



# Sensus

## Entrepreneurship Training Assignment 1

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## 1. Learning objectives

After completing this step you are able to:

- Develop a in depth understanding of the problem at hand by considering the role of the various stakeholders
- Develop a proper stakeholder analysis
- Validate the problem you seek to solve using appropriate tools

## 2. Description

Understanding the full nature of the problem you are solving is key to solving it. Albert Einstein once said, “If I were given one hour to save the planet, I would spend 59 minutes defining the problem and one minute resolving it.” While that may sound extreme, it does highlight the importance of defining problems. To assist you in developing a thorough understanding of the problem at hand, we guide you through a number of steps.

First, it is key to explore the current situation. For that purpose, you need to identify all relevant stakeholders of the problem and subsequently investigate their role and influence on the problem. When doing this, also consider how the stakeholders are related to one another. Next, focus on one stakeholder that you choose as your customer and validate the problem at hand. Again, when doing this, make sure to also validate how the other stakeholders affect and are affected by the problem of your customer. Various methods can be used to validate problems. The most common and effective method to validate problems is by using qualitative techniques and rely on user/customer interviews or focus groups.



## 3. Supportive materials

- Video lectures:
  - Stakeholder mapping: <http://nhtv.libguides.com/c.php?g=165780&p=3547022>
  - Lean canvas: <https://www.youtube.com/watch?v=7o8uYdUaFR4&t=906s>
  - Problem validation: <https://www.youtube.com/watch?v=WoGRGY9icaM>
- Readings:
  - <https://leanvalidation.hanno.co/problem.html>
  - Validation checklist

## 4. Deliverables

Problem definition and validation:

- Overview of all stakeholders that are involved and/or affected by this problem
- Explore their role, interest and power regarding the problem and prioritize them
- Detailed discussion of the customer: what problem is the customer facing and how does (s)he currently address it
- Validation of the problem
- First version of the business model canvas: validated problem of the customer and assumptions for other building blocks
- Deadline: 3 days prior to your coaching session