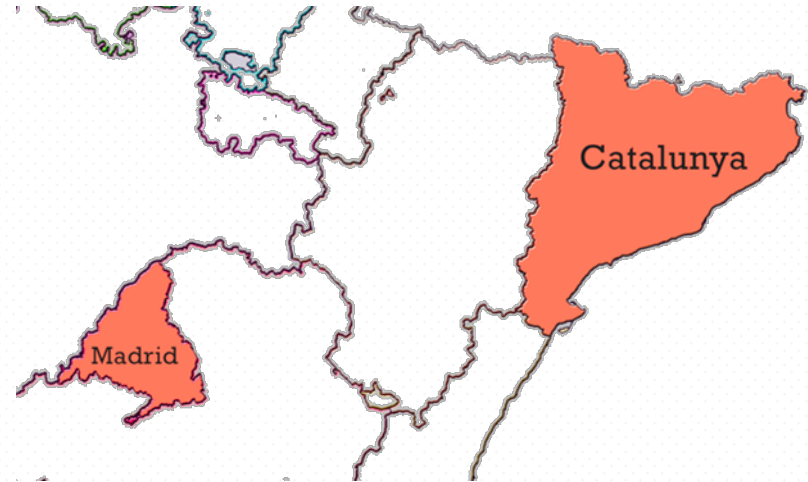


Lean Startup vs. Large District

the story of Innovate NYC Schools.

