



Hello!

Thanks so much for your interest in partnering with IDEO.org. We believe that to truly put a dent in global poverty we need to build the right relationships with the right partners.

After years of using human-centered design to alleviate poverty, we're looking to build long-term partnerships that run from initial concepting all the way through implementation. Our goal is impact at scale, and we can't do it alone.

Here are the four most important criteria we're looking for in a partner.

1. A BIG CHALLENGE

Are you tackling a critical problem to improve the lives of the poor?

2. PEOPLE FIRST

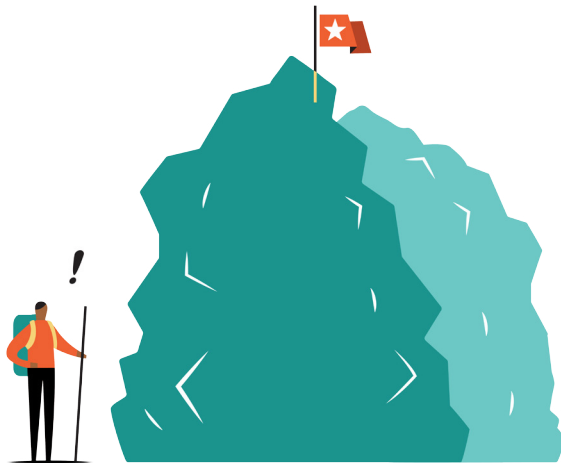
Do you believe the key to solving the problem lies with the people you're trying to serve?

3. MISSION ALIGNMENT

Is solving this problem core to your organization's mission?

4. DRIVE TOWARD IMPACT

Are you positioned to have real impact?



Are you tackling a critical problem to improve the lives of the poor?

IDEO.org seeks to improve the lives of people in poor and vulnerable communities through design. We look to design alongside people and partners who are equally focused on the challenges of poverty.

From nonprofits to foundations to governments to social enterprises, we build deep partnerships because we can't do this work alone. We've joined forces with a rich and diverse network of partners including large-scale funders like the Bill and Melinda Gates Foundation and the UK Department for International Development as well as emergent entrepreneurs, social enterprises, and boots-on-the-ground doers.



Do you believe the key to solving the problem lies with the people you're trying to serve?

People are at the center of every solution we design. From building empathy and uncovering insights to testing prototypes out in the world, we believe that learning from the communities we're designing with is the best way to create real impact.

We're looking for partners equally committed to putting people at the heart of the process.

To learn more about human-centered design, check out these resources:

OUR APPROACH

Here's how we think about the [intersection of design and the social sector](#).

DESIGN KIT

Learn the methods and mindsets critical to our brand of creative problem solving at [Design Kit](#).



Is solving this problem core to your organization's mission?

At IDEO.org, we've organized our work into four programs. Have a look and see if your idea fits within one of our core focus areas.

FINANCIAL HEALTH

Most poor communities lack access to fair financial services designed to put them on the path to financial stability. So we're designing a human-centered take on mobile money, savings, financial literacy, and more.

HEALTH XO

The complications of pregnancy are one of the leading causes of death for teenage girls across sub-Saharan Africa. And for those who do survive, having a baby too soon can mean getting stuck in the intergenerational cycle of poverty. At Health XO, we're designing a teen-centered take on contraceptive services, one that fits their lives and gives them control over their futures.

LAUNCHPAD

Launchpad is the laboratory where we explore the edges of design for social innovation. It's where we push hard and fast across a variety of sectors to understand where new businesses, technologies, and designs can meet the demands of poverty.

AMPLIFY

In conjunction with the UK Department for International Development, we're identifying and investing in early-stage solutions to some of the world's toughest problems. Winners of our 10 online Amplify challenges receive funding and design support to bring their ideas to life.



Are you positioned to have real impact?

Solutions only count when they're out in the world improving people's lives. So in addition to having the right solution, we need the right team, resources, and systems in place to ensure the work gets to market, keeps evolving, and has measurable impact.

We've learned that one of the best ways to make sure that the products, experiences, and services that we design achieve real impact is by forming the right strategic partnerships. We rely largely on the implementing prowess of our partners, and the recipe for changing lives includes working with organizations that have experience making solutions real, rigorously track their effects, and are ready to pivot based on what the data tells them.

Are you ready to collaborate?



What is your HMW question? Here is a [short video](#) with some tips on creating the right one.

Note: You don't need to have the perfect HMW question. Having a few ideas of the most important problems you are solving will help us find ways to collaborate.



What is your estimated budget for this work? What is your timeline to solve this challenge?

What is your 'How Might We'?

Many people and organizations are eager to practice human-centered design, but aren't exactly sure how to do it. At IDEO.org, we use a tool called 'How Might We' (HMW) questions to get to a succinct summary of the challenge.

Here are a few example HMW questions from past projects we have worked on:

ROCKEFELLER POST-HARVEST LOSS

HMW identify opportunities for innovation for smallholder farmers in Africa to reduce food loss in the supply chain and improve incomes and livelihoods?

ASILI

HMW design a sustainable health-focused enterprise in the Democratic Republic of Congo that is affordable, desirable, and financially profitable?

What is your funding status?

When we look at evaluating potential design opportunities, we look for (1) design challenges that will create impact for poor and vulnerable populations, (2) partner organizations who understand human-centered design and are ready to embrace the process, and (3) design challenges that are aligned with one of our programs. We also pay close attention to how the partnership will be funded.

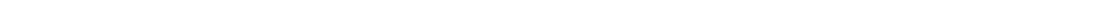
There are a few ways that we have traditionally sought funding for our design work:

THE IMPLEMENTING PARTNER DIRECTLY COMMISSIONS OUR WORK

We have done work with partners who use IDEO.org to design products, services, and experiences for the poor in various countries. In these cases, the partner directly brings an IDEO.org team to solve a specific problem.

WE JOINTLY SEEK FUNDING

We find a partner organization who has a great design challenge, but we don't know who the funder should be. In these situations we keep an eye out for the right funder to jointly fundraise.



Tell us about yourself.

If we feel like a fit, please fill out [this form](#) so that we can learn about you, your organization, and the impact you're having in the world.

As you can imagine, our small staff fields quite a lot of partnership requests. Once we review your information we'll get back to you with whether we think it makes sense to collaborate. Or, if it turns out that we're just not a match, we're more than happy to recommend organizations or individuals who might better fit your needs.

If you have feedback on this process, contact partnerships@ideo.org. We believe in iteration and making this the best possible experience.

Thanks,

The Partnerships team at IDEO.org
