WADHWANI
FOUNDATION

Hello! This is your guide for building the final product of your venture throughout the 4 Milestones.

Please note that this is **NOT** a template. It has been designed to guide you step by step in the making process of your **Google Site**, your **Two-pager Business Model**, and your **Final Pitch Deck**.

Do not try to just replace the content provided with your information, you need to give it the format you'd like, that best represents the essence of your venture and your team.

Be creative, be simple, be impactful, be authentic!

Deliverable: at the end of the guide, we will tell you which asset you need to create and submit.

"Slogan": Your memorable motto or phrase directly
related to your **Value Proposition**

Let's get started! You have come a long way to this moment. It is time now to show you have a meaningful problem detected.

PROBLEM STATEMENT

HOW: Explain concisely!
What is happening, which hard **data** supports your statement, what is the **impact/consequences** of this problem and for **who**?

Don't forget: Focus on the root cause of the problem, not symptoms!

Always go visual! Share your analysis, findings or data in an easy visual way, like diagrams, maps, etc.

Remember: Competition not always comes in the very specific way as your idea.
For example: Who are the direct competitors of the Next-Gen Fellowship Program? Online courses, accelerators, schools, right? NOT NECESSARILY! Our competitors are mostly Netflix, vacations, cinemas… Why? Because they provide a value for our beneficiaries: relax, satisfaction, etc., so what do we need to provide? ;)

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COMPETITION ANALYSIS

HOW: Map your system -
Who are the actors that are currently solving the same problem, which other **solutions** have you found there exist, how are the direct **affected** people/actors (business, animals, entities, etc.) currently solving that problem? Can you solve it in a better way? Why? How? *Would the solution you bring upon will give more value to their lives, including the whole system? (people, planet, prosperity)*

TIP: You have already mapped it all in your *Problem Statement Canvas*. Here you just need to sum everything up! In a concise and appealing way ;)

Add charts, graphs, any resource/tool that shows your findings visually

Remember:
For your analysis, take into account the impact for the **whole system**, not only people directly affected by the problem, but maybe actors causing or worsening it. Who is currently not involved in the solution but should be?
Think and demonstrate with data: what are the reasons underlying of this existing situation?

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PROBLEM VALIDATION

HOW: Show your findings!
Who are the people you are solving a problem to (customer segment), which **data** did you get in your interviews for having **new insights,** what is the **analysis** you came up with from your interviewing model's data?
For example:
How many people felt identified with the problem you have defined? How much impact is it having in their lives? How many would come to you if you had an idea to solve that specific problem for them?

TIP: You have already mapped it all in your *Problem Statement Canvas*. Here you just need to sum everything up! In a concise and appealing way ;)

Don't forget: Stay concise, impactful, confident and show the world you can do it!

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YOUR PASSION

HOW: Explain why you are the right Team to solve the problem

Who are you, **why** were you interested in solving this specific problem, what makes you **unique** and **capable** to doing so?

Tip: Add pictures of you, mention your role in the team, and maybe your expertise or interests :)

YOU CAN NOW PUT EVERYTHING TOGETHER IN YOUR GOOGLE SITE!

Remember: You want to show the world what you are solving is meaningful - be concise - be appealing - be authentic!

Paste your link here and upload only this Slide of the presentation into LearnWISE

MILESTONE 1