

# The Purpose Launchpad Guide

The manual on the meta-methodology and the mindset



July 2020

Developed and sustained by Francisco Palao,  
with the input of +150 contributors around the world

[www.purposelaunchpad.com](http://www.purposelaunchpad.com)



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## About this guide

This is a document that provides a high-level description of the Purpose Launchpad methodology, which is focused on evolving early-stage ideas into purpose-driven organizations that make a massive impact.

However, applying properly the Purpose Launchpad methodology is not about following a set of processes and using specific tools, it's about acquiring a specific mindset that will allow us to successfully build a purpose-driven organization.

The right mindset won't be gained by reading, studying and applying a guide, but through real experience on our own and/or with the mentorship of a Purpose Launchpad master.

## Purpose of Purpose Launchpad

The methodology Purpose Launchpad was developed with the purpose of empowering extraordinary people to create the future.

The world faces challenges of all sizes and types and, at the same time, these challenges are the best opportunities to create something new that not only solves the challenge, but also makes a positive impact in the world.

Traditional organizations have a vision (*what* they want to become in the future) and a mission (*how* they will make their vision true).

Modern organizations also have a purpose (the reason *why* they exist) on top of their vision and mission. Purpose describes the way these organizations envision a better world and provides them a meaningful and powerful path to operate on that allows them to bring their reach an impact to a higher level. In fact, the best business opportunities are also the biggest challenges.

However, building a new organization focused on solving an unsolved challenge (and eventually making a business) is very difficult. Not only because innovation is always risky and involves uncertainty, but also because building something new turns people into explorers and most people weren't trained to become that.

Most of us were educated to avoid failure, to pass exams, to follow a pre-established path and to design and execute a plan that brings us to success.

In order to explore the unknown and to create new things, we need more than a set of steps and tools, we need to think in a different way. That's why Purpose Launchpad was designed in a way that will not only help us build purpose-driven organizations, but also evolve our mindset and become explorers who will discover the right path to create a new organization, business, product or service that will make a positive impact in the world.

## Definition of Purpose Launchpad

Purpose Launchpad is a meta-methodology with which people can evolve early-stage ideas into purpose-driven, sustainable and eventually exponential organizations that will make the greatest possible impact.

Purpose Launchpad is:

- A mindset, when applied as a set of principles.
- A framework (and a mindset), when applied as a set of areas to develop in a specific order using different tools.
- A methodology (a framework and a mindset), when applied in a rigorous way following the iterative process and implementing all the recommended actions and tools.

Developing the right innovative organization, business, product or service that can make a positive impact is not about technology, it's not even about applying the right methodology, it's about the mindset we operate with. Therefore, Purpose Launchpad is a way to get the right mindset to become a successful purpose-driven innovator and/or entrepreneur.

However, changing people's mindset is not an easy task. The only way to do it is through experience, learning (and unlearning) by doing. While implementing the Purpose Launchpad, we will not only evolve our initiative, but also the people in our team; and that's the most powerful evolution we can do since projects might fail but people stay on and will be able to keep developing new initiatives that will eventually make an impact.

## Principles of Purpose Launchpad

Purpose Launchpad is focused on the early stages of a new organization, so these principles will apply before achieving product-market fit and reaching mass market:

- Purpose over problem, and problem over solution.
- Exploration over optimization.
- Talking to customers over market research.
- Abundance over scarcity.
- Meaningful incomes over investment.
- Mindset over processes and tools.
- Learning over building.
- Qualitative metrics over quantitative metrics.

## Approach of Purpose Launchpad

The Purpose Launchpad can be applied either as a set of principles or as an *iterative process that evolves* in a continuous way the *key areas* of a purpose-driven organization using *validated innovation methodologies and tools*.

### Key areas

There are eight (8) areas that Purpose Launchpad focuses on in order to evolve an early-stage idea or startup into a purpose-driven organization that can make a massive impact.

These key areas are sets of the most important elements that need to function and/or be developed in order to build a successful purpose-driven organization.

