



# SOCIAL ENTREPRENEURSHIP

Applying entrepreneurial and business principals to address a social problem.







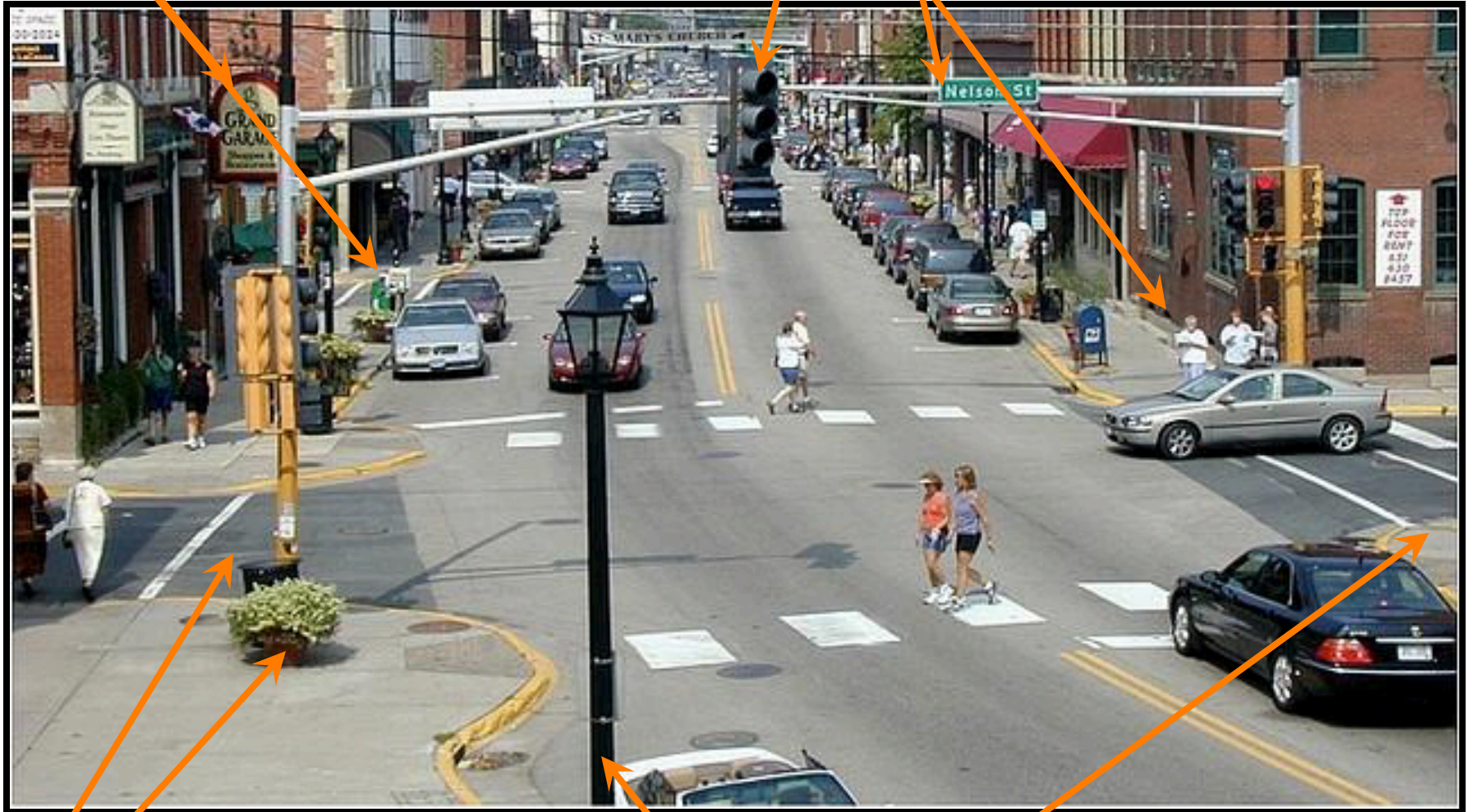
**Parking Meter, Police Dept**

**Local Businesses, Economic Dev Dept**

**Street Light, Engineering Dept**

**Garbage