

How to create a new venture

This is a co-creation document

If you contribute to this doc **make sure you respect** the [Content rules](#)



Creating a venture and **kickstarting a venture** are two very different things. This document only deals with the act of creating the space for a venture in Sensorica's content management system and the NRP-CAS. [See more on kickstarting a venture.](#)



Processes and methodologies within the Sensorica are emergent, they evolve in the context of real ventures. This document reflects Sensorica's experience in peer production and open innovation since its inception in february 2011.

A venture can best be described as an [open enterprise](#). It is not just a project or a task.

Sensorica is a [peer production](#) organization that operates within the framework of an [Open Value Network](#) (OVN), an organizational model designed to leverage [open collaboration](#) and [open innovation](#). As such, anyone in the world can set up ventures and contribute to existing ventures, while respecting Sensorica's [governance](#). Ventures must fit within Sensorica's mission¹ and vision, must do no harm to affiliates, to the network/community as a whole, or to the Sensorica image or brand. Otherwise, ventures can be ostracized by network affiliates.

Creating a venture within Sensorica doesn't guarantee that it will magically gain acceptance and traction. Ventures need to be nurtured from the time they are seeded throughout their life cycle. If you start a new venture and want it to succeed you'll need to animate² it. To reward those who contribute by stepping in and getting things done, we use a governance that stems from "do-ocracy" (rule by doers) and "meritocracy" (rule by knowers); "lazy democracy" being applied for low-level / narrow scope decisions. See more on Sensorica's [governance](#).

The processes and methodologies used to produce work within Sensorica and other OVNs draw heavily from the collective efforts of [open-source software](#) and [open-access](#) communities all over the world. This means that Sensorica adheres to many of the principles put forth by these communities, namely *openness, transparency, fairness*.

¹ We are committed to the design and deployment of intelligent sensors and sensemaking systems (IoT + AI + p2p infrastructures), which allow our communities to optimize interactions with our physical environment and realize our full human potential.

² Animator - an important role in an open venture, animation comes from *anima*, soul, means giving soul.

Check our [OVN wiki](#) to find out more.

If you need help understanding OVN, p2p production, or anything related to Sensorica, feel free to engage with us on the [Discord](#).

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Document Summary Table

Purpose	Learn how to create a venture with Sensorica.
Scope	<i>This document outlines the most important steps to create a venture.</i>
Responsibility	<i>This document is useful for all Sensorica affiliates.</i>
References	See more about ventures in Sensorica
Resources/Materials	Collaborative Entrepreneurship program
Key terms and Abbreviations	OVN, p2p, stigmergy, synergy, collective intelligence.
Authors	Tiberius Brastaviceanu



Creating a new venture at this moment is not straightforward... In the near future we'll make it one button and a short form to fill, a one minute process. If you have suggestions please share them with the community.

Initial notes

Distinction between CMS and NRP-CAS

CMS, or *content management system*, is the system that we use to manage our digital assets for a venture: R&D documents, design files, manuals, pictures, videos, etc. At this moment, this system is a combination of different services, like [Google Drive](#), [Google Site](#), [Youtube](#), Picasa, [Diigo](#), etc...

NRP-CAS, or *network resource planning and contribution accounting system*, is a system that allows venture participants to plan and steward the venture, and to record their contributions. At this moment, this system lives [HERE](#).

What are ventures?

See our [working definition](#).

Who can create ventures?

Only [active affiliates](#) can create ventures. To become an affiliate fill the [Contact Us form](#).