The key areas are also called Purpose Launchpad Axes and are evolved in a particular order, as showed below:

1. Purpose
2. People
3. Customer
4. Abundance
5. Viability
6. Processes
7. Product
8. Metrics.



These areas are linked among each other, since it's not possible to fully develop a specific area if the linked area is not developed in a certain level. So, we have four pairs of areas that are represented in the opposite side of the circle above, as follows:

- Purpose and Sustainability.
- People and Processes.
- Customer and Product.
- Abundance and Metrics.

## Iterative Evolution based on validated learning

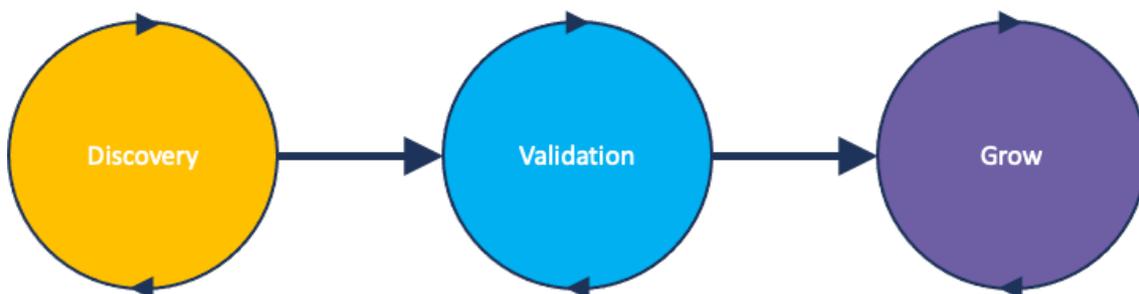
The way we develop the different Purpose Launchpad key areas is by making some progress on the first area (Purpose) and, then, making some more progress in the following area (Customer).

The iterative process has a specific order (Purpose, People, Customer, Abundance, Sustainability, Processes, Product and Metrics), since the eight areas are connected in a way that a certain area always need some previous evolution of the other ones. For example, we can't (or shouldn't) start developing the product if we haven't developed the customer before.

The iterative process is a never-ending loop that goes over and over along all the eight different areas, since we continually need to revisit and keep evolving all the areas based on the continuous learnings we have. For example, we may need to re-consider the customer we need to focus on depending on the results with real users after developing a first version of our product.

The iterative process has three evolution levels (Exploration, Evaluation and Impact), aligned with the first three stages of the Customer Development process (Customer Discovery, Customer Validation and Customer Creation), since we should develop each of the key areas in a different way depending on the Customer Development phase we are in. For example, if we are in the Customer Discovery phase, we shouldn't try to sell anything to clients and, instead, only talk to them to find out more about their problems and find out possible value propositions for them.

All the above points are the reasons why the Purpose Launchpad general process is an iterative loop with eight axes and three levels (colors): Exploration in yellow, Evaluation in light blue and Impact in purple.



## Validated methodologies and tools

Purpose Launchpad hasn't reinvented the wheel, it uses validated innovation methodologies, frameworks and tools that help us to keep evolving the different eight key areas in the best way possible.

Below, there are some of the methodologies, frameworks and tools currently used by Purpose Launchpad (and which will be continuously updated):

Assets \ Axes	Purpose	People	Customer	Abundance
<b>Methodologies &amp; Frameworks</b>	Massive Transformative Purpose	Design Thinking	Customer Development Lean Startup Design Thinking	Exponential Organization Exponential Transformation
<b>Tools</b>	MTP Canvas	Empathy Map Canvas Team Canvas	Value Proposition Canvas	ExO Canvas ExO Sprint

Assets \ Axes	Viability	Processes	Product	Metrics
<b>Methodologies &amp; Frameworks</b>	Business Model Generation	Purpose Launchpad	Lean Startup Agile frameworks	Lean Startup AARRR metrics
<b>Tools</b>	Business Model Canvas Lean Canvas	Purpose Launchpad Assessment	Value Proposition Canvas Agile artifacts/boards Experiment Canvas	Innovation Accounting Dashboard

## Purpose Launchpad Axes

### **Purpose**

The reason why the initiative exists, which is the Massive Transformative Purpose that guides the evolution of the initiative. It's also important to define other elements, such as the Moonshot (an ambitious goal to be reached within the next 5-10 years), the Vision (what we want to become), the Mission (how we will achieve our vision) and the Values (the way we operate as an organization).

