

# 2. COLLABORATIONS

## PROTOTYPING THE BUSINESS KIT

### INTRODUCTION

We find that collaborations that go wrong usually have a moment where what has happened could have been resolved. This point is often at the beginning of a project, when everyone is just starting to get to know each other. Clear, open and purposeful conversations at this point can save everyone much heartache later on in the process. This is a way of establishing how people bring different kinds of value to a project, and this needs to be recognised at the start.

### WHAT THIS TOOL IS FOR

This tool is specifically for the time when you start a project with other collaborators, and you need to establish how you will work together. It is not about contracts for suppliers, but more for individuals and groups who start something together, so that they can find a mutually agreeable way of working together, where assumptions are out in the open.

### WHEN TO USE IT

At the beginning of a project, with all of the collaborators present and before any contracts have been drawn up. You might use it to start a contract or an MOU. You may find it useful to refer to later if there are differences of opinion.

### HOW TO USE IT

Explore the project collaboration from the point of view of each participant, or organisation involved. Using the small shapes, and for each participant, explore:

- what they will do on the project for example what role they will play, how much work, how much time, how many people
- what they bring with them for example any intellectual property, software, experience, knowledge
- what they want from the project for example any payment, any use of the output of the project in their future work, any future income, any future use of the knowledge generated.

### WHAT DO YOU GET FROM IT?

Once these thoughts are made visible to each of the participants, then you can see how to make agreements between collaborators 'fair,' whatever that means to you all. You may consider different kinds of value that people bring, such as money, time, expertise, exposure to audiences, or influential people.

By making this thinking open, there is a greater chance of creating an agreement that makes sure everyone knows what is part of the agreement, and what is not, and how each participant will benefit from the project work.

### Tools we have made

In the course of our work in supporting new ideas in immersion, automation and data we have developed our Prototyping the Business Programme, and we have made some new tools to help you to think about your offering, your way of working and operating a business, and how you communicate that to others.

This set of tools are designed to help you to dig into some essential aspects of your creative business, for example:

- understanding and creating a closer conversation with your audiences;
- knowing your market and how you can get to it
- considering the different business forms possible and selecting the one that fits for you and your values
- establishing the right business model for you and your idea,
- aligning with your visions, values and culture to make the business that works for you.

