

Kate Courteau

Slush 2014

Accelerating Non-Profits w. Kate Courteau - YC

- Paul started YC to solve the problem he was having
 - ↳ being asked a lot for meetings w. budding entrepreneurs
 - ↳ decide to batch them together & answer questions efficiently
 - 2013 → YC for Non Profit was launched
 - ↳ Watsi was setup like a startup → a technology infused NP.
 - Problems faced:
 - how to find your customers
 - how to scale up your operation, etc
 - What YC has done is get people excited about entrepreneurship, taken the fear of what it takes to start a co → by publishing lots of what we do & distilling down the process:
 - ^{work on} build your product
 - talk to your users
 - measure their impact on weekly basis
 - Without getting feedback from people that U're building the product for, U're not gonna make/build good product → we ask people to get a small number of people who love their product → ask them to measure on weekly basis → then U get a good sense of whether U're actually building/making progress
- It's a fairly simple methodology in the beginning.
- The mission of YC¹⁵ to reach out & work with as many entrepreneurs & founders as we can. We want to create as many innovative & world impactful companies as possible → broaden our reach

- Non profit is fragile → people losing faith bc what conveyed in the media
↳ we try to redefine what it means to be a NP & try to make NP work more efficiently, more effectively, to provide transparency
- Things that we talk about differently: measurements → how's the impact, can't really be measure by ex user growth organization governance & fundraising, that can be a bit different than for profit.
- Maximizing impact → each individual company → what to measure
- We sit down with each co → what are U trying to create, what are U trying to do for the world → we select together what kind of metrics they should be measuring over the next 3 mo.
Ex Watsi: measure number of patients & dollars spent → measure the # of people they help
- Top qualities:
 - ≠ People should apply. What we look for in NP realm is:
 1. Founder → we look for people who are very determined → we look for a group of founder who will not give up
 2. We're really interesting in working w. technology infused NP
 3. We're looking for people who's working on some of the world's difficult problems & really have desire to create broad impact
So we're looking for people who are doing really big things.
 4. We have appreciation for sustainable biz model → at one point reaching sustainability on their operation so they're not continually fundraising.