

Kudoz

Be our formidable business developer.

We're Kudoz, a startup embedded within three of British Columbia's bigger community living agencies. Sound like an oxymoron? That's part of our novelty: being nimble within a context that is often known for being stable!



Kudoz started with original, user-centered research. Our team moved into a social housing complex to capture the day-to-day realities of individuals with a cognitive disability. From that research came an insight: too few adults had a source of novelty & learning in their lives. From that insight came an idea: what if adults could choose from a catalogue of hundreds of learning experiences, all hosted by passionate locals? From that idea came a six-month prototype and proof of concept. Now, it's time to spread the solution along with the values behind it all. **We're on the hunt for a sharpshooter and business maker to help us grow with the right sentiment and spirit.**

You'll be joining a team with interaction, graphic, and service designers; along with three community mobilizers; and a social scientist. As the Business Developer, your role will be to develop and actually sell our business model; actualize strategic partnerships, and test the best vehicle for spread. You won't be working things out just on paper - you'll be responsible for making things happen in the real, messy, fun world.

We do not want to operate like a traditional service, where 100% of our income comes from government contracts and grants. Instead, we want to diversify our revenue streams; find ways to streamline our model; and shape the governmental and philanthropic systems with which we interact. Oh, and we want to do all of this in a way that remains true to our roots: a solution that is co-designed by individuals and families and has learning, growth and development at its core.

Sound intriguing? Keep reading for more.

About Kudoz

Kudoz is an adult learning exchange that aims to make our cities as intellectually accessible as they are physically so. Adults with a cognitive disability choose experiences from an online

The goal is to enable adults with and without a cognitive disability to discover their passions and build their networks. Right now, too many adults with a cognitive disability spend their days in insular groups doing the same activities on repeat. We're passionate about widening people's repertoires, and enabling them to develop their minds. Having an intellectual disability shouldn't mean we don't invest in their intellectual growth.

About the Business Model

Based on our early research, we think Kudoz could operate using a subscription based model. Families could buy a monthly or episodic subscription to Kudoz. Disability services could also buy a pass to enable their 'clients' to go on experiences. Altruistic individuals and workplaces might sponsor adults with a cognitive disability to go on experiences using a crowdfunding platform. We are also interested in exploring how Kudoz might be used with other population groups - like young people and older people - and involve some form of cross-subsidy.

All of this is different to the way services are typically purchased for individuals with a cognitive disability. That means we will need to work with everyone from families to government funders to understand the implications and create a compelling value proposition. Particularly because Kudoz, right now, is more costly to run than existing service provision, we will need to show the return on investment. This is why it's lucky we have a theory of change which we strongly believe will result in better outcomes.

About the Business Developer Role

The Business Developer will come on board full-time for at least six-months to help us methodically test, tweak, subtract, and add to our business model. If it's a good fit, the Developer will ideally stay on board as our Chief Entrepreneur to guide the next stage of growth for Kudoz.

During the first six-months, the Developer will do additional market research; flesh out our pricing structure; probe the interface with government procurement systems; further develop the arguments for Kudoz; and help us write the plan for the next 12-24 months. They will also work internally to streamline our systems and work processes, increase team capacity to think & work like a social business; and help to build the movement of individuals and families advocating for Kudoz's growth.

The Business Developer will report to a Partnership Board comprised of the Chief Executives of InWithForward, Simon Fraser Society for Community Living, posAbilities, and Burnaby Association for Community Inclusion. On a day-to-day basis, the Business Developer will give and get feedback from the leadership of InWithForward.

This is a competitively compensated role. We're after someone with a hefty business track record, and a deep understanding of how to make start-ups work.

About You

We're looking for someone who isn't just an effective operator but can really buy into and be passionate about our mission to enable all adults - with and without disability - to learn, reflect,

You've got a significant **start-up** track record. You know what it takes to open and run a business from scratch. You've got the grit required, can gracefully pivot, and aren't afraid to seek out advice and expertise.

You're steeped in strong community values and invested in quality over quantity. You get that this kind of work isn't about maximizing profit for shareholders, but about collaborating with individuals and families to change lives. You're committed to integrating the values of co-design into everything you do - even when it's not efficient.

You are the kind of person that devours a challenge. You don't shy away from ambiguity or complexity, and instead enjoy finding your way through the messiness and emergence. You are adept at chunking big ambitions into smaller, actionable steps.

You're a superb communicator. You're able to tell a great story, articulately express a vision to a range of audiences, and humbly spur people to action.

You see opportunity, everywhere, even when you're not on the clock. You view everything around you as potential resource to tap into, but you are also able to prioritize what to do first, second, and third.

You can make a mean spreadsheet. You know how to have dollars make numbers and sense. You can organize your ideas and thoughts in a highly structured way, and develop alternative models quickly and robustly.

You are a savvy systems and operations person. You love good systems and processes, and have a knack for finding the right tools to get the job done in the time required.

You're both a team player and a decisive leader. You enjoy working in multi-disciplinary environments, where there is a lot of energy and some chaos. But, you don't just sit back and wait for consensus to emerge. You know when and how to take initiative, formulate a clear point of view, and execute your ideas. But, you can also step back, admit when you were wrong, and reflect on what next.

You're a lifelong learner. You feed your brain well, and seek out fresh stimulus often.

To Apply

Send along your resume to hello@inwithforward.com and your answers to the following questions by **midnight on January 6, 2016**.

- (1) Tell us about a business you helped start or run. What did you do? What did you learn? What will you do differently next time around?
- (2) What's the most compelling social business model you've seen lately? Explain it.
- (3) What was your last learning experience? What would you host on the Kudoz catalogue?