Can, Refuse Dept**

**Street Sign, Transportation Dept**



**Street Trees, Parks & Rec**

**Pothole & Streets, Streets Dept**

**Light Post, Utility Department**

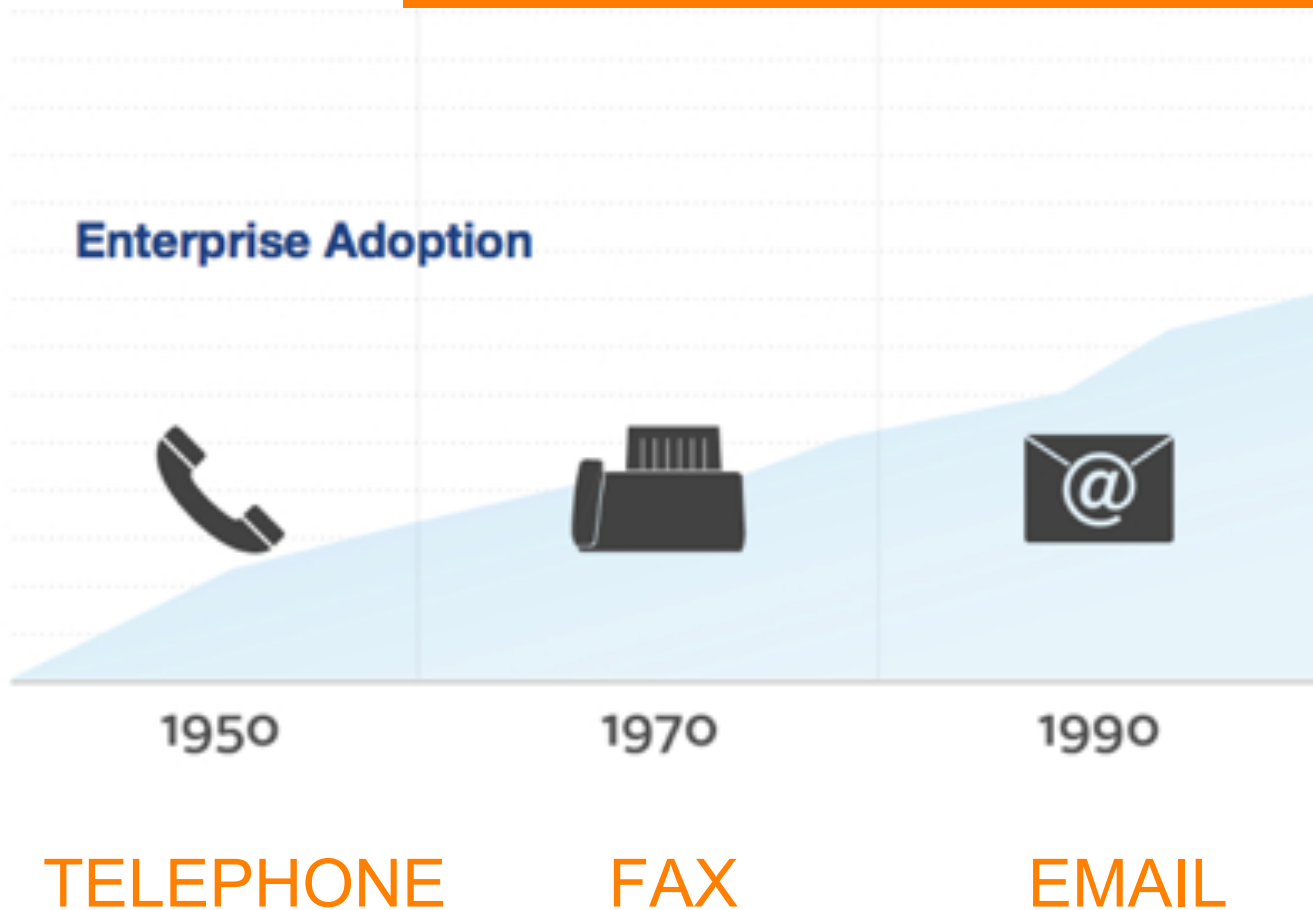
**Sidewalks, Public Works Dept**



92% OF U.S. CITIES

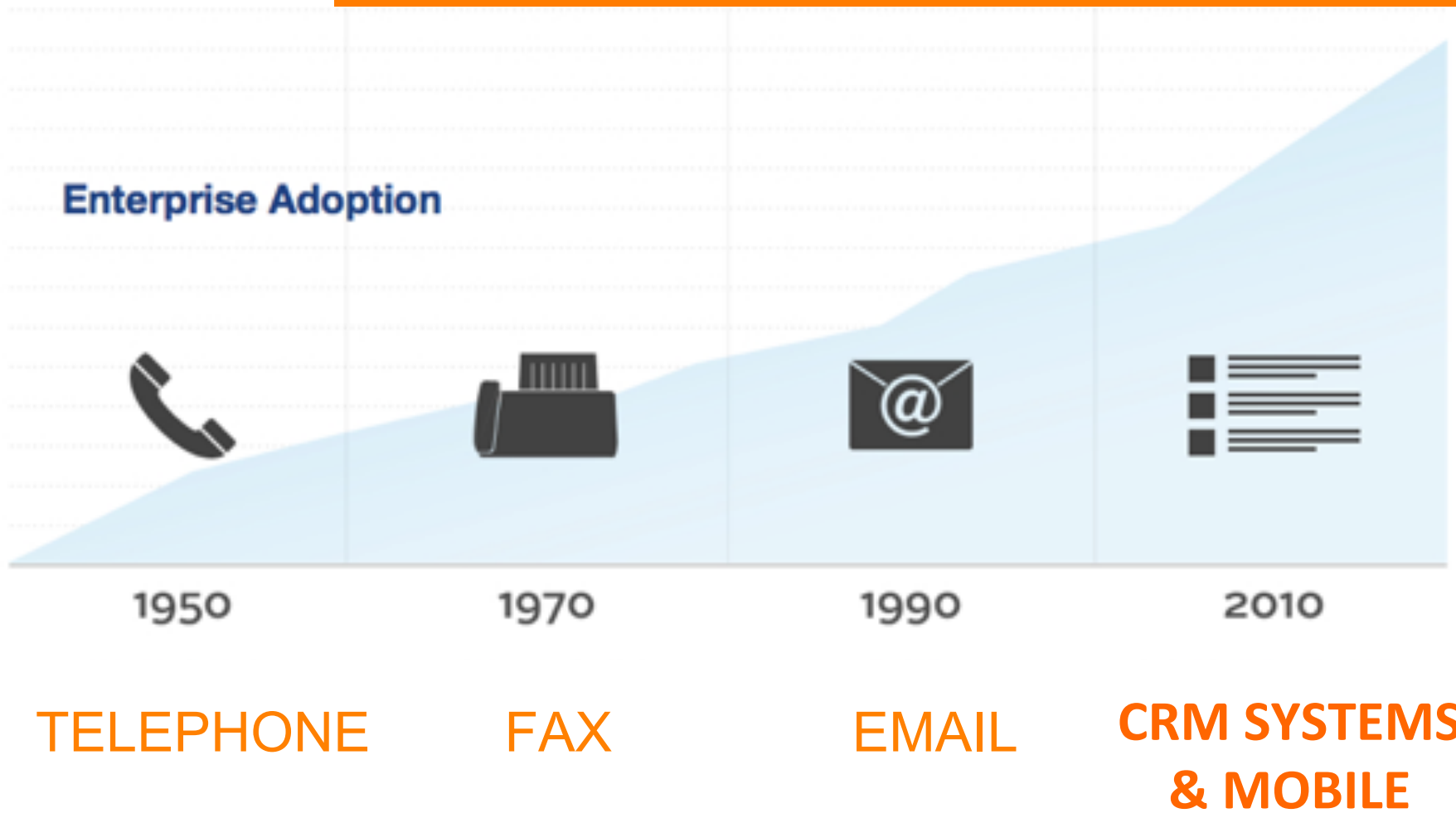