### **People**

To connect with external communities related and aligned with our purpose and to develop the internal team that will be able to develop the purpose-driven organization.

### **Customer**

To develop our customer means to find out who is (and who isn't) our customer, to evaluate their problems and find out the right value proposition for them.

### **Abundance**

To connect with the abundance using the common elements used by the Exponential Organizations (ExO).

### **Viability**

To develop our purpose-driven organization in a sustainable way, which means that we need to have a business model (either profitable or not) and financial resources to build it.

### **Processes**

To build our organization and execute its activity in the right way.

### **Product**

To build the right product and/or service for our customers/users.

### **Metrics**

To track the key information in order to learn and keep developing the purpose-driven organization in the right way.

## Purpose Launchpad Assessment

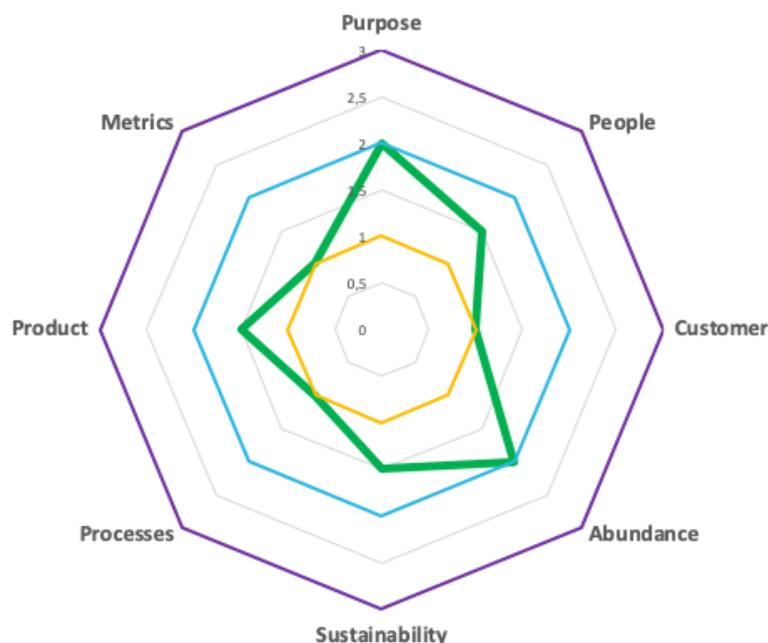
Purpose Launchpad has a way to evaluate the current status of initiatives, by running a test with several questions which evaluate the status of each of the different Purpose Launchpad Axes. After running the test, we will get a value between 0 and 3 for each of the Purpose Launchpad Axes.

Each of the Purpose Launchpad Axes, can be in a different evolution level:

- **Exploration (value between 0 and 1; represented with yellow):** It's in a phase where we are very focused on finding the key elements of our initiative, such as the problem to solve, the solution to implement and the customer segments to serve.
- **Evaluation (value bigger than 1 and up to 2; represented with light blue):** It's in a phase where, after the purpose-problem-solution fit, we are focused on evaluating the key hypotheses of our initiative.
- **Impact (value bigger than 2 and up to 3; represented with purple):** After the product-market fit, we focus on growing our organization to maximize the impact in the world.

## Purpose Launchpad Graph

After running the Purpose Launchpad Assessment for a specific initiative, we will have a Purpose Launchpad Graph showing the current status of our initiative in each of the different Purpose Launchpad Axes.



## Purpose Launchpad Repository

The brain of the Purpose Launchpad is a Repository, which suggests a series of things to do in order to make progress in each of the different Purpose Launchpad Axes, depending on the evolution level they are in:

