



SEED

promoting entrepreneurship
for sustainable development

Founding Partners



SEED STARTER TOOLKIT

Build your eco-enterprise!



What is the Starter all about?

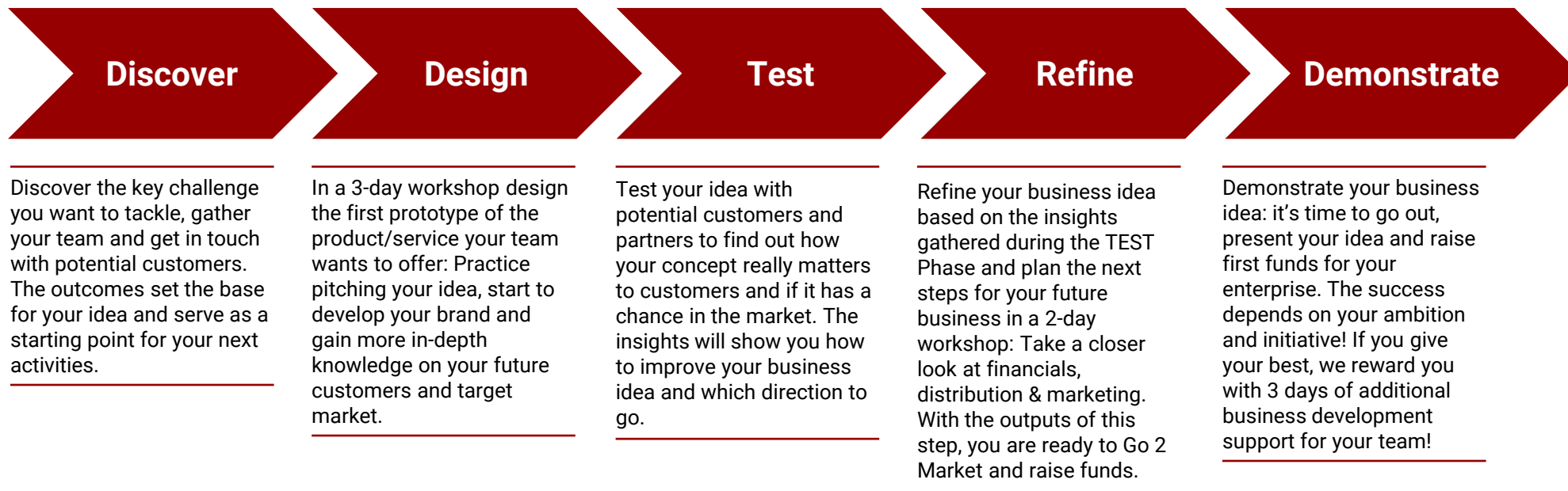


Do you want to become an eco-entrepreneur and find solutions for one of the key challenges your country is facing?

Then the Starter is what you have been waiting for. Building an enterprise takes many different tasks, from stepping into the shoes of potential customers in order to design a product or service to running a marketing campaign. A single person, or even most teams of motivated people, can easily feel overwhelmed. The Starter shows future entrepreneurs where to start to turn their ideas into reality.

This Starter Toolkit preview provides a glimpse into the variety of tools and processes used by participants of the workshop. To find out more and gain full access to this Toolkit, [join us at a Starter Workshop near you](#).

