Digital Accelerator 2020
Information Session and Q&A
Agenda

Introducing the Digital Accelerator and the team - What is it and who will be taking part?

Project Overview - What will happen and when? What is required of me?

Objectives and Benefits - What can I expect to achieve?

Commitments and Responsibilities - What is expected of my organisation?

Questions and Answers - What do you want to know?
The Digital Accelerator is a structured and systematic programme for YBI Members to explore:

- How to leverage digital solutions to improve the reach and relevance of their services to entrepreneurs
- How to innovate the ways in which they operate and deliver services.

YBI Members who have already begun to think about digital solutions can benefit from consulting services to further advance their digital maturity by:

- Articulating or refreshing their overall digital strategy
- Refining their existing solutions
- Exploring how to scale and sustain digital solutions
- Ensuring there is a clear vision and organisational capacity to support digital strategies.

What is the Digital Accelerator?
Project Overview

Mobilise
Activities:
- On-boarding, identify stakeholders and agree ways of working
- Digital skills transfer
- Digital Maturity Assessment (DMA)

Discover
Activities:
- Digital Capability Map
- Design thinking - Journey Mapping and Personas
- Define Ambitions
- Agile Sprint Planning

Describe
Activities:
- Review of digital trends and opportunities
- Define or review your digital vision and mission

Co-create
Activities:
- Ideation and roadmap definition/review
- Rapid prototyping, research and testing
- Explore sustainability and scaling models
Key outputs for your organisation

Discover Report and Digital capability map
Digital Vision and Mission

2 year Roadmap to support the agreed vision and mission
Direct Support for a new or existing digital product or service*

*Examples of Direct support could include activities and testing to improve user experience or better understand your market but would not include software development
# The High Level Project Outline

## 2019

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<tr>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
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<th>Mar</th>
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<tr>
<td><strong>Selection Process</strong></td>
<td><strong>YBI and Accenture led activity</strong></td>
<td><strong>Recruiting the right team to support you</strong></td>
<td><strong>Understanding your needs and requirements</strong></td>
<td><strong>Completing Digital Maturity Assessment with remote support</strong></td>
<td><strong>Includes 2 week on-site visit and remote support to understand your organisation and ambitions</strong></td>
<td><strong>Describe and Co-Create</strong></td>
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<td><strong>Planning</strong></td>
<td><strong>Recruitment</strong></td>
<td><strong>Onboarding/Understanding</strong></td>
<td><strong>Mobilise to complete DMA</strong></td>
<td><strong>Discover Phase</strong></td>
<td><strong>Includes further on-site visit and remote support to develop strategy and begin working on specific priorities for each organisation</strong></td>
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## 2020

- YBI and Accenture led activity
- Recruiting the right team to support you
- Understanding your needs and requirements
- Completing Digital Maturity Assessment with remote support
- Includes 2 week on-site visit and remote support to understand your organisation and ambitions
- Includes further on-site visit and remote support to develop strategy and begin working on specific priorities for each organisation
- Describe and Co-Create
<table>
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<th>Objectives and Benefits</th>
<th>Benefits</th>
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<tr>
<td>To give you a comprehensive insight into your current digital capability as an organization</td>
<td>So you have a documented snapshot of where you are on your digital journey, and an understanding of your strengths and weaknesses</td>
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<tr>
<td>To create or update a digital strategy and roadmap of activities to improve your digital capability and improve delivery of your existing products and services</td>
<td>So you have a detailed plan of tasks and activities to follow to deliver your strategy</td>
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<tr>
<td>To identify opportunities and provide direct support for digital innovation either for new digital products/services or enhancing existing ones*</td>
<td>So you can start to realise the benefits of digital innovation quickly and improve your offer</td>
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*Examples of Direct support could include activities and testing to improve user experience or better understand your market but would not include software development*
The Digital Accelerator requires a significant commitment of time - both in practical terms of regular progress meetings and calls but also in the thinking time required to collate, review and understand information.
Commitment and Responsibilities

Each participating Organisation has the following Commitments and Responsibilities:

• Designation of a person to be the key point of contact, provide inputs, review information and co-ordinate with the consultants throughout the process (30% of a full time equivalent provided by one or a combination of staff)

• Preparing for consultant visits including organising workshops, scheduling interviews and convening diverse internal/external stakeholders including staff and beneficiaries.

• Designation of a person to be key point of contact during the two 10-day consultant field visits (80% of a full time equivalent)

• Availability of senior managers of the organisation to dedicate about 3 days cumulative time during each of the 10-day consultant visits

• Dedication of technical teams as needed during the co-create phase
YBI/Accenture Responsibilities

In return for Member Commitment, YBI and Accenture will provide:

• Project planning and project management

• Dedicated team to deliver the Digital Accelerator to your Organisation and ensure you get the maximum benefit from participation.

• Two on-site visits and ongoing remote support during the project to assist with completion of key tasks, workshops and activities.

• Discover Report and Digital Maturity Assessment

• Digital Vision and Mission with supporting two year Digital Roadmap

• Direct support for prototyping, testing or research for a new or existing Digital product or service
Past Experiences
It led us to better understand our entrepreneurs' experience, the organization's digital maturity and its capabilities to achieve improved programme delivery.

It was important to identify our real need for digital tools and resources and the possibilities of their application in our context. On the other hand, knowing the way in which the beneficiaries perceive our processes was very valuable.

The key elements of the service that we provided were made clear, making evident the areas of opportunity in which we need to work.

The clarity of understand how our Digital Road Map aligns to strategic plans

Yes, the details were clear and the inclusion of the photos and data captured along every step of the process allowed for easy of understanding for those outside of the planning team.

It provided the opportunity to identify regional synergies and potential collaboration on our Digital Road Map

There was much greater depth to both build strategy and learn from the process

It was a great learning experience of the methodology and allowed us to build many key tools: vision, mission, business model, operating model, strategy with schedule ... 

The institution has been satisfied and the action plan is something that can be started with small and easy steps, and it will be a motivation for the whole institution to become more digital.

You saw the real way that digital can support our work