Spending time developing your approach to giving product and/or services will help your team determine its value and how to give 1% of it.

USE THIS GUIDE TO

• Think through what "1% of product" might look like for your organization

• Develop a product action plan to positively impact the world

Finally, don't forget:

Our first product pledge goal:

_____ will:
(add team)

_____

_____
(specify action)

by _____
(add date)

Pledge 1% product planning

Transform your pledge into real-world action

PLEDGE 1% + ATLASSIAN

Gather the individuals who need to be involved in developing the product donation program. We suggest Founder(s), Pledge 1% Champions, and anyone with overall knowledge of how your organization works.

Find your focus

Whether it's guidelines or a policy, having direction around your Product Pledge will help your team understand how to donate 1% of product. It will also help answer questions that inevitably come up as opportunities arise.

Walk through this action plan to determine the focus and framework for your company's product donation.

Pledge 1% focus action plan

(See opposite page)

Agree next steps

By now, your team has probably identified ways in which your organization can pledge product. The next step is to narrow down what's required to "package" up those items into products.

Key items to discuss:

• Package: What activities do we need to do to "package" the product?

• Awareness: How can we communicate to the non-profit community the availability of this product?

• Measure: How might we measure the success and adoption of this product?

• Ownership: Agree on an owner to move the product concept forward

Pledge 1% product action plan

Who are your partners and what activities do you perform together?

Who are the people and organizations involved in the creations and/or distribution of your product and services?

> **Think beyond your org**
>
> Think about external service providers, contract manufacturers, agents and other organizations.

From concept to creation to your customers, what activities are involved in getting your product or service to market?

This can include any tangential or incidental activities your business undertakes.

> **Think outside the box:**
>
> What you sell to customers isn't your only "product." There are a lot of other resources that can be used to benefit the community.
>
> **At Atlassian**
>
> An obvious candidate for our product pledge is our software.
>
> However, we've identified many other assets that could also be useful, like our best practices playbook, design workshops, and innovative processes. These aren't Atlassian "products", but they're used to help the community and are considered as part of our pledge.

What resources do you use to deliver on your value prop?

Think outside and inside your organization. Consider people, processes, infrastructure, and networks involved in your operations.

> **Think outside the box:**
>
> Resources aren't just what you use to create your products, like lemons for lemonade. It's everything that goes into producing and distributing the lemonade. This includes ingredients, manufacturing, transportation, stores, commercial partnerships and more.
>
> **At Atlassian**
>
> Our resources include office spaces, the expertise of our team, our brand, partners, user group community, customer and supplier relationships, and our founders' influence.

What is the value proposition of your organization?

Who are your customers and what value do you provide them?

> **Think outside the box:**
>
> It's much more than what your business does to make money. Think about the problem you solve for your customer.
>
> **At Atlassian**
>
> We create software, but our actual value prop is that we make it easier for teams to collaborate and ship great work.

Identify potential 1% product ideas

Draw from partners, activities and resources, and your value proposition to brainstorm ways they can be used to benefit the community.

> **Think outside the box:**
>
> Can you partner with customers or suppliers? Donate to nonprofits? Do you have surplus capacity that can be put to good use?
>
> **At Atlassian**
>
> We offer free software licenses to community organizations and donate speaker fees to charities. We also use our supply chain to procure from social enterprises whenever possible.