LACK WEB OR MOBILE COMMUNICATION SYSTEMS

# ENTERPRISE ADOPTION





# ENTERPRISE ADOPTION



# Florida City





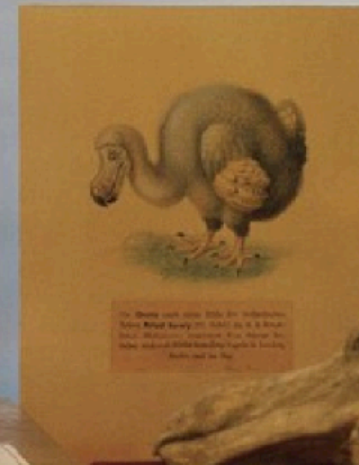
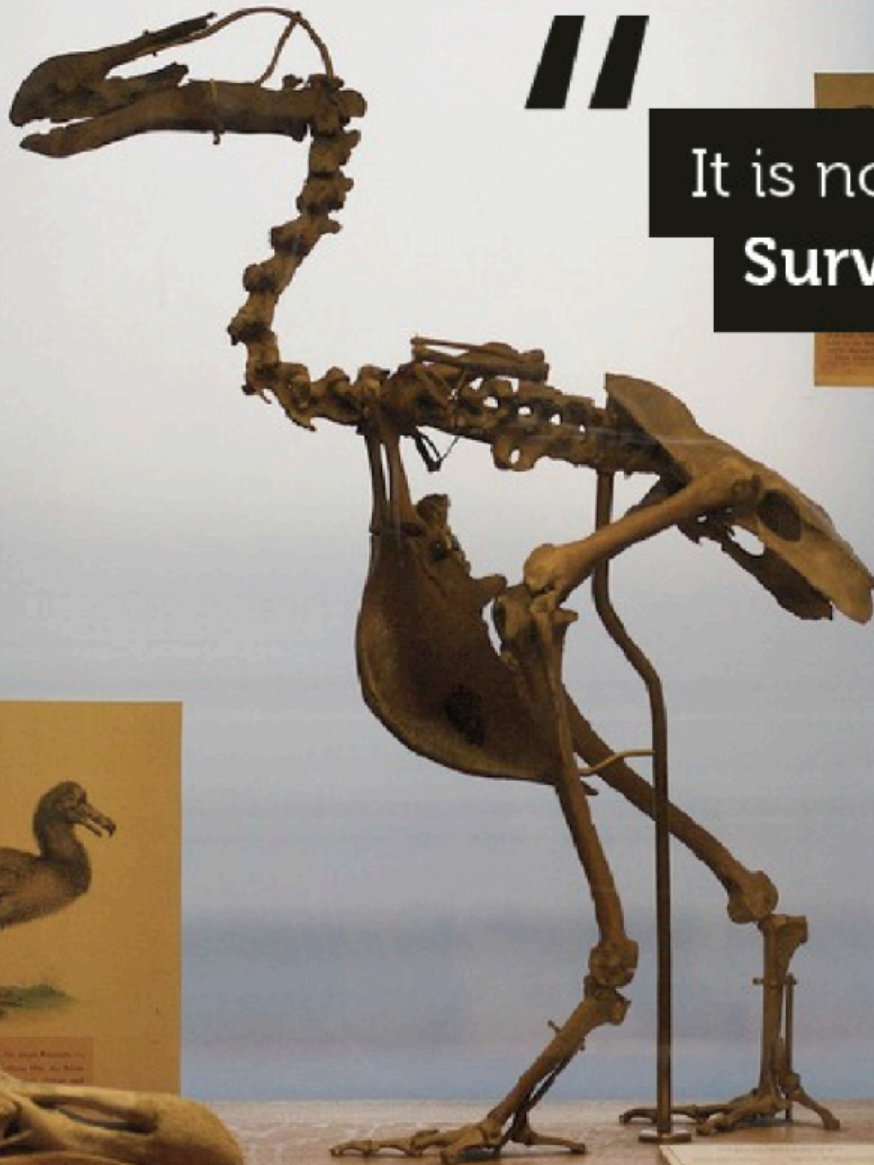
“ This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us. ”

