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|  | 🌠INSPIRE [▶️](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) [link to full series](https://www.youtube.com/playlist?list=PLtR_BRboSMy-dU72OMp7MlG_uNJpl3DbM) |

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| First, [watch the video](https://youtu.be/5hbhG-57wJg) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **Plan you digital business**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity will take around 1 hour for parts 1, 3 hours for parts 2-3, 30 minutes for part 4, and 2 hours for part 5**  💬🗨️ **Format:** This activity can be done in different ways:   * **With a mentor, coach or a friend** ⭐recommended * **On your own** * **In a group: each of you do it & share & give feedback** |

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| * For you to think about what excites you about starting a digital business * For you to identify which type of digital business you want to build * For you to consider what skills you need to build a digital business | * For you to find out who can help you and to know where you can learn or improve your digital skills * For you to discuss your digital idea with other people and ask for constructive feedback |
| ⁉️ How to do the activity (✅ tick the checkboxes when you have completed each step) | |
| **1️⃣** Decide whether you want to do this activity on your own, with 1-1 support or in a group.  2️⃣ Watch [**the video**](https://youtu.be/5hbhG-57wJg) for this activity  3️⃣ Think for a moment: **What useful tips Saman shared in the video to start your own digital business?**  4️⃣Read & think through and fill each part  of the the activity template below  **5️⃣** Once you have completed **parts 1 - 2** of the activity, **conduct some research** to know if existing digital companies already solve the problem defined in part 2. | **6️⃣** Once you haveresearched and understood the **existing solution**, **complete parts 3**  **7️⃣** After this**, complete part 4 and take some time to reflect on how you can learn or improve your digital skills.**  **8️⃣** Finally, work on **activity 5 to discuss** your digital business **with your network and potential customers. What can you learn** from their feedback? |

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| 1 First, what is your view on digital business? 🖥️ | |
| What **excites 🤩** you about the world of **digital business?** | ✍️ What excites me in the digital world is… |
| Describe a **successful digital business** 🚀 and explain **why it inspires** you. | ✍️ An example of a successful digital business is…  ✍️ This company inspires me because … |

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| 2 Now, 💭 think as an entrepreneur: define the problem you want to solve with your digital business | | |
| 🧐**What important problems** do people around you have? | | **Do I want to** 🛠️**solve this problem?** |
| 1.Problem 1 is…✍️ | | Yes  No |
| 2. Problem 2 is…✍️ | | Yes  No |
| 3. Problem 3 is…✍️ | | Yes  No |
| **What digital  product or service  can you create to help** solve these problem(s) | ✍️ My digital solution to solve this problem is… | |
| How would your  digital product / service help your customers? 💡 | ✍️ My digital product/service is helping my customers because… | |

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| 3 Let’s talk about your digital solution 🖥️ 🏗️ | | |
| **🔎** What are the  **existing solutions?** | ✍️ Companies that are solving this problems are:   * ...✍️ * ...✍️ * ...✍️ | |
| Why would people 🤗  need a **new solution?** | ✍️ There is a need for a new solution because...✍️ | |
| How can **you solve** this problem  with **your digital business**? **🖥️ 🏗️** | ✍️ My digital business can solve this problem by...✍️ | |
| What features would make  your digital product or service  **unique and valuable**  to your customers? 🤩 | ✍️ My solution is unique and valuable to my customer because ...✍️ | |
| What technology 📲  do you need to develop your digital business? | ✍️ The technology I need is ...✍️ | |

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| 4 Identify the digital skills needed to start a business | | | | |
| What **skills** 🤹🏽 do you need to build your digital business? | Coding experience  Digital marketing  Social media  User Experience (UX)  Website building |  | | Web analytic  Artificial Intelligence  Mobile app building  Cloud computing  Other:...✍️ |
| Which of these skills do you **need to** 🎓 **learn or improve**? | I need to learn/improve the following skills to build my digital business:   * …✍️ * …✍️ * …✍️ | | | |
| **How** can you  📚 **learn or improve**  these skills? | Take (free) online course  Get experience in a company  Meet up with people learning the same skills through online communities  Attend a Coding Bootcamp | |  | Read books  Ask network/professionals  Listen to podcasts  Other:... ✍️ |
| **Who in your  🌐 network has  digital skills**  that you can learn from? | I can learn from…✍️ | | | |

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| 5 Finally, grow your network! 🌐 | | |
| Who are  **👨‍🏫 experts** in the problem you are trying to solve? | Who can 🤝 **help you with the development** of your digital solution? | Who around you **would be  interested in** 🙋‍♂️**using** your solution? |
| The experts are…✍️ | To help me develop my digital business,  I can contact…✍️ | My potential customers are...✍️ |
| 🙋‍♂️How will you **reach out to meet and speak to the people mentioned above? 💬** | | |
| To reach, meet and discuss with experts on the problem I am trying to solve, I will…✍️ | What I want to learn from them is...✍️ | The questions I will ask are:   * …✍️ * ...✍️ |
| **What feedback have  you received from peers  in your network? 💬** | ✍️ The feedback I receive is… | |

Text

Description automatically generated