stevenhodos@gmail.com



~1.1M STUDENTS

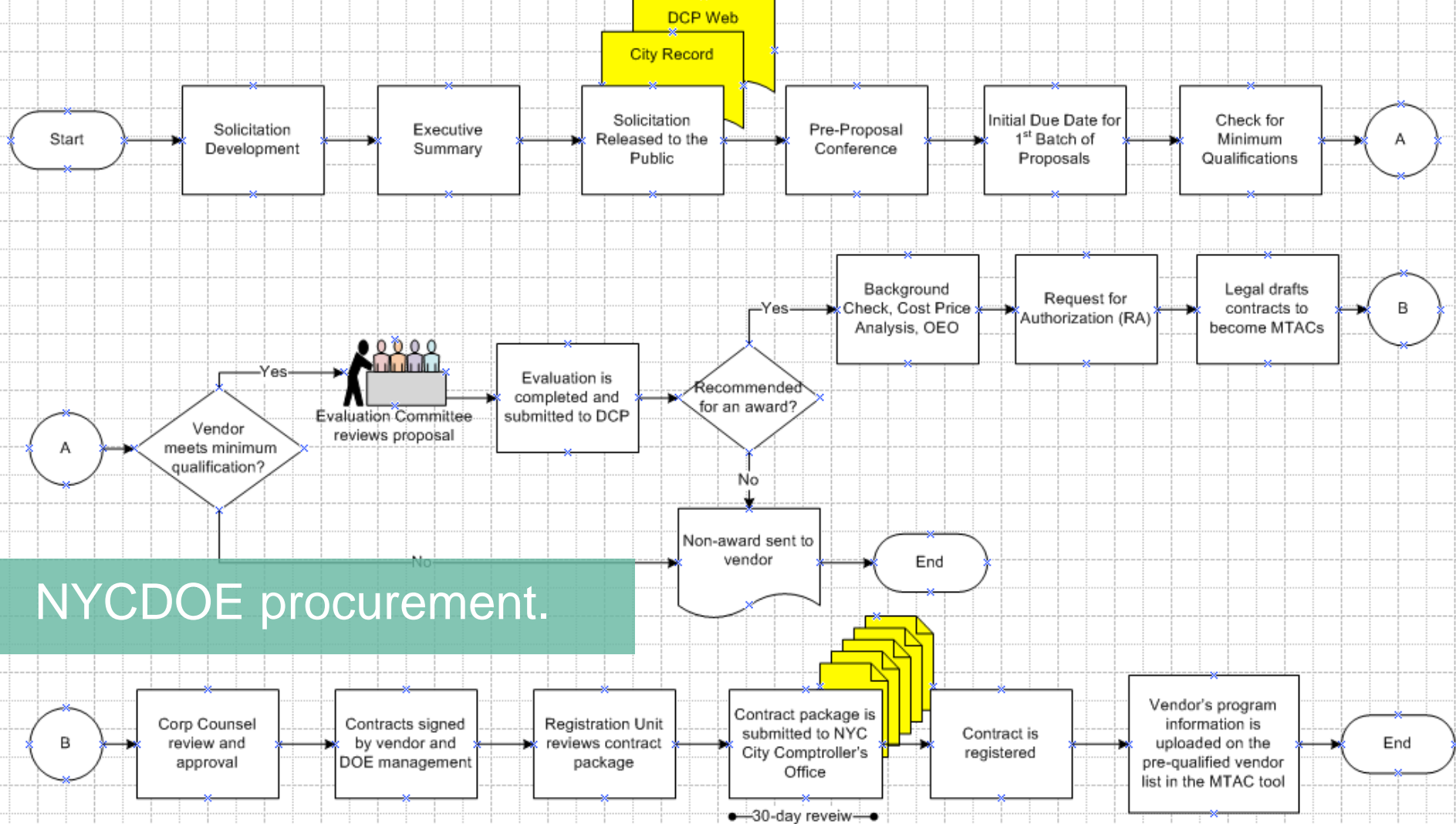
~1.2M STUDENTS



Policy only goes so far.



Fights the unexpected.