Launchpad Axes	Purpose	People	Customer	Abundance
<b>TOOLS</b>	<ul style="list-style-type: none"> <li>MTP Canvas</li> <li>MVMV sheet (TODO)</li> </ul>	<ul style="list-style-type: none"> <li>Entrepreneurial Assessment (TODO)</li> <li>Team Canvas</li> <li>Empathy Map Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Value Proposition Canvas</li> <li>Customer Journey Canvas</li> </ul>	<ul style="list-style-type: none"> <li>ExO Canvas</li> </ul>
<b>METHODOLOGIES</b>	<ul style="list-style-type: none"> <li>Massive Transformative Purpose Book</li> <li>UN SDGS</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking (empathize)</li> </ul>	<ul style="list-style-type: none"> <li>Customer Development (The Four Steps to the Epiphany book)</li> <li>Design Thinking</li> <li>Lean Startup</li> <li>Crossing the Chasm</li> </ul>	<ul style="list-style-type: none"> <li>Exponential Organizations book</li> </ul>
<b>RESOURCES</b>	<ul style="list-style-type: none"> <li>Massive Transformative Purpose Book</li> <li>MTP Video</li> <li>UN SDGS</li> </ul>	<ul style="list-style-type: none"> <li>Design Thinking Video</li> <li>Assessment on disruption: <a href="https://charleneli.outgrow.us/disruptors-assessment">https://charleneli.outgrow.us/disruptors-assessment</a></li> </ul>	<ul style="list-style-type: none"> <li>Customer Development (The Four Steps to the Epiphany book)</li> <li>Design Thinking</li> <li>Lean Startup</li> <li>Crossing the Chasm</li> </ul>	<ul style="list-style-type: none"> <li>Exponential Organizations book</li> </ul>
<b>DISCOVERY</b>	<ul style="list-style-type: none"> <li>Define MTP</li> <li>Define vision, mission and values</li> </ul>	<ul style="list-style-type: none"> <li>Connect with MTP-related communities</li> <li>Run Design Thinking processes with the communities you connect with</li> <li>Fill the Empathy Map Canvas for different type of personas</li> <li>Evaluate entrepreneurial capabilities and/or bring entrepreneurs and leadership to the team</li> <li>Bring mentors/advisors with great experience with startups to the project</li> <li>Team alignment with MTP, Vision, Mission &amp; Values</li> <li>Fill the Team Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Define customer segments</li> <li>Define customer segments' pains using the VPC</li> <li>Evaluate customer segments' pains</li> <li>Pick customer segment/s (and their pains) to focus on (more than one in platform-based business models and only one in others)</li> </ul>	<ul style="list-style-type: none"> <li>Define ExO Attributes using the ExO Canvas, to connect and manage abundance</li> <li>Make sure you use all or some of these: Staff on Demand, Community, Algorithms and Leveraged Assets</li> </ul>
<b>EVALUATION</b>	<ul style="list-style-type: none"> <li>Evaluate MTP with community</li> <li>Iterate MTP, vision, mission and values</li> <li>Define impact of your MTP (to the external world)</li> </ul>	<ul style="list-style-type: none"> <li>Engage community to the next level to validate hypotheses</li> <li>Connect with community to find early adopters</li> <li>Establish team members' responsibilities, focused on learning/searching</li> </ul>	<ul style="list-style-type: none"> <li>Define personas for the customer segment/s</li> <li>Test Personas</li> <li>Look for early adopters</li> <li>Test first sales with early adopters</li> <li>Iterate customer segments</li> <li>Design / Iterate Customer Journey Canvas</li> <li>Market Opportunity Analysis (TAM, SAM, SOM)</li> </ul>	<ul style="list-style-type: none"> <li>Validate SCALE ExO Attributes</li> <li>Iterate ExO Canvas</li> </ul>
<b>GROW</b>	<ul style="list-style-type: none"> <li>Track impact link to MTP</li> <li>Massive promotion of MTP</li> </ul>	<ul style="list-style-type: none"> <li>Engage community to the next level to connect with abundance</li> <li>Establish team members' responsibilities, focused on scale</li> <li>Extend team / roles with execution capabilities in different areas (admin, marketing, sales, production, services, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Use early adopters help to get new customers (mass market)</li> <li>Extend the Value Proposition Canvas with Mass Market</li> <li>Define sales pitch &amp; materials</li> </ul>	<ul style="list-style-type: none"> <li>Validate IDEAS ExO Attributes</li> <li>Iterate ExO Canvas</li> </ul>