-- *Western Union internal memo, 1876*

//

It is not necessary to change.  
**Survival is not mandatory.**

– W. Edwards Deming





# Think Different: Government as a Platform





## The Life Cycle of a PublicStuff Service Request

Report it using  
the PublicStuff  
app or  
website.



In a client city?  
Your request goes  
directly to a city  
employee.



Not in a client city?  
PublicStuff will  
still report the  
problem.



Either way, we  
work with you  
to make sure the  
stuff in your city  
gets fixed.

See a result.





## The Life Cycle of a PublicStuff Service Request

See a problem?

Report it using  
the PublicStuff  
app or  
website.



In a client city?  
Your request goes  
directly to a city  
employee.



Not in a client city?  
PublicStuff will  
still report the  
problem.



Either way, we  
work with you  
to make sure the  
stuff in your city  
gets fixed.

See a result.



## The Life Cycle of a PublicStuff Service Request

See a problem?

Report it using  
the PublicStuff  
app or  
website.

**In a client city?**  
Your request goes  
directly to a city  
employee.

Not in a client city?  
PublicStuff will  
still report the  
problem.

Either way, we  
work with you  
to make sure the  
stuff in your city  
gets fixed.

See a result.





Report it using  
the PublicStuff  
app or  
website.



In a client city?  
Your request goes  
directly to a city  
employee.

This diagram shows a person icon walking towards a trash can, representing a citizen reporting a problem directly to a city employee.

Not in a client city?  
PublicStuff will  
still report the  
problem.

This diagram shows a person icon wearing a headset, representing a customer support agent. The text is in red, and the background is a light blue square.

Either way, we  
work with you  
to make sure the  
stuff in your city  
gets fixed.

This diagram shows a person icon walking towards a trash can, representing a citizen reporting a problem directly to a city employee.

See a result.



## The Life Cycle of a PublicStuff Service Request



Report it using  
the PublicStuff  
app or  
website.



In a client city?  
Your request goes  
directly to a city  
employee.

An illustration of a person in silhouette walking and carrying a large bag, representing a city employee.

Not in a client city?  
PublicStuff will  
still report the  
**problem.**

An illustration of a person's head wearing a headset with a microphone.

**Either way, we  
work with you  
to make sure the  
stuff in your city  
gets fixed.**

**See a result.**



## The Life Cycle of a PublicStuff Service Request



# Pothole, Tallahassee, FL



# Graffiti, Philadelphia, PA

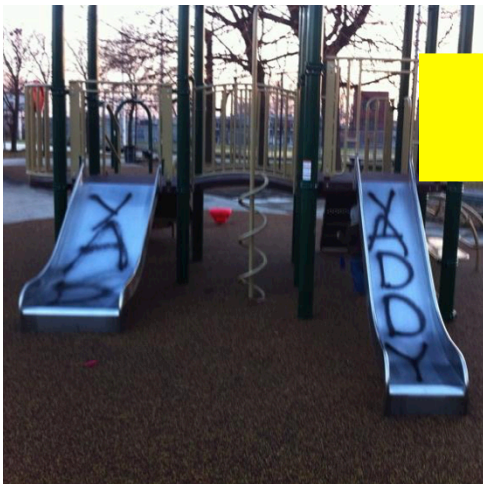


# Pothole, Tallahassee, FL



iPhone  
2 Days

# Graffiti, Philadelphia, PA



Android  
4 Days

# Pothole, Tallahassee, FL



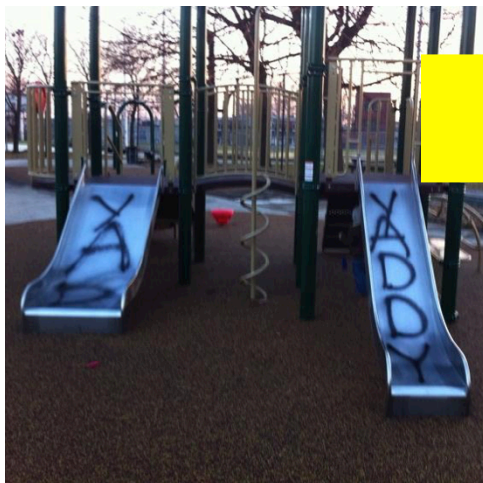
iPhone  
2 Days



You guys must be  
ninja's! I can now drive  
without fear of my car  
falling apart...Certainly  
makes for a happy  
citizen!

