Activity:
Identify a Problem Worth Solving – II

In the previous session, you were asked to observe people around you, talk to them, talk to people in your network, keep an eye on the local news, and do some research on the Internet. Based on your observations or research, you were asked to identify a problem faced by many of these people that you consider worth solving, i.e. the problem has a good business potential. That was Part 1 of th

For Part 2 of the activity:

1. Discuss within your teams the problems that each of you have identified as worth solving.
2. Select the one that you feel has the most potential to become a business opportunity. That is the problem that your practice venture will focus on resolving.
3. Next, answer the questionnaire provided below.
4. You have already gone through Jason's story in the previous session's handout. However, for convenience, the same **SAMPLE QUESTIONNAIRE** has been provided again on Page 3 of this handout.
5. You will get **60 minutes** to complete this part of the activity.

Answer the questionnaire below:

1. Look around you, talk to your friends and family, talk to other people in your network. Research on the Internet and identify a problem that you can spot. Explain the context as well.

India is land of several religion and each & every religion has their own customs and belif ,which plays a significant role throughout the life of an individual. Whether it be weeding ceremony , childbirth function & even funeral a priest is required in each of these rituals. In rular india each and every family has their own family priest which they contact on such occasions but in big cities people don't have much idea about it and also it requires lot's of time in search for worship supplies & if anyone forget even a small thing it would hampered the peace completion of the whole ritual .

2. What opportunity can you perceive from the above problem?

We can create an online platform and mobile app where people can find priest according to their ritual & we can also provide them the option of home delivery of all the requirements about of the event and every thing is done online ,so it would saves our customers time. We would earn money through advertisement in our website and app & by charging the people for the event and home delivery of requirements

3. Who is the Customer?

People who were looking for priest and worship supplies.

4. What according to the customer are the main problems?

Today's life of the people is so busy and fast that they are unable to spare much time in search of priest & to collect such complex list of things.

5. What is the job to be done, i.e. what would the customer want as the best solution in the given situation?

Customer want's that every thing is done by some third party so it would save their time.

6. What job is currently getting done?

Yes people can find priest for their rituals but it is a quite tedious job, it takes much time and energy for the successful completion of their work.

7. How is the customer getting the job done today OR how is the customer addressing this problem today?

People have to contact their friends and relatives but if they are living in newer place it is quite difficult to manage these events.

8. Estimate the market size. Your assumption will do.

According to recent survey in India we celebrate about 10 million weeding every year and for every weeding if we assume 2 child's it sums up to 20 million childbirth ceremony & in our country 90 m million people dies every year. So if we sum up all these we had 120 million religious rituals but only 37% people lives in big cities. So we can assume our maket size as more than 44.4 million if we covers all the big cities. It should be noted that in our assumption we have not include small rituals like hawan, ganesh pooja if add them this figure would further increase.

9. Does this seem to be a problem worth solving? Explain.

Yes I think it is, problem worth solving as in today's world time is equals to money and our online mobile app and website will help them with it now they don't have to spent hours in search of priest and rituals requirements everything will made available to them easily by just one click.

Note: If you think that this is not a problem worth solving, then you should look for another problem that you can solve.

Opportunity Discovery
© Wadhwani Foundation
www.nen.org

Page 2 of 4
For Students' Use
V01