Procedure



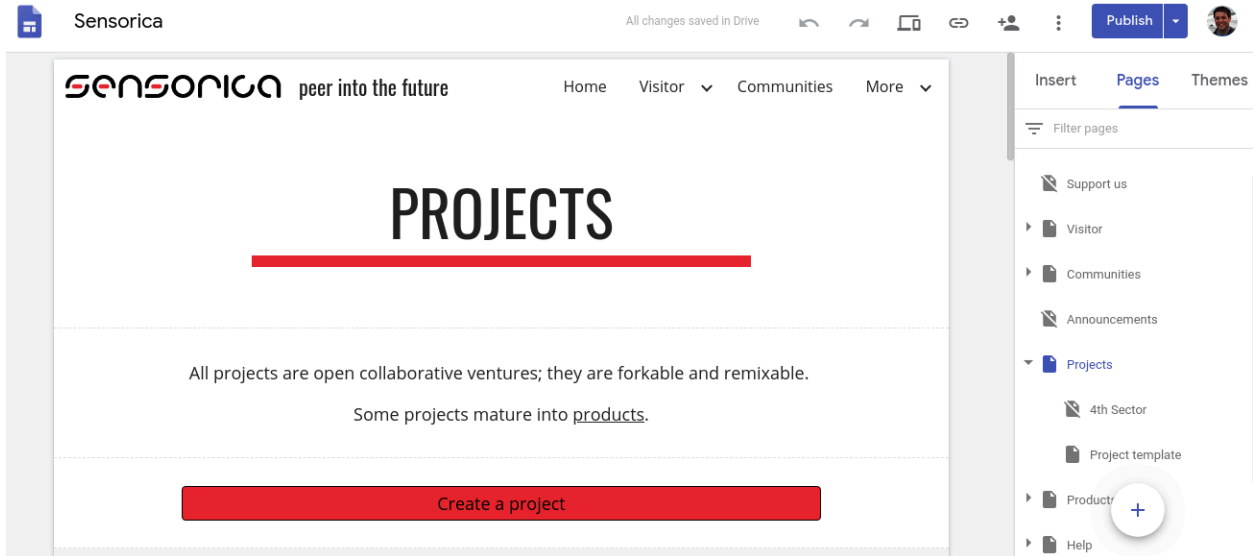
A *venture* is a more serious undertaking than a *project* or a simple *task*. Take a look at the [list of ventures](#) and see if you can find one that suits you. You might want to join an existing venture, create a *sub-venture*, or simply create a [process](#) under an existing venture (ventures are open, anyone can join). Many people complain that setting up a venture within the Sensorica environment is more difficult than creating a project on other collaborative websites. That is because **a venture is more than a project, it is an enterprise.**

CMS - Create a venture page on Sensorica website

NOTE: If this is about a new relationship with a new partner for an existing venture or if it is about reviving a dormant venture you may not need to create a new venture page on the Sensorica website, you can use the old page. If this is not your case, procede...

You need to be an [active affiliate](#) and have *Edit access* to the [website](#). Ask another active affiliate for this permission (or ask to become an [affiliate](#)).

- Log into your [Google Sites account](#) and find the Sensorica website that you can access in edit mode. If you don't see it, you don't have permission to edit yet, see above)
- Open the Sensorica website in edit mode. Select the Page center tab on the right of the page (see pic below).
- Under **ventures**, find [TEMPLATE venture page](#). Click on it and **duplicate** it. You'll use this template to create your new venture page. Just follow the instructions on it. **Please respect the structure and the format of the template! If you want to propose improvements to the template please [consult with the community](#).**



CMS - Add the venture to the information and knowledge management system

[this system is under development now...]

CMS - Allocate a space for this venture into digital assets repositories

Repositories are virtual spaces where assets associated with the venture live. See more on [Digital Environment](#).

For **Documents**, we use [Google Drive](#)

You need to be an [active affiliate](#) and have *Edit access* to the [Sensorica Google Drive shared folder](#). Ask another active affiliate for this permission (or ask to become an [affiliate](#)).

- Create a folder with the name of this venture under under [Sensorica/ventures](#)

For **Videos**, we use [YouTube](#) and [LBRY](#)

You need to ask the current custodian of this channel to create a new video list for this

venture.

For **Pictures** we use Google Photos

You need to ask the current custodian of this repository to create a new album and provide access to all venture affiliates.

For **Code**, we use [Github](#).

CMS - Add the venture to the Diigo knowledge base

You need to be an [active affiliate](#) and have *Edit access* to the [Sensorica knowledge base on Diigo](#). Ask another active affiliate for this permission (or ask to become an [affiliate](#)).