Launchpad Axes	Sustainability	Processes	Product	Metrics
<b>TOOLS</b>	<ul style="list-style-type: none"> <li>Business Model Canvas</li> <li>Lean Canvas</li> <li>Cashflow projection (TODO)</li> </ul>	<ul style="list-style-type: none"> <li>Purpose Launchpad Assessment</li> <li>Purpose Launchpad Board</li> <li>Culture Design Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Value Proposition Canvas</li> <li>Agile artifacts/boards</li> <li>Experiment Canvas</li> </ul>	<ul style="list-style-type: none"> <li>Innovation Accounting Dashboard (TODO)</li> </ul>
<b>METHODOLOGIES</b>	<ul style="list-style-type: none"> <li>Business Model Design book</li> <li>Testing Business Ideas book</li> <li>Crossing the chasm book</li> </ul>	<ul style="list-style-type: none"> <li>Purpose Launchpad</li> </ul>	<ul style="list-style-type: none"> <li>Agile frameworks</li> <li>Lean Startup</li> </ul>	<ul style="list-style-type: none"> <li>Lean Startup</li> <li>OKRs</li> </ul>
<b>RESOURCES</b>	<ul style="list-style-type: none"> <li>Business Model Design book</li> <li>Testing Business Ideas book</li> <li>Crossing the chasm book</li> <li>Funding model (TBD)</li> </ul>	<ul style="list-style-type: none"> <li>Purpose Launchpad Guide</li> </ul>	<ul style="list-style-type: none"> <li>Agile frameworks</li> <li>Lean Startup book</li> <li>Testing Business Ideas book</li> </ul>	<ul style="list-style-type: none"> <li>Lean Startup</li> <li>OKRs</li> </ul>
<b>DISCOVERY</b>	<ul style="list-style-type: none"> <li>Define customer segments, value proposition &amp; revenue model</li> <li>Take into account the ExO Canvas to build the BMC</li> <li>Check financial resources for next milestone of achieving first sales</li> <li>Build Cashflow Projection based on a business logic</li> <li>Find resources (money, time, community help, etc.) to achieve first sales</li> </ul>	<ul style="list-style-type: none"> <li>Define Culture Design Canvas to have the right way to operate at this level of development</li> <li>Remove processes and roles to minimum</li> <li>CEO and/or Founding Team directly connected to customer as product owner</li> </ul>	<ul style="list-style-type: none"> <li>Define MVP</li> <li>Use the Experiment to define and test hypotheses</li> <li>Test MVP definition</li> <li>Combine Agile and Lean to build the right thing in the right way</li> </ul>	<ul style="list-style-type: none"> <li>Be open to insights and qualitative information beyond current hypotheses</li> <li>Define key metrics, focused on hypotheses validation (percentage of validation of customer segments' hypotheses)</li> <li>Track metrics</li> </ul>
<b>EVALUATION</b>	<ul style="list-style-type: none"> <li>Evaluate Business Model</li> <li>Pivot, if needed</li> <li>Iterate Build Cashflow Projections</li> <li>Check financial resources for next milestone of achieving product/market fit</li> <li>Find resources (investment, time, community help, etc.) to achieve product/market fit</li> </ul>	<ul style="list-style-type: none"> <li>Define processes for customer support, focused on learning (integrated with experiments and metrics) based on team setup</li> <li>Iterate the Culture Design Canvas to have the right way to operate at this level of development</li> </ul>	<ul style="list-style-type: none"> <li>Build MVP</li> <li>Test MVP with real customers (early adopters)</li> <li>Iterate low fidelity MVP</li> <li>To keep combining Agile and Lean to build the right thing in the right way</li> <li>Be open to design A/B (and other types of) experiments</li> </ul>	<ul style="list-style-type: none"> <li>Re-define key metrics, focused on product/market fit (NPS, Stickiness, etc.)</li> <li>Track metrics</li> </ul>
<b>GROW</b>	<ul style="list-style-type: none"> <li>Evaluate Business Model</li> <li>Iterate, if needed</li> <li>Check financial resources for next milestones</li> </ul>	<ul style="list-style-type: none"> <li>Define sales processes, focused on learning (integrated with experiments and metrics)</li> <li>Iterate the Culture Design Canvas to have the right way to operate at this level of development</li> </ul>	<ul style="list-style-type: none"> <li>Iterate high fidelity product and adapt for early majority</li> </ul>	<ul style="list-style-type: none"> <li>Re-define key metrics, focused on growth (Viral, LTV, AARRR, etc.)</li> <li>Track metrics</li> </ul>

