategy

Failure \neq Fault

Know your risk tolerance

Prototype





EMPATHY

Not Just Focus Groups and Surveys



Brainstorm Rules

- Defer judgement.
- Encourage wild ideas.
- Build on the ideas of others.
- Stay focused on the topic.
- One conversation at a time.
- Be visual.
- Go for quantity.

Q & A

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