- User Zeebroski

# Graffiti, Philadelphia, PA



Android  
4 Days



Thank you so much.  
This is why I love  
this city!

- User loch19,  
Philadelphia, PA

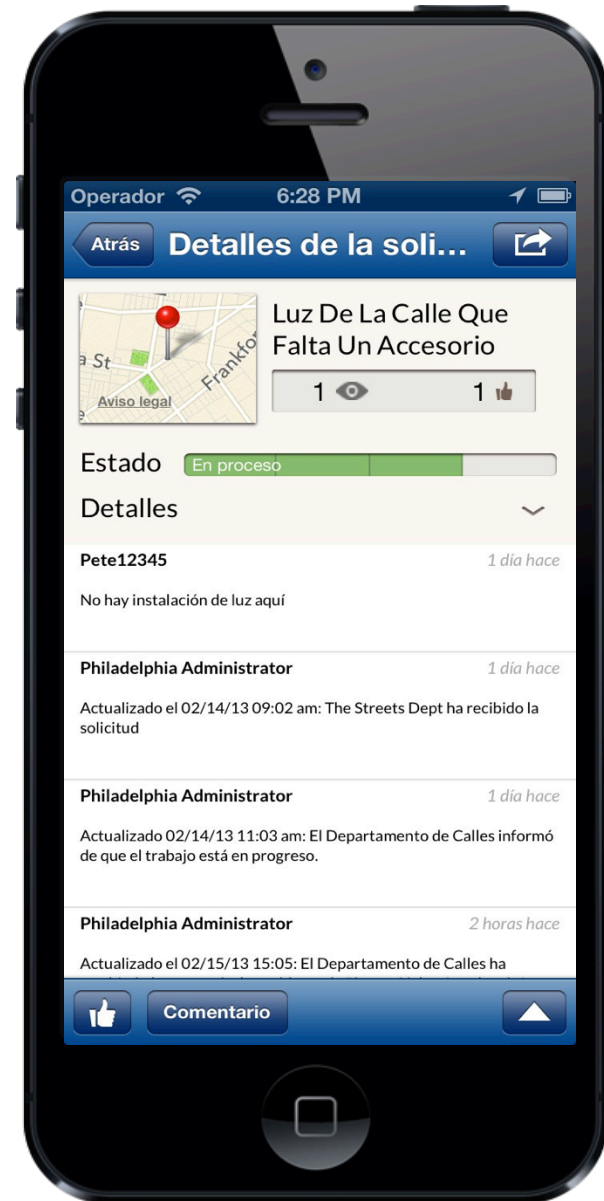
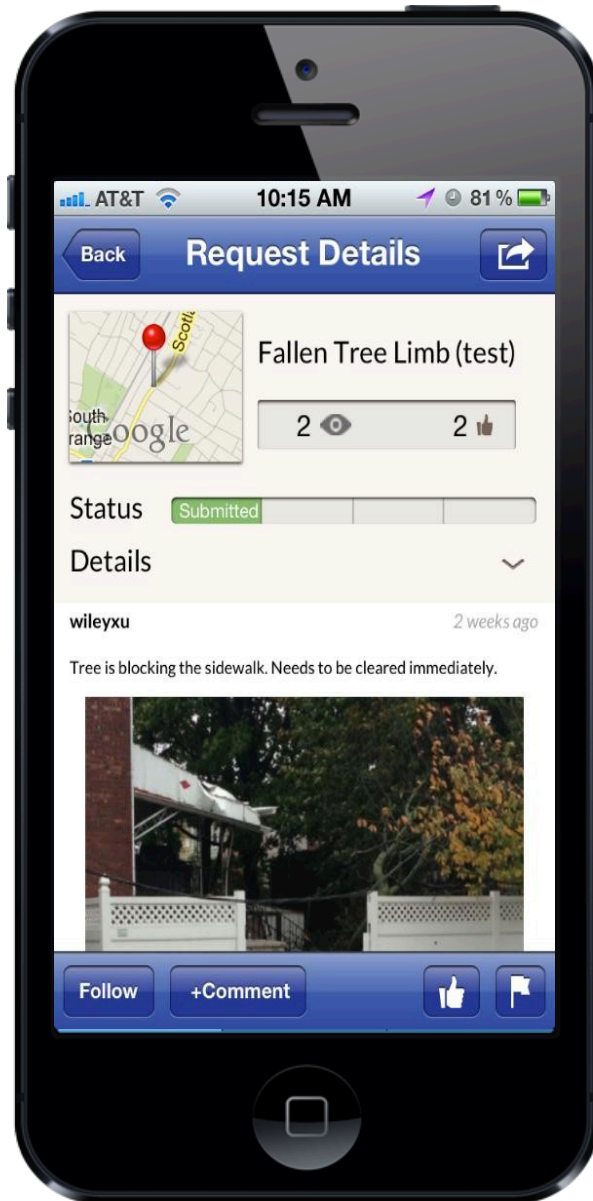