Decide on a tag to associate things you find on the web with this particular venture. The syntax used tagging when we bookmark something associated with a venture is ***ventureName_venture***

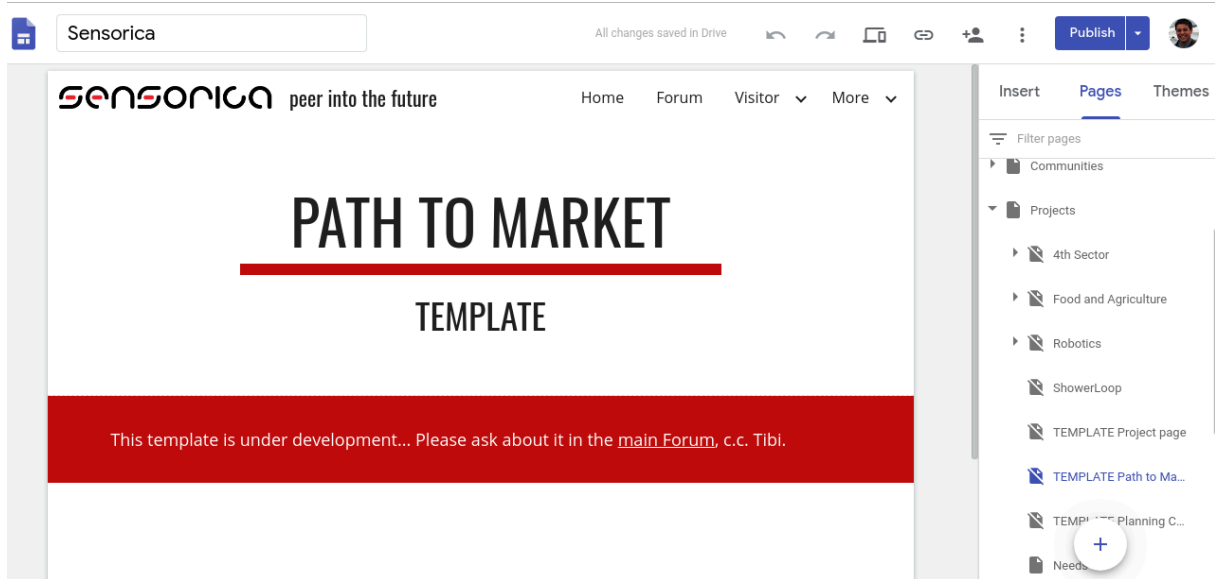
See our [Diigo knowledge base](#)

See [example for the Mosquito venture](#)

CMS - Create path to market for venture (optional)

If this venture is about creating a new product you also need to create a *path to market* for it, represented by a page on Sensorica's website, as a child of the venture page.

