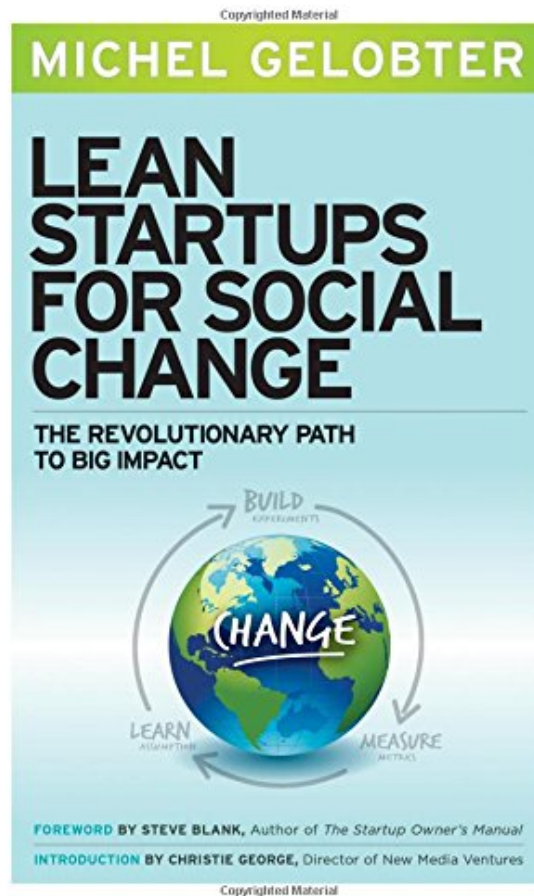


# LEAN STARTUPS FOR SOCIAL CHANGE: THE REVOLUTIONARY PATH TO BIG IMPACT BY MICHEL GELOBTER



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# LEAN STARTUPS FOR SOCIAL CHANGE

THE REVOLUTIONARY PATH  
TO BIG IMPACT



FOREWORD BY STEVE BLANK, Author of *The Startup Owner's Manual*

INTRODUCTION BY CHRISTIE GEORGE, Director of New Media Ventures

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## Review

“A major step forward for the social sector.”

—Eric Reis, author of *The Lean Startup*

“Whether you're developing a new campaign or trying to innovate within a large organization, this book delivers the goods for how to make change at an unprecedented scale.”

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“Gelobter shows how to bring the cutting edge of Silicon Valley to some of the wicked problems facing the social sector. A must-read for all funders and change makers.”

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“Social change requires not just good ideas but also effective ways to implement them. In this excellent book Michel Gelobter lays out his revolutionary and practical methodology. An immensely valuable contribution.”

—Adam Kahane, Director, Reos Partners, and author of *Power and Love*

## About the Author

Michel Gelobter is the founder and chairman of Cooler Inc., a for-profit social venture that helps businesses and consumers reduce greenhouse gas pollution. He was formerly director of environmental quality for New York City, director of the Program on Environmental Policy at Columbia University, CEO of Redefining Progress, a cofounder of BuildingEnergy.com, chief green officer for Hara, and senior advisor to the Packard Foundation.

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Michel and I met through our shared interest in the environment. He moved from social entrepreneurship to software entrepreneurship in the mid-2000s and contacted me to help with his first company. I went in the other direction. After I retired I started serving on nonprofit boards as chairman of Audubon California and then as a public official on the California Coastal Commission.

While I've helped accelerate innovation over the last three decades, I share with Michel a desire to repair the world we live in and to pass on to future generations a place with the same opportunities and beauty.

We must all learn to innovate, to change, to preserve what we most care about. With this book, Michel has made an invaluable contribution to that task.

Steve Blank  
Pescadero, California

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For years, the lean startup has been revolutionizing both new and established businesses. In this eye-opening book, serial social entrepreneur Michel Gelobter shows how it can do the same for nonprofits.

Traditionally, whether creating a new business or a new program, entrepreneurs in all sectors develop a plan, find money to fund it, and pursue it to its conclusion. The problem is, over time conditions can change drastically—but you're locked into your plan. The lean startup is all about agility and flexibility. Its mantra is “build, measure, learn”: create small experimental initiatives, quickly get real-world feedback on them, and use that data to expand what works and discard what doesn't.

Using dozens of social sector examples, Gelobter walks you through the process. The standard approach wastes time and money. The lean startup will help your organization vastly increase the good it does.

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Steve Blank

Pescadero, California

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By Barbara Lamont

Excellent guide for our government clientele. They all loved it. The lean movement is truly sweeping through Federal, State & local agencies like wildfire, and producing amazing results in Operations and

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#### REQUIRED READING FOR SOCIAL CHANGE ADVOCATES

By E. David Ellington

"This book connects the dots from the innovation revolution underway in the private sector to what we need to do to make non-profits and governments real agents of change.

The fundamental difference of course is that you can't use sales as a surrogate for results in the social sector. This book unpacks what that means for running meaningful experiments and driving value and growth in the social sector. Gelobter is thoughtful about the major cultural factors and then, by chapter 4 dives into the depths of how to bring this method to life. He uses real stories every step of the way. From small, startup non-profits to major government agencies, this book brings lean to life for all the stages in the innovation lifecycle."

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By Darian Heyman

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