HURRICANE IRENE DAMAGE

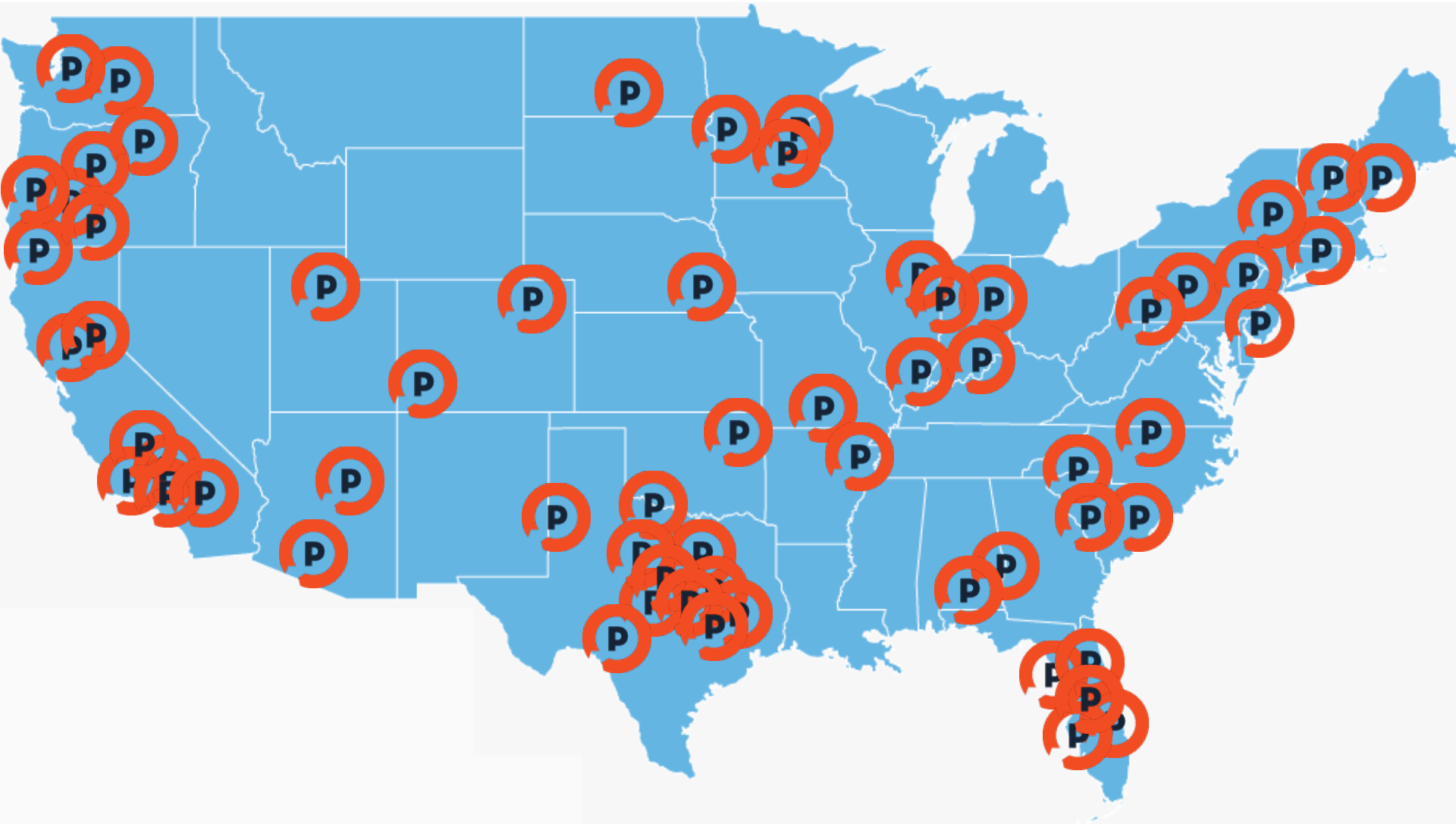
**\$3** BILLION



# OneVoice Translations



# Used in 100+ Cities





# Civic Marketplace



Community | Support | Developer Portal

Search

PLATFORM

SOLUTIONS

APPS

RESOURCES

COMPANY

CONTACT US

## Civic Apps

Accela, developers and partners are working together to build and deliver apps and services that improve productivity for professionals, address community issues and connect and engage citizens with their governments.



## Productivity

Connect and equip agency field workers using the right mobile device for the job.



### Analytics

by Accela

Track status, research records and measure productivity



### Code Officer

by Accela

Create and manage cases from the field



### Inspector

by Accela

Schedule, route and perform onsite inspections



### Manhole Inspection

By CityGovApp

Manage and easily enter manhole inspection data in the field



### Mobile Office

by Accela

Extend processing capabilities to the



### Rental Property Inspection

by CityGovApp

# Standardizing Procurement: CityMart



Citymart.com leverages the power of an intelligent and trusted marketplace to help spread high impact solutions for cities faster and more efficiently.