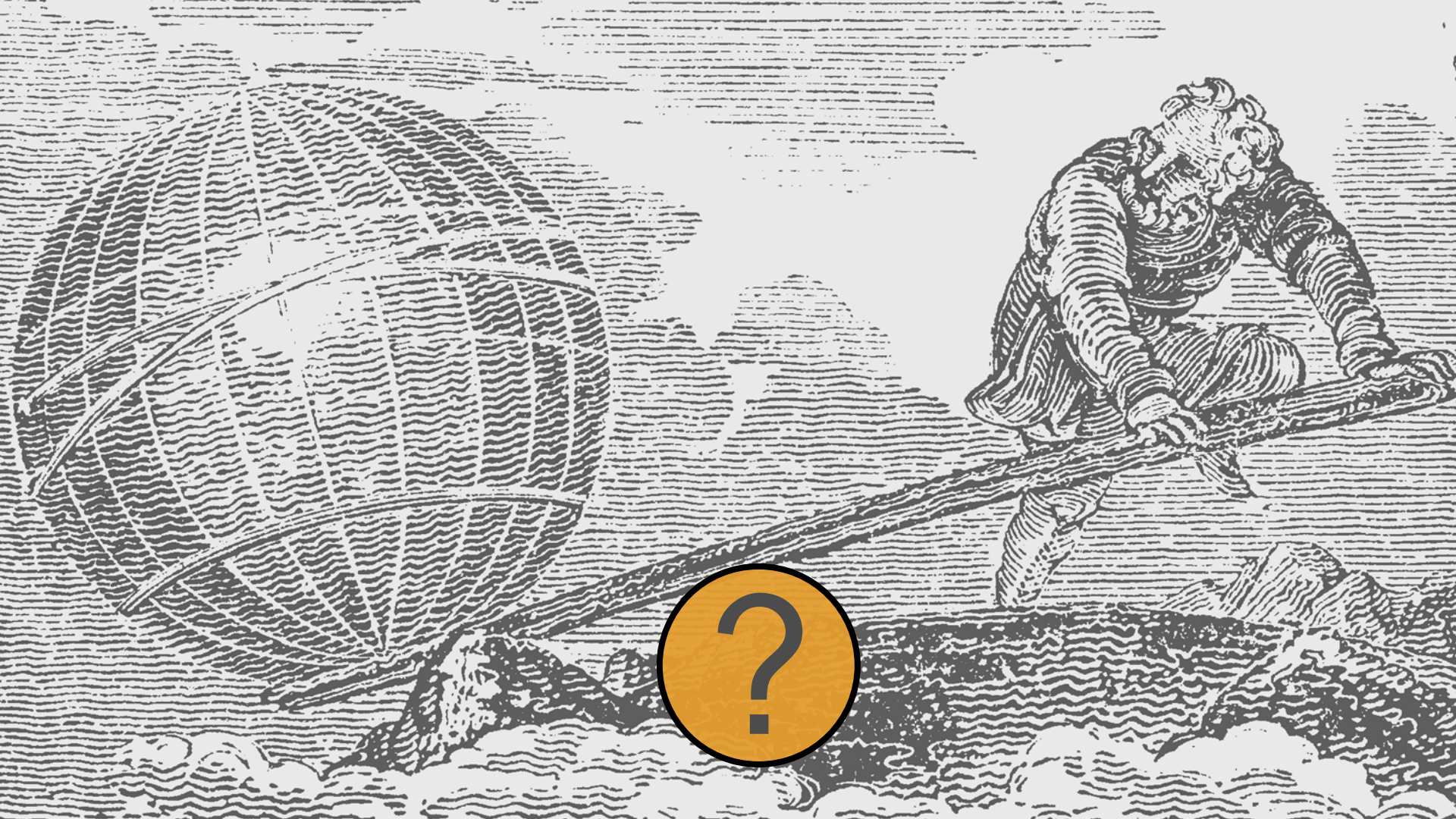
Welcome to TechCrunch

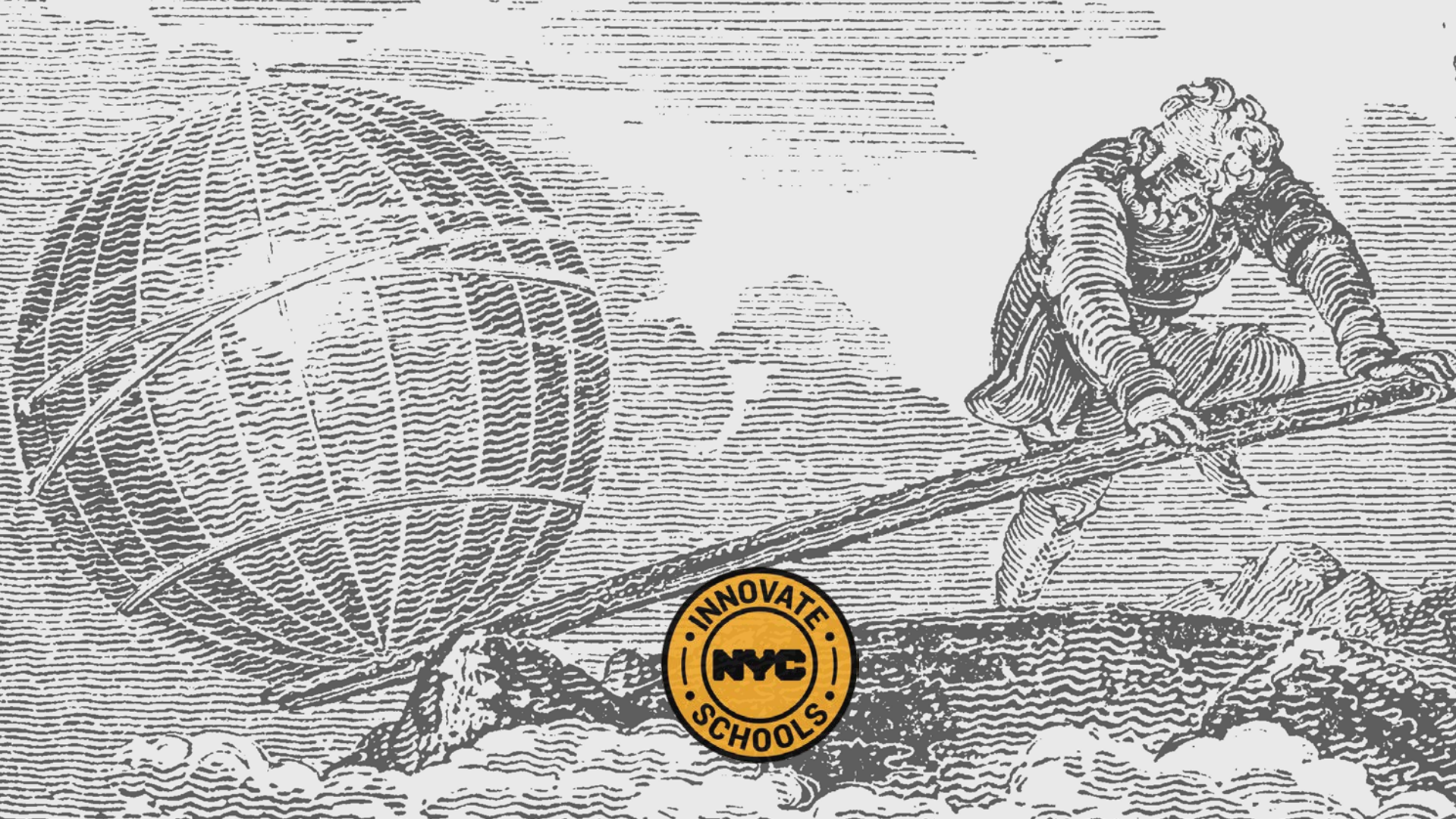
#hackath_n

PARTNER SPONSORS

TECHCRUNCH

Invites the unexpected.