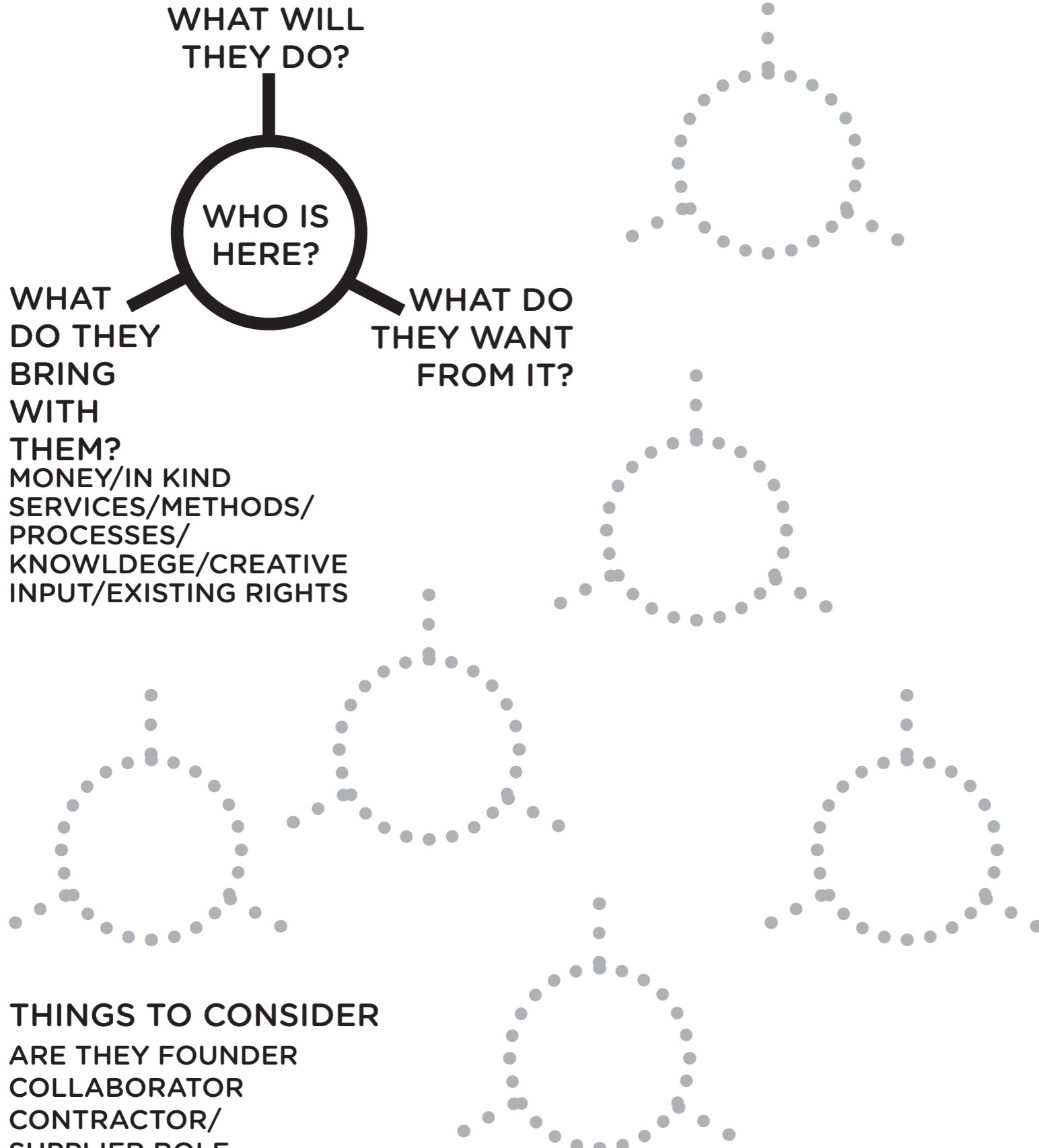
Work on them alone or as a team

All of these tools can be used alone, or with the rest of your team, so that everyone gets to contribute to the thinking, and you get more brains thinking with you.

### Feedback

We are always interested in hearing how people use these, and there is a link on the tools for any feedback you have about using them. Please send any feedback to [gill.w@watershed.co.uk](mailto:gill.w@watershed.co.uk).

# 2. COLLABORATIONS



HOW WILL DECISIONS BE MADE?

WHAT WILL YOU MAKE TOGETHER?

WHAT WILL COME OUT OF IT?

WHO WILL OWN WHAT COMES OUT OF IT?

WHAT WILL THEY HAVE A SHARE OF?

WHO CAN USE IT?

- ALWAYS
- WITH PERMISSION
- IT WILL BE OPEN SOURCE

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## PROTOTYPING THE BUSINESS KIT



THINGS TO CONSIDER  
 ARE THEY FOUNDER  
 COLLABORATOR  
 CONTRACTOR/  
 SUPPLIER ROLE  
 CONTRIBUTION  
 COMMISSION  
 LICENSE

\*upstarter

HOW WILL DECISIONS BE MADE?

BY THE CORE TEAM  
 JOY/JAYA/HELEN/SAL  
 ADVICE FROM THE BOARD

WHAT WILL YOU MAKE TOGETHER?

FIRST VERSION THEN REVIEW

WHAT WILL COME OUT OF IT?

PROOF OF THE IDEA + AUDIENCE INTEREST  
 INITIAL BUSINESS

WHO WILL OWN WHAT COMES OUT OF IT?

SPLIT ACROSS CORE  
 OPTIONS FOR FUTURE KEY EMPLOYEES.

WHAT WILL THEY HAVE A SHARE OF?

WHO CAN USE IT?

- ALWAYS WITH PERMISSION
- IT WILL BE OPEN SOURCE

ALL TEAM OWN IP UNLESS CONTRACTED.  
 CORE SOFTWARE IS OPEN SOURCE ON GITHUB

\* This is a fictional example of how to use this tool. **WATERSHED**