

## **Innovation & Entrepreneurship Study Course**

*Material for 1<sup>st</sup> September 2025*

During the first session of the course (Monday 01/09/2025, 8:45 - 12:30), watch the knowledge clips listed below and use them to answer the corresponding questions. This preparation will form the foundation for your group work.

### **Problem Identification Knowledge Clips**

The purpose of these knowledge clips is to offer a short general introduction on problem identification, validation, quantification.

- Entrepreneurial opportunities <https://www.youtube.com/watch?v=w51Sva2ttZk>
- Pain & gains validation: [https://www.youtube.com/watch?v=GFdtwWNz\\_T0](https://www.youtube.com/watch?v=GFdtwWNz_T0)
- Tech validation: <https://www.youtube.com/watch?v=EYggp2fQLlc>

At the end, you should be able to answer the following questions:

1. How to identify the problem you will address in a project?
2. For whom is this a problem?
3. How can you quantify the size of the problem, to be able to quantify its impact?
4. How to validate that this is actually a problem (which type of techniques will they use)?

### **Solution, USP and Value Proposition**

The focus of these knowledge clips is to see how the solution should match a problem, as well as how the pains of the customer/beneficiary should be integrated into the solution features. Moreover, you will also learn more about how to identify the ways of setting up a sustainable business model and how to reach your target group:

- MIT Entrepreneurship 101 who is your customer? Videos 6-10; 14; 24; 37  
[https://www.youtube.com/playlist?list=PLQykyC1zr8f\\_ZcAZoTz-rruBBOP4Fmii5](https://www.youtube.com/playlist?list=PLQykyC1zr8f_ZcAZoTz-rruBBOP4Fmii5)
- Value proposition: videos 10-13 <https://www.youtube.com/playlist?list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Defining the core value: videos 17-18 <https://www.youtube.com/playlist?list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Understanding your competition: videos 24-26 <https://www.youtube.com/playlist?list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Designing/Testing your product: videos 7-9 <https://www.youtube.com/playlist?list=PLQykyC1zr8f-z4MUzQQtWSg2-QIF0F2cz>
- Business model: <https://www.youtube.com/watch?v=mxzJ-5Hc-p4>
- USP: <https://www.youtube.com/watch?v=lYTUsvX5rkA>

At the end, you will be able to answer the following questions:

1. Which is the connection between the pains and features of a sound solution?
2. What is the unique selling point of a product/service/prototype/concept?
3. How to draft a value proposition based on the identified problem and solution
4. How to reach your target group?
5. How can they turn your project into a long-term sustainable business model?
6. What to keep in mind when designing and testing a product?