## Purpose Launchpad Sprint

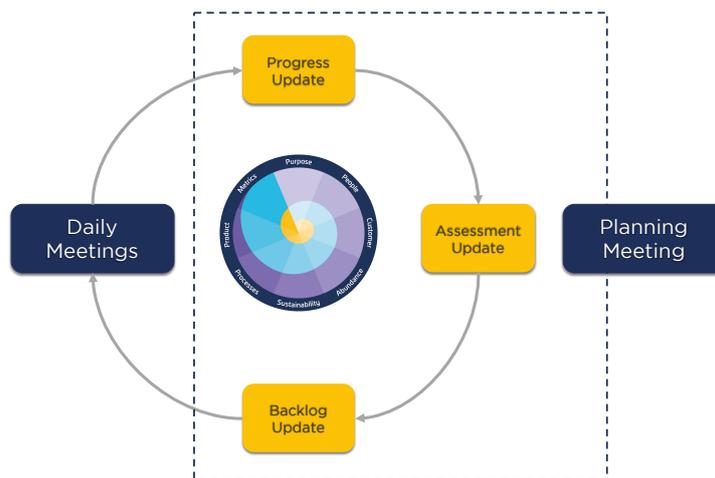
The heart of Purpose Launchpad is a Sprint, a time-box of one, two or more weeks (depending on the level of evolution of the initiative) during which the team makes real progress evolving the Purpose Launchpad Axes. A new Sprint starts immediately after the conclusion of the previous Sprint.

In a Purpose Launchpad Sprint, there are the following events:

- Mentoring Session**, in order to review the current status of the initiative and update our plans to keep evolving it. The mentoring session has to follow these steps:
  - Progress Update: We analyze the outcomes of the previous sprint focusing on the real value generated and validated learnings. We also

ask all team members and get an update about their mood during the last sprint.

- Assessment Update: We run the Purpose Launchpad Assessment in order to get the current Purpose Launchpad Graph.
- Backlog Update: Based on the current Purpose Launchpad Graph, the Purpose Launchpad Mentor build the Backlog for the following sprint. Stories are assigned to Purpose Launchpad Team Members according to their requests and skills.
- **Daily Meetings**, in order to do a quick update about how things are going, to create transparency about everyone's progress and detect deviations from the plan before arriving to the end of the Purpose Launchpad Sprint. During the Daily meeting, all the Purpose Launchpad team members should provide an update, providing answers to questions such as the following ones:
  - What they did yesterday.
  - What they want to do today.
  - What they need from others.



## Purpose Launchpad Team

### Purpose Launchpad Mentor

The Purpose Launchpad Mentor is the guide for the team to evolve all its members, bringing the right mindset and building a high-performance team that takes the responsibility of maximizing the impact and evolution of the initiative.

The Purpose Launchpad Mentor is in charge of:

- Updating the Validated Learnings of the initiative during the Progress Update.
- Running a periodic Purpose Launchpad Assessment.
- Updating the Purpose Launchpad Graph and guaranteeing its accuracy.
- Suggesting the Stories to do and updating the Purpose Launchpad Backlog.
- Guiding the team to do all the Stories and providing references for them to learn the different innovation methodologies to use.

- Mentoring the team to follow the Purpose Launchpad Principles.

### **Purpose Launchpad Team Member**

Team Members are all the people involved in developing the initiative, so at an early stage usually all the people working in the project are usually part of the Purpose Launchpad team. The responsibilities of the Purpose Launchpad team members are:

- Expressing interest in those Stories they want to work on.
- Committing to finishing the work of the Stories they signed up for by the end of the Sprint.
- Following the Purpose Launchpad Principles.

### **Purpose Launchpad Coordinator (Optional)**

In case it's needed, we will have a Team Coordinator as one of the team members who will be in charge of making things happen. This is an optional role since high performance teams don't usually need this type of coordination, so the goal is that the team operates in a way that it's not needed. In case we have the Purpose Launchpad Coordinator, these will be the responsibilities for the role:

- Gathering everyone's availability in order to know the real team capability to work on the different Purpose Launchpad Stories.
- Planning and coordinating the different events and meetings.
- Understanding and practicing the Purpose Launchpad Principles.