Citymart.com gets  
solutions deployed  
**3x** faster.

Our structured pre-procurement process leads to much faster turn-around from Need to Deployment.

**FASTER MARKETS >**

Calls for Solutions  
deliver **10x** more  
market intelligence.

By publishing their needs on Citymart.com, Cities learn about and evaluate new ways to solve their needs.

**MARKET INTELLIGENCE >**

Validations  
improve trust for  
providers in **100%**  
of cities.

Citymart.com gives providers the tools to get independent validation for their achievements.

**BUILD TRUST >**

# Crowdfunding: Citizinvestor

[PROJECTS](#)[IDEAS](#)[ACCOUNT](#)

*Invest in the public projects you care about most*

[FIND PROJECTS](#)

## FEATURED PROJECTS



FUNDED!

### SPIRIT OF THE AMERICAN NAVY

One of four works Century Walk dedicated in 2003 was "The Spirit of the American Doughboy" a ...

📍 Naperville, IL

\$77,000 of \$77,000 invested



FUNDED!

### CLEAN UP CF: NEW BINS IN JENKS PARK

ABOUT CENTRAL FALLS, RI: With an area of just one square mile, Central Falls, Rhode Island is...

📍 Central Falls, RI

\$10,044 of \$10,044 invested



### MOTIVATION THROUGH AVIATION

East Bay Aviators, Inc., a 501(c)(3) non-profit organization, located at the Hayward Executive ...

📍 Hayward, CA

\$2,061 of \$43,200 invested

45 days left



### NOBLESVILLE FIREWORKS FESTIVAL

Help us keep a Noblesville tradition alive! Our annual Fireworks Festival needs your help to keep ...

\$26,040 of \$33,800 invested

17 days left

# Crowdfunding: Kickstarter for NYC Council

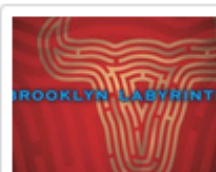


## New York City Council's Kickstarter Page

Speaker Quinn & the NYC Council have created this page to highlight projects in low-income neighborhoods. We hope to empower people to raise funds for creative ideas in communities that need them the most. With projects ranging from urban farms and art installations to co-ops and cafes – the potential for positive community change is immense. If you want your project featured please email [kickstarter@council.nyc.gov](mailto:kickstarter@council.nyc.gov) and visit <http://on.nyc.gov/9dLuqh> for a list of participating neighborhoods.

Share URL <https://www.kickstarter> Copy Embed widget RSS

[Twitter](#) [Like](#)



**Brooklyn Labyrinth  
Returns This Fall to the  
Chain Theatre**

by Oracle Theatre, Inc.

📍 Long Island City, ...

Successfully funded!

110% \$2,210 Funded  
funded pledged Sep 18

Help bring a  
performance to a  
local community-  
based theater in Long  
Island City.



**Hullabaloo Bookstore:  
Event Series**

by Michael de Zayas

We are raising money

📍 Crown Heights, Br...

Successfully funded!

100% \$18,421 Funded  
funded pledged Aug 18

Who doesn't want a  
neighborhood book  
store in their  
community?



**Kaked NYC meets LIC  
Flea!**

by Kaked

Kaked NYC is selling

Support gluten free  
baked goods at the  
LIC Flea and Food  
Market!!