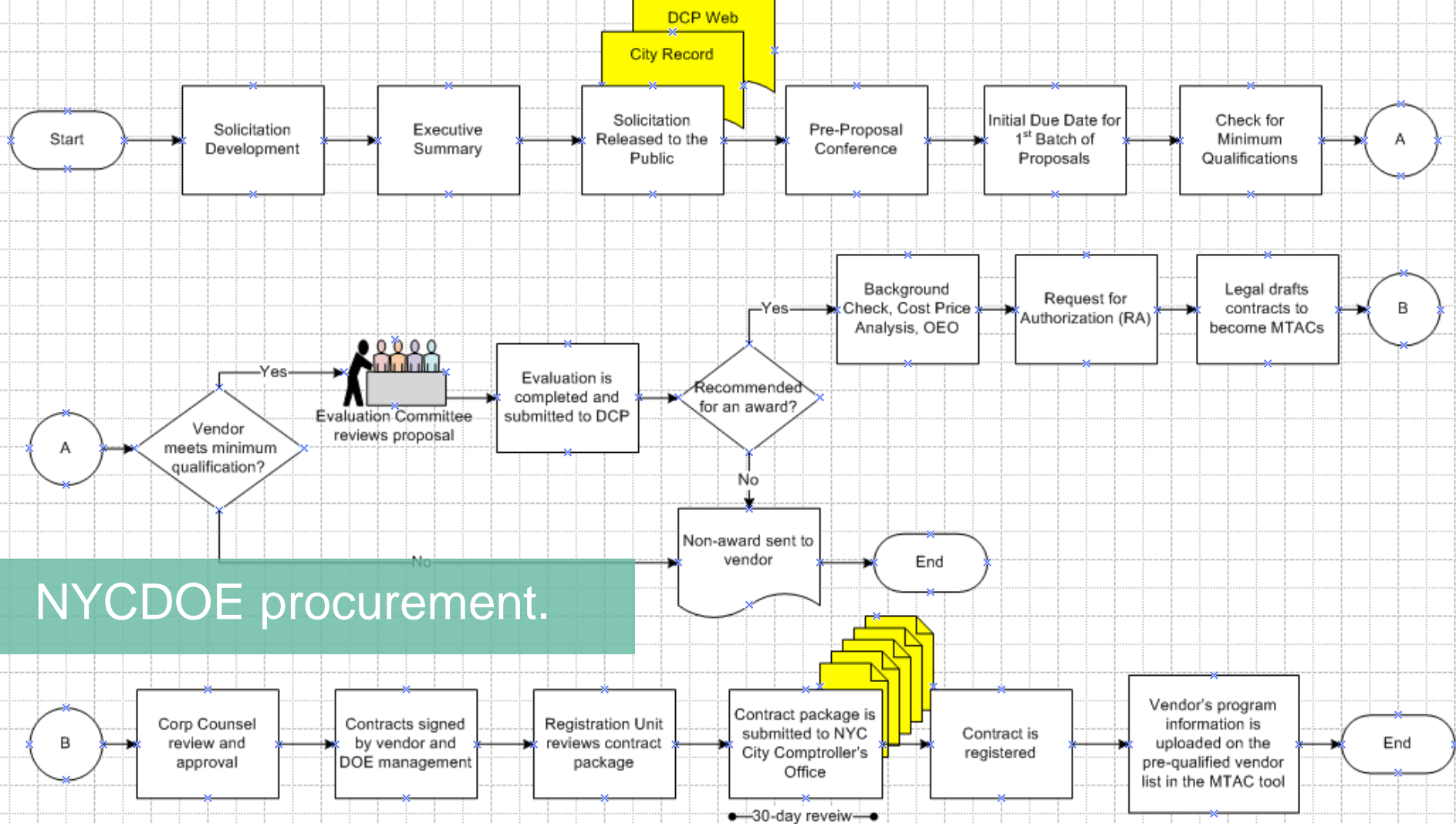


Why "Markets"?

What you can buy is only as good as what people will sell you.*



* and what the rules permit.



User-generated problem definitions

- Middle school math achievement gap
- Difficult-to-navigate high school choice process
- Expensive, inflexible school busing options

Our prototypes

Gap App Challenge

Chancellor's Challenge

School Choice Design Charette

Result

- Low cost
- Big funnel
- Quick turnaround
- Authentic user voice
- New collaborators
- New modes of action

“Learn cheap and fast.”

NYC SCHOOLS GAP APP CHALLENGE



Winners announced ([view all dates](#))



\$104,000 in prizes



Rules

Submission Gallery

Updates

Discussions

The Gap

Opportunities

Common Core

Data

FAQ

The NYC Department of Education challenged software developers to submit apps and games that enhance math teaching and learning, and engagement for our middle schools.

VIEW THE WINNERS



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[VIEW THE WINNERS](#)



NYC SCHOOLS GAMAPP CHALLENGE

200

Entries

39

Semi-finalists

94

Prototyping Classrooms

34

Educator-judges

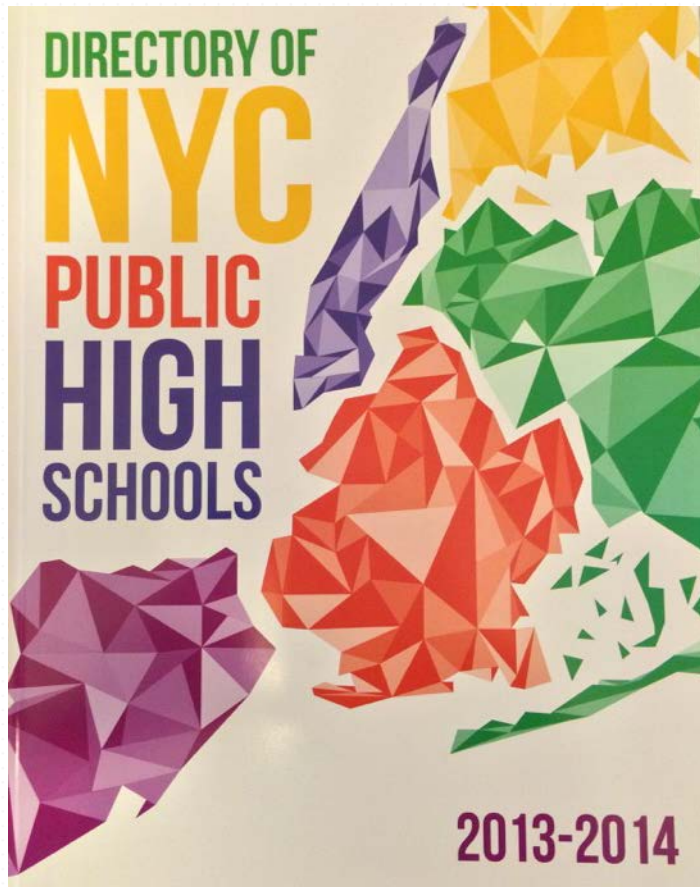
23

News Stories

Thousands

of New Supporters

[VIEW THE WINNERS](#)



