

Innovation & Entrepreneurship Study Course

Material for 1st 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
- 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
- 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?