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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/Q7bTEpTFqpM) 🔻   |  | | --- | |  |   🎯 Goals of this activity: | *My Activity*  **Why and how will my business help people?**  [⏳](https://emojipedia.org/hourglass-not-done/) **This activity is split into 4 parts. Part 1 will take 30 minutes; part 2&3 2 hours; and parts 4 around 3 hours.**  💬🗨️ **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 understand that **entrepreneurs are also customers** of products and services * For you to think about **what problem you want to solve** and **how your solution can help others** | * For you to **define the type of customer** that will benefit from your business * For you to **ask** and **receive constructive feedback** **from** your potential **customers** that will improve your solution |
| ⁉️ 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/Q7bTEpTFqpM) for this activity. * 3️⃣ Think for a moment: **What did Amr do  to make a difference** in the life of his customers? * 4️⃣ Part 1 will help you see yourself as a customer. You will think about what product / service you use the most and understand how it helps you. This will help you understand how your customers think. * 5️⃣ Part 2 & 3 will help you identify what problem you want to solve and who you want to help. | * 6️⃣ In part 4, you will contact your potential customers! Ask them questions about their problems and needs and how your product or service could benefit them. * 7️⃣ After the meeting, reflect again about  parts 2 and 3 of the activity and update  your statements based on your customer feedback. * 8️⃣ Finally, watch the video “[Understanding Customers Trends](https://www.youtube.com/watch?v=nQmzNcluQVc)” to learn more about customer needs and trends. |

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| 1 We are all customers 🛒 ! What products & services do YOU use?🛍️ | | | |
| **What services** do you **use** daily / every week? 🚌 | Which of those is your  **favourite** **service?** 🏆 | **How does this service**  **help you** with your life? 💪 | **What do you like**  about this service? 🤩 |
| 1...✍️  2.  3. | My favourite service is …✍️ | This service helps me because...✍️ | I like using this service because…✍️ |
| **Which products**  do you **use** every  day or every week? 👖 | Which of those is your  **favourite** **product?** 🏆 | **How does this product  help you** with your life? 💪 | **What do you like**  about this product? 🤩 |
| 1...✍️  2.  3. | My favourite product is…✍️ | This product helps me because…✍️ | I like using this product because...✍️ |

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| 2 Now, 💭 think as an entrepreneur: What problem for people or planet are you going to solve? | | | |
| **What important problems** do people or the planet 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 | | Yes  No |
| **What product or service can you create to help** solve the selected problem(s) 🏗️ | My solution to fix this problem is…✍️ | | |
| How would your  product / service  help your customers? 💡 | My product/service is helping my customers because…✍️ | | |

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| 3. Who can you help with your solution?💆 | | | | |
| Who would be interested in using your product/service? 🙋‍♂️ | The people who would be interested in my product/service are… | | | |
| **Great! The people who are interested in your product/service are your customers! 🙋‍♂️ Let’s go a bit more in detail. 🔎 Imagine and describe a person who would benefit from your solution** 🏗️ | | | | |
| **Personal information**  •Name:  •Age:  **•**Location:  •Hobby:  •Occupation: | **How** can your product or service **help this person?** ...✍️ | **Why** does this person **use your product or service** instead of an existing solution**?**  ...✍️ | | **What do they like the most** in your product or service? ...✍️ |
| 4.🙋‍♂️ Meet and understand the people you can help 🙋‍♀️ Contact your customers! | | | | |
| **Who are the real people** around you **who need your product or service and who could be your customers?** 🛠️ | The people around me that would be interested to use my solution are…✍️ | | | |
| **📅 How will you  make contact** with these people? ☎️ | I will contact them by…✍️ | | | |
| **What 💬 feedback & ideas have you received from talking to these people?** | From talking to my potential customers, I have learned that…✍️ | | | |
| **What did they find helpful** 🎯 about your product / service? | What they find helpful about my product/service is…✍️ | | | |
| What did they **like** **👍**? | | | What did they **dislike? 👎** | |
| They liked:   * …✍️ * …✍️ * ...✍️ | | | They disliked:   * …✍️ * …✍️ * …✍️ | |
| **🤩 Improve** your product or service **based on the feedback received** from your customers **💬** | Based on the customer feedback, I can improve my solution by…✍️ | | | |