**All The Queens Men-  
Photography Book**

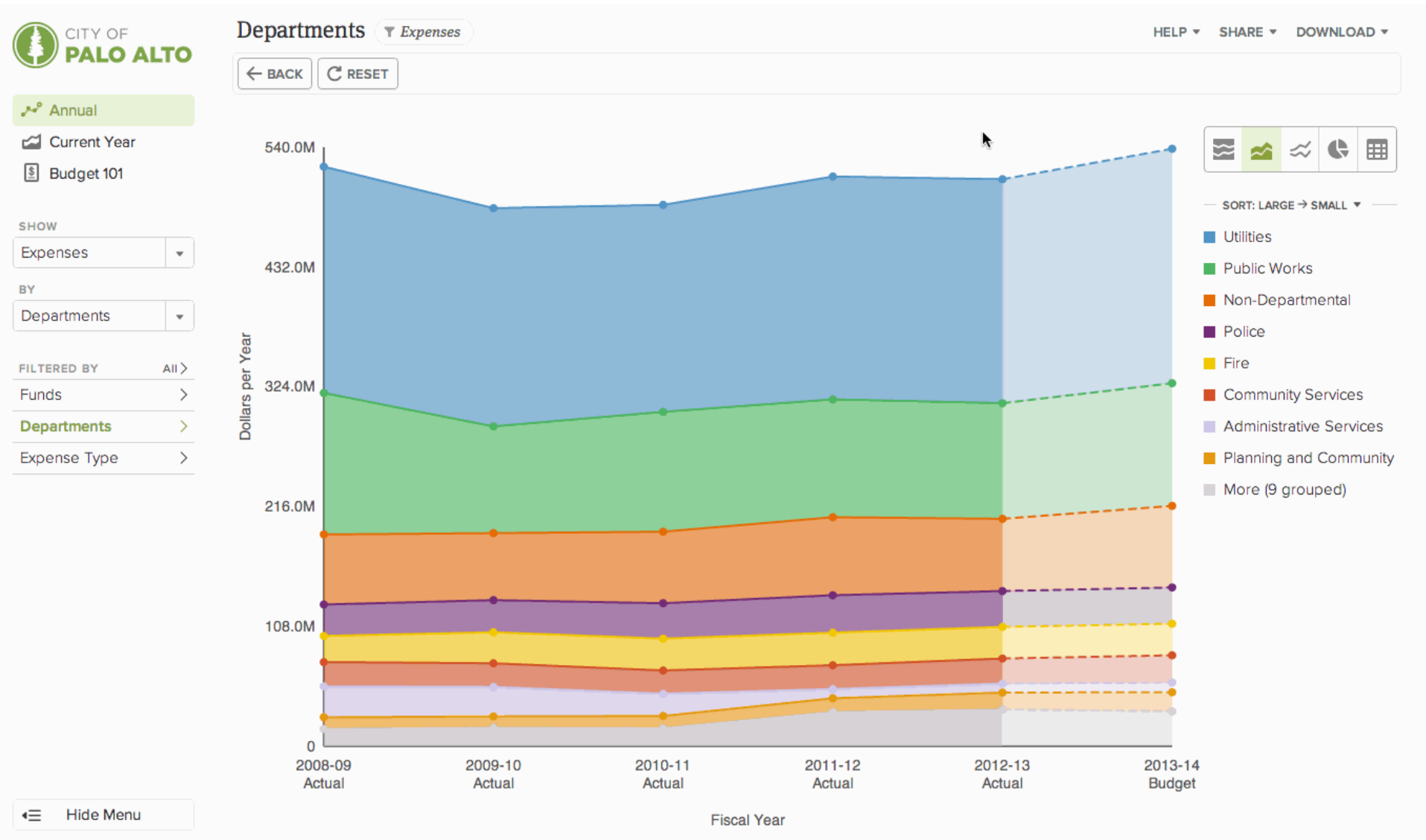
by katie murray

All The Queens Men

Help an independent  
artist's work about  
Queens and its  
residents!



# Financial Transparency: OpenGov



# Mobile for social good



Hand**up**

# HandUp

Hand**up**

HOW IT WORKS

MEMBERS

ABOUT

MORE ▾

SIGN IN

Donate Now

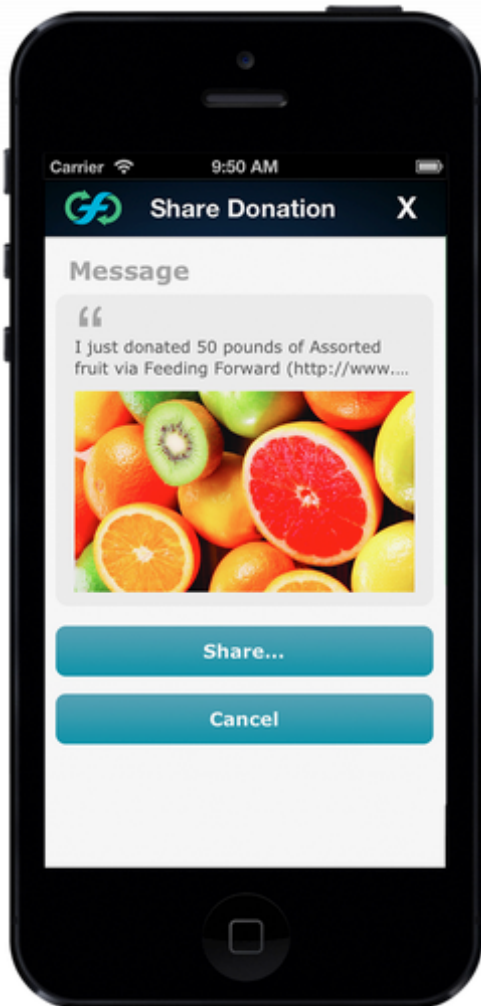
## Directly fund a homeless neighbor in need.

100% of your donation goes directly toward basics like food, clothing, and medical care.

Discover HandUp



# Feeding Forward



**1** **Request** a food pick-up when your business or organization has leftovers.

**2** **Share** your good deed on your social networks

**3** **Delivery** is taken care of by our on-demand drivers. We'll let you know when they are on their way!



# Intrapreneurship

Creating change from within

# Innovation requires a few grumpy people



# 50 Reasons Not To Change





**A big part of innovation is about selling,  
not just inventing**



# Prototype a lot, fail often and fail early



“ I haven't failed...I've just found 10,000 ways that do not work. ”

-- Thomas Edison

# Lily Liu

[www.lily-liu.com](http://www.lily-liu.com)  
[Liu.m.lily@gmail.com](mailto:Liu.m.lily@gmail.com)  
[@luliu](#)