

# North Star Falsification

Creating the threshold criteria that will prove/disprove whether an idea can achieve North Star outcomes

## Description

The falsification wheel and its accompanying reference sheet will be one of the main tools innovators will use to assess if/how their innovations meet the definition of a moonshot. Falsification defines 2-4 criteria (or metrics) per outcome (Example: If “efficient” food production is an outcome sought for the future state, 2X the output for ½ the input might be a criteria used – meaning that for the moonshot to meet this criteria it must demonstrate that it can double yield while using only ½ the inputs such as land, water, etc.).

**Suggested time** 3 hrs facilitator prep/ 1 hr exercise

**Level of difficulty** Moderate

**Materials needed** North Star statement, KPI references and Huge Problem Summaries

## Steps

1

Introducing the North Star.

2

Write down your North Star or Vision Statement.

3

Deconstruct your North Star

4

Build your own wheel

### Check how we used this in WFP-X:

**Mural Link:** <https://app.mural.co/t/wfpx20daressalaam8404/m/wfpx20daressalaam8404/1600449868708/20083e71eb346e345e089c3d5207d99c500189c0>

**Falsification Wheel:** <https://drive.google.com/file/d/1zrK4ABgJKvZZqauESFDaB0x7m3ifbwK7/view?usp=sharing>

**Falsification Guidance:** [https://drive.google.com/file/d/1g48E8h0\\_A9xuLDL\\_4eB-vBvg5Sj0k4KV/view?usp=sharing](https://drive.google.com/file/d/1g48E8h0_A9xuLDL_4eB-vBvg5Sj0k4KV/view?usp=sharing)

## Tool 11 / Falsification wheel

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# Introducing the North Star

## Your task in this step

### What is the North Star?

The North Star is a tool that we use to centre our ideation on specific falsification criteria associated with the huge problems designed in the preceding steps. The criteria are arranged against major area, in the WFP-X case we wanted to ensure our solutions would be holistically impactful, with tangible positive outcomes on economic agents such as consumers and producers, making up the citizens of Dar Es Salaam, and the Earth's ecosystems.

### How to select your component outcome criteria

Selecting your component outcome criteria is important. To ensure they are applicable they should be grounded in the previous research undertaken by the team, specifically, what kind of change you are looking to drive to create a tangible impact on the problem space expressed as Key Performance Indicators. These can then be translated into specific targets such as: 'The cost of a planetary diet does not exceed 50% of the median income of poorest consumer' or '1/4 of Dar Es Salaam (DSM) demand met from production within 10 miles radius from consumers'.

### How to use the North Star for selection

In later stages of the programme, the innovators' tasks will transition from research and exploration to ideation and generation. To ensure an effective selection of ideas, the programme team and innovators, as well as any advisors, should rate the generated ideas against the criteria to identify how close the ideas might get them to the intended target. The more segments of the North Star the idea addresses, the more suitable the idea for your moonshot innovation programme.

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# Before we start

## Your task in this step

Write down your North Star or Vision Statement (You can find guidelines on how to develop your North Star using tool 5).

Statement

Fill the tool task sheet

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# Deconstructing your North Star

## Your task in this step

Deconstruct the North Star into its major areas (such as Producer, Consumer and Earth) and its component outcomes (these are the adjectives used to describe what a preferred future state will look like – i.e. efficient, abundant, affordable, equitable, etc.)

### Major Area 1

Example: Consumer

#### Component outcomes

### Major Area 2

Example: Producer

#### Component outcomes

### Major Area 3

Example: Earth

#### Component outcomes



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# North Star as a tool for falsifying radical solutions

## Your task in this step

Considering the current and probable future state, and the huge problems that must be overcome to reach the preferred state (i.e. North Star), define 2-4 criteria for each outcome, that will demonstrate achievement of that outcome and write it in that wedge of the wheel. Criteria should adhere to the SMART principles (Specific, Measurable, Achievable, Realistic, and Timely) for measurement.

Review the falsification wheel and guide with participants.



### Note:

To provide additional information for each criteria, set up an excel spreadsheet with tabs organized by criteria (For example, in order to understand "2X output", list out average yields of major crops so that innovators know what the baselines are). [See example]



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