## Purpose Launchpad Artifacts

### **PLA (Purpose Launchpad Assessment)**

A set of questions to assess the evolution status of all the Purpose Launchpad Axes.

### **PLG (Purpose Launchpad Radar)**

A polar graph representing the evolution status of all the Purpose Launchpad Axes.

### **PLB (Purpose Launchpad Backlog)**

The list of Stories to do by the team during the current Purpose Launchpad Sprint.

### **PLP (Purpose Launchpad Progress)**

Total number of Validated Learnings.

### **PLQ (Purpose Launchpad Quotient)**

Total number of Validated Learnings / Total number of Sprints.

### **PLR (Purpose Launchpad Repository)**

A set of suggested stories to be done to evolve each of the Purpose Launchpad Axes according to the evolution level.

### **PLS (Purpose Launchpad Sprint)**

The heart of Purpose Launchpad is a Sprint, a time-box of one, two or more weeks during which the team makes real progress in the purpose-driven initiative. A new Sprint starts immediately after the conclusion of the previous Sprint. Sprints contain and consist of the Progress, Assessment and Backlog Updates.

### **PLM (Purpose Launchpad Mood)**

Graph of the mood (from 0 to 10) of the team during the different Sprints.

## History

Francisco Palao's purpose is evolving organizations and people and, aligned to it, he started to develop the foundations of a methodology to help people and organizations to innovate to make an impact in 2012. The result has been Purpose Launchpad, which was finished (at least a first full version of it) on July 1<sup>st</sup>, 2020.

In 2011, Francisco moved to the Silicon Valley looking for new and better ways to innovate. Very soon, Francisco met Eric Ries in San Francisco and got exposed to the Lean Startup methodology. Later in 2011, Francisco attended a program on Customer Development thought by Steve Blank at Berkeley University, and they had deep conversations about how to integrate the different methodologies and tools. Francisco got very involved in the area of innovation methodologies and started to run the Silicon Valley Lean Startup Circle with the support of Tristan Kromer.

In 2012, Francisco launched LeanMonitor an online platform to help entrepreneurs, innovators and corporates to implement Lean Startup, Customer Development and Agile frameworks in their projects.

Francisco extended and integrated Agile Frameworks in combination with Lean Startup and Customer Development to offer a combination of all of them in LeanMonitor. That was the first seed of Purpose Launchpad!

In 2015, LeanMonitor was acquired by Gust.com and Francisco teamed up with Salim Ismail in order to launch different projects around ExO (Exponential Organizations). Francisco thought that while Lean and Agile methodologies are great, they are still missing the 'exponential technologies' factor that is driving the world nowadays. During the period of 2015 and 2019 Francisco did a great contribution to the ExO Methodologies leading the co-creation of the ExO Canvas and, after that, designing the ExO Sprint methodology. Also, Francisco is the co-author the book Exponential Transformation with Salim Ismail and Michelle Lapierre; where they presented the ExO Canvas and the ExO Sprint.

Early in 2020, Francisco co-authored the book 'Massive Transformative Purpose' with Angel María Herrera and designed the MTP Canvas, to help both organizations and people to find their Purpose. This was the last piece that closed the cycle to the Purpose Launchpad methodology.

During the first six months of 2020, Francisco opened the methodology to innovation experts around the world who provided final input in order to refine and improve the last version of the methodology that was launched on July 1<sup>st</sup>.

Last but not least, it's important to mention that Francisco designed the Purpose Launchpad not only as an innovation methodology to build purpose-driven organizations, but also to evolve people's mindset so they can make an impact.

## Contributors

Last but not least, it's important to acknowledge the great feedback provided by the +150 official contributors to the Purpose Launchpad who provided input during the last phase of the development of the methodology.

Official Purpose Launchpad contributors are not necessarily Certified Purpose Launchpad Mentors (since they may only have provided input to a specific area and not have a full understanding of the whole methodology), but they were key to the proper development of such a comprehensive meta-methodology.

The updated list of all contributors, can be found here:

[www.purposelaunchpad.com/contributors](http://www.purposelaunchpad.com/contributors)

Let's finish this guide with a big thanks to all the Purpose Launchpad contributors!