NYC HIGH SCHOOL CHOICE

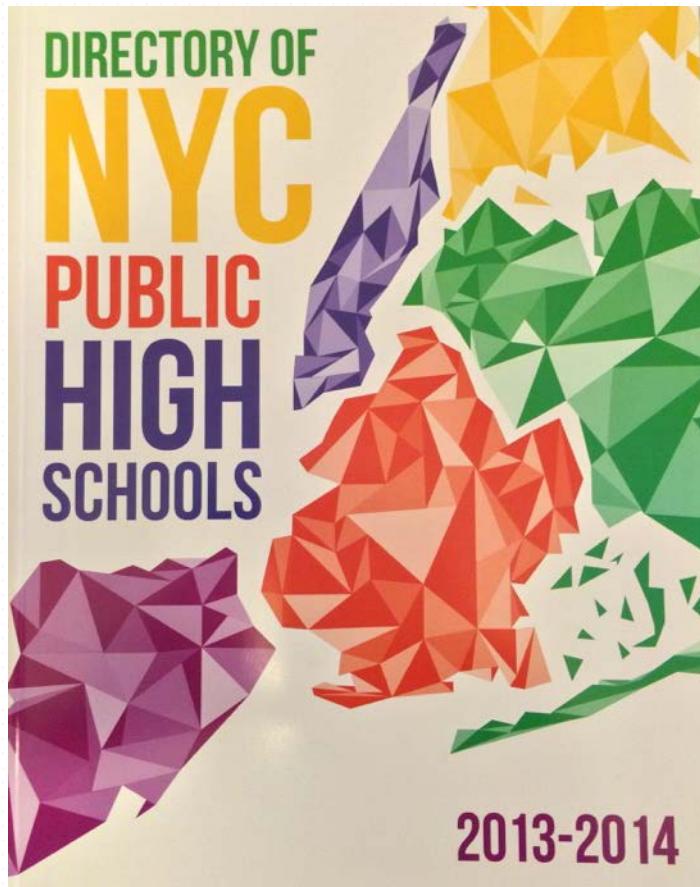
80,000
Kids

700+
Program Choices

12
Ranked Choices Each

70%
Get a Top-3 Choice

But No One Likes the Process.