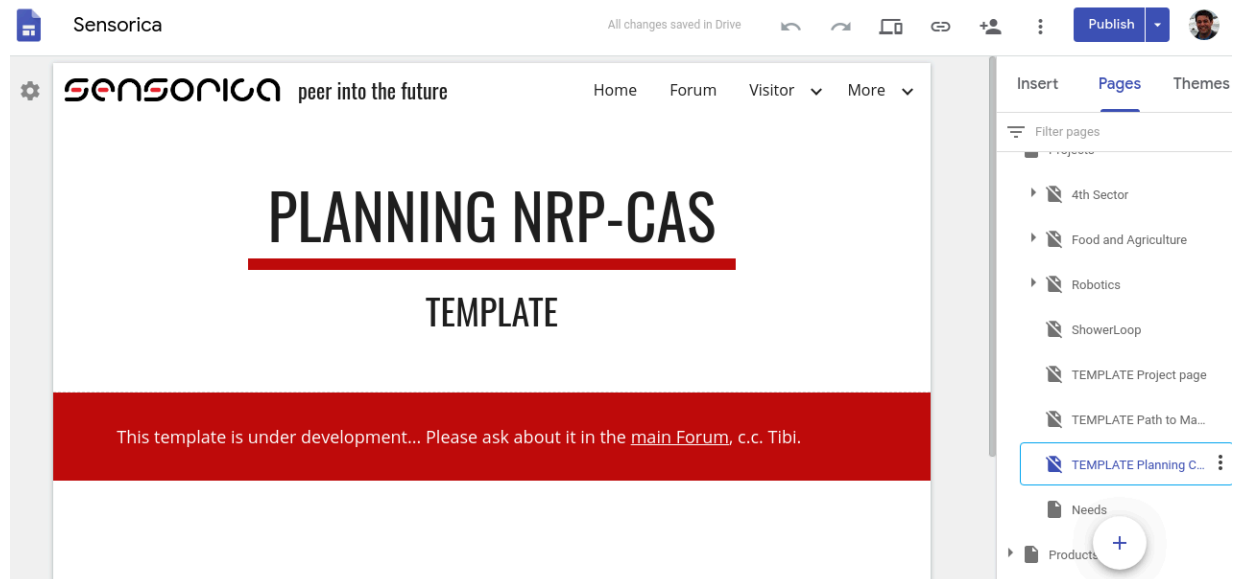
While on Sensorica's website in edit mode, find the [TEMPLATE Path to Market](#) page, under **Venture**. Duplicate this template and drag the duplicate under your venture page (to make it a child of the venture page). You'll need to customize this template for your venture's needs following the instructions on it. **Please respect the structure and the format of the template!** If you want to propose improvements to the template please [consult with the community](#).



Make sure you name this page properly, using the syntax **ventureName Path to market**.

CMS - Create NRP-CAS page for the venture

All ventures have an NRP-CAS (*network planning and contribution accounting system*) page associated with them. This page should be a child of the venture Page. While on Sensorica's website in edit mode, find the [TEMPLATE Planning NRP-CAS](#) page under ventures. Duplicate this template and drag the duplicate under your venture Page (to make it a child of the venture page).



You'll need to customize this template for your venture's needs following the instructions you find in there. Please respect the structure and the format of the template! If you want to propose improvements to the template please [consult with the community](#).

Make sure you name this page properly, using the syntax **ventureName CAS**.

NRP-CAS - Create a venture in Sensorica's NRP-CAS

Before you can complete the task of creating a page for the venture on [Sensorica's NRP-CAS](#), you need to complete the previous task of creating an NRP-CAS page for the venture on Sensorica's website. Instructions are in the wiki, on [Sensorica's CAS tutorials page](#).

NRP-CAS - Set up the workflow recipes

NOTE: still experimental, but hopefully this will become the norm. Ask Tibi, Lynn or Bob for more.

We³ created two parallel process groups, called workflow recipes. They represent a product development methodology and should contain almost all the processes you'll need to create in Sensorica's NRP-CAS. Use these workflow recipes to create a template of all the work that needs to be done from ideation to product. See [the wiki](#) to learn how to create or modify methodologies, or how to use one for your new venture.

- [Conditions for ventures](#)
- [R&D report](#)

[This diagram](#) is an example of how these 2 workflows can be bridged together.

Create the venture's structure

- *Governance*: describes rules of conduct and conflict management, including benefits redistribution rules. Use template for [service-based ventures](#), **other type of ventures**
- *Orientation*: Create venture main doc, [use TEMPLATE](#)
- *Roadmap*: describes important milestones and how they will be reached, [see planning](#) and use [THIS](#) or [THIS](#) TEMPLATE.

³ Bob, Lynn and Tibi

- *Custodian agreement*: an agreement signed by the Custodian to administer tangible resources associated with the venture, [use TEMPLATE](#)

Ask for help on the [Sensorica main communication channel](#) if you need.

Create a sub-venture

If you [find a venture](#) that suits you, you might just want to create a sub-venture. Start by creating a document on the main folder of the venture and link to it from the website. If this sub-venture evolves you can create a web-page for it later.

Kickstart the venture

After completing all the tasks above, you are now ready to [kickstart the venture](#).