NYC HIGH SCHOOL CHOICE

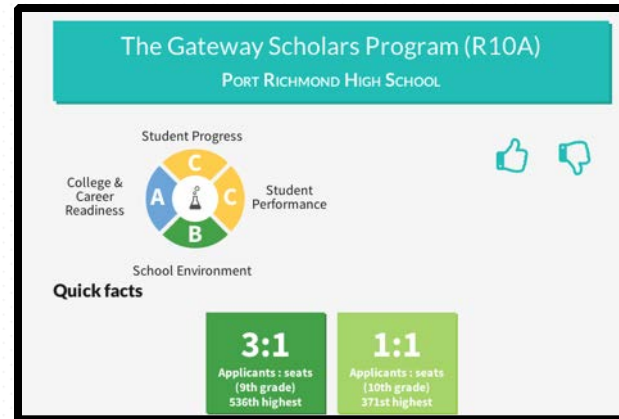
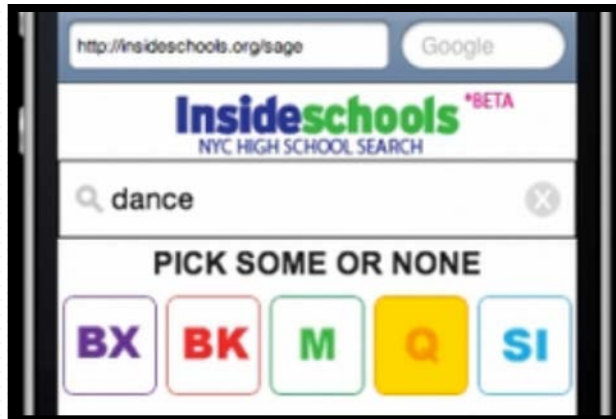
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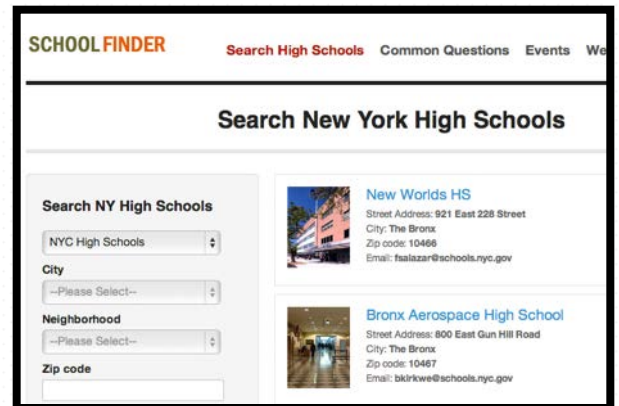
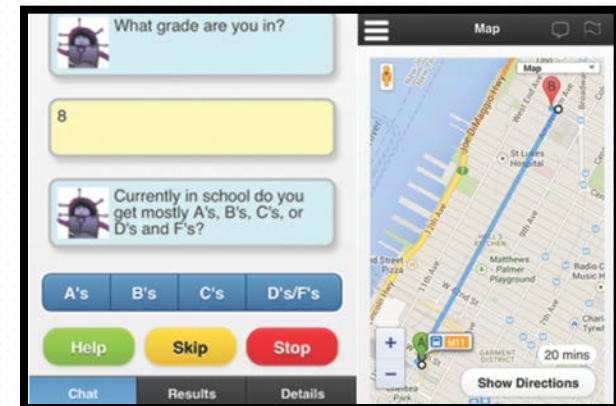
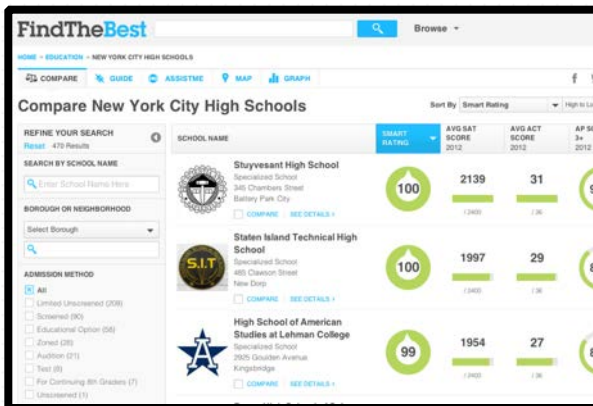
12
Ranked Choices Each

70%
Get a Top-3 Choice

But No One Likes the Process.



SCHOOL CHOICE DESIGN CHARETTE #SCDCNYC



CHANCELLOR'S CHALLENGE



**Listen to the people
with the problem.**

Ethnographic research.
User-centered design.

Share what you learn.

All of it, with everyone.

Rinse and repeat.

With new learning, new
stakeholders and new
collaborators.



Create a provocation.

Not a specification.

Engage solvers, engagingly.

They have choices.

Let the stakeholders judge.

They have to use it.

Recruit educator-collaborators.

Give them skin in the game.

Iterate out loud.

Celebrate your failures.

Engage people fully.

But respect their time.

“INCREASE ALIGNMENT,
DECREASE FEAR.”

A solid orange circle is positioned behind the text in the bottom right corner.

Seth Godin
@ThisisSethsBlog

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DECREASE FEAR.”

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