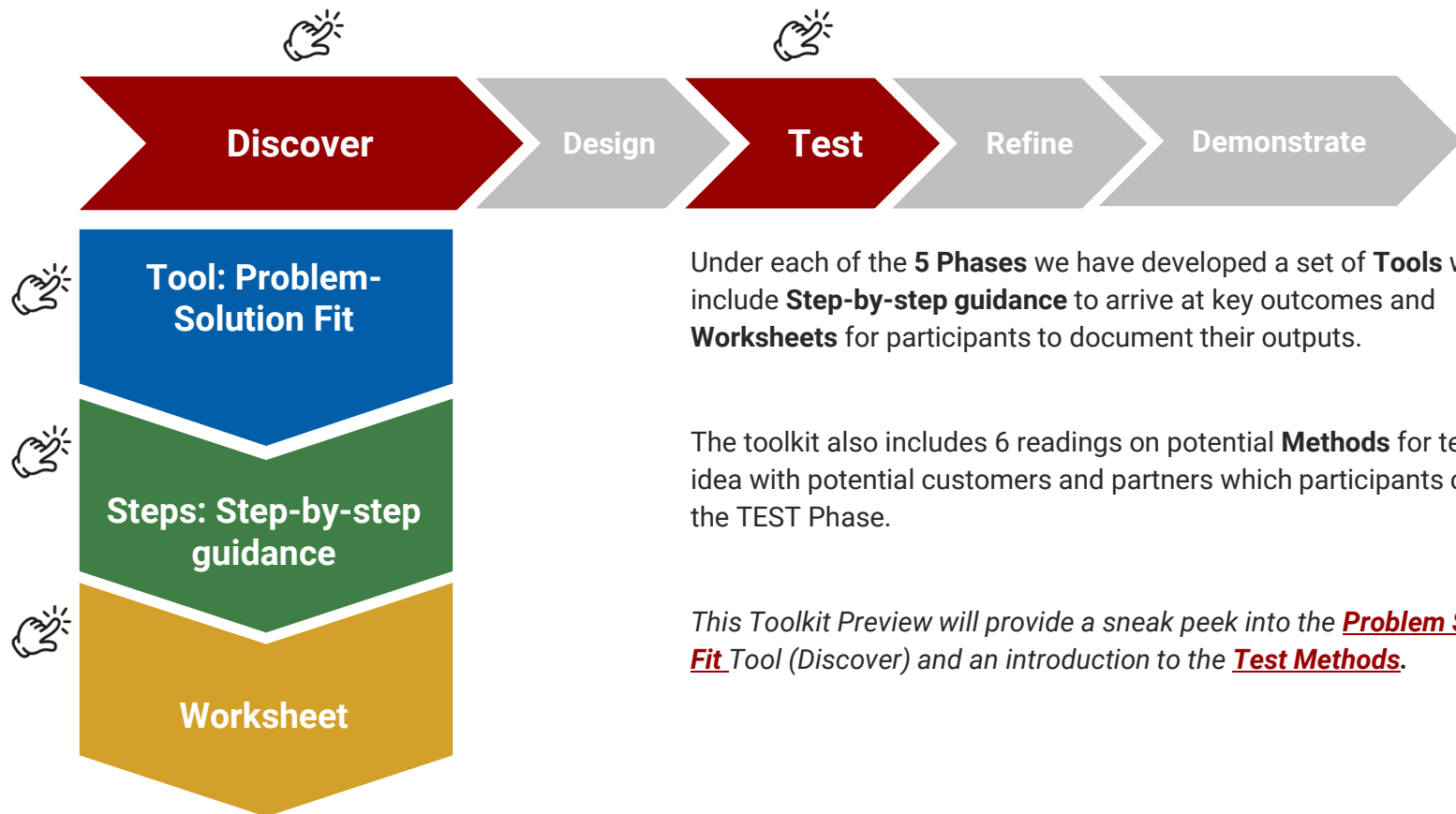
The five steps in the Starter programme provides the building blocks for you to build your enterprise from scratch:



What's in a Starter Toolkit?



In this Toolkit Preview, click on the featured sections to discover more
Or simply scroll to the next pages



Problem-Solution Fit



When?

This tool is important to the start of your enterprise, when you are developing business ideas and selecting the focus of your enterprise.

What?

Every business needs to solve a problem for its customers for them to be willing to pay for the products or services offered. Eco-inclusive enterprises further consider challenges of employees, suppliers, the local community and the environment. In the first step, you will deepen your understanding of your customers' problems, and challenges other stakeholders are facing. The second step provides an open brainstorming session to think about potential solutions. In the last step, you and your team will select the best solution for the needs of your customers and for the social and environmental issues you wish to address.

How?

The Problem-Solution Fit is best done in an open brainstorming session with your team to get many potential solutions on the table. Initial discussions with your customers (see *Customer Analysis TOOL*) and research on the key challenge you are addressing will be useful.

Steps

Step 1 → Understand the Problem

Step 2 → Brainstorm Solutions

Step 3 → Select Your Solution



Key outcomes

- Understand the key problems customers face
- Understand the challenges other stakeholders along the value chain face
- Understand the positive change you can make for the environment
- Select the best solution your enterprise can offer to solve the needs of customers, other key stakeholders and the environment



Step-by-Step to using Problem-Solution Fit Tool



Step 1 Understand the Problem

The first step to come up with the 'added value' your solution can offer is to understand the problems that your customers, other key stakeholders and the environment are facing. Answer the following questions to complete the first part of the WORKSHEET *Problem-Solution Fit*.

- **What makes the lives of your customers more difficult and what makes it easier for them every day?**
Extensive information on your customers, e.g. from the *Customer Analysis TOOL*, serves as a basis to identify your customers' problems.
- **How many people are affected by the problem and how important is it for your target group?**
Knowing roughly how many people face the same challenge and how important it is for them, gives you an idea of the market size.
- **Do other stakeholders face any challenges?**
Every enterprise has an impact along its value chain (employees, suppliers, distributors) and on the local community where it operates. Considering challenges besides those of your customers will help you improve your social impact.
- **How can you impact the environment positively?**
Along its value chain (from sourcing raw materials, over production, to distribution, consumption, and disposal), every enterprise has an impact on the environment. Think about those impacts and how you can use them to have a positive impact on the environment.
- **What are the existing solutions and who is offering them?**
For each of the problems identified, some solutions likely already exist. These might only partially solve the problem or generate other problems, but they offer insights into future competitors or partners and areas for improvement.

Step 2 Brainstorm Solutions

Start brainstorming potential solutions. This step is all about creativity. List all potential options in the second part of the WORKSHEET *Problem-Solution Fit*. Even solutions that seem 'crazy' are encouraged, the selection of the best and most feasible ideas is done in Step 3.

- **What can you do to solve your customers' problems?**
- **What can you do to solve challenges other stakeholders and the environment face?**

Step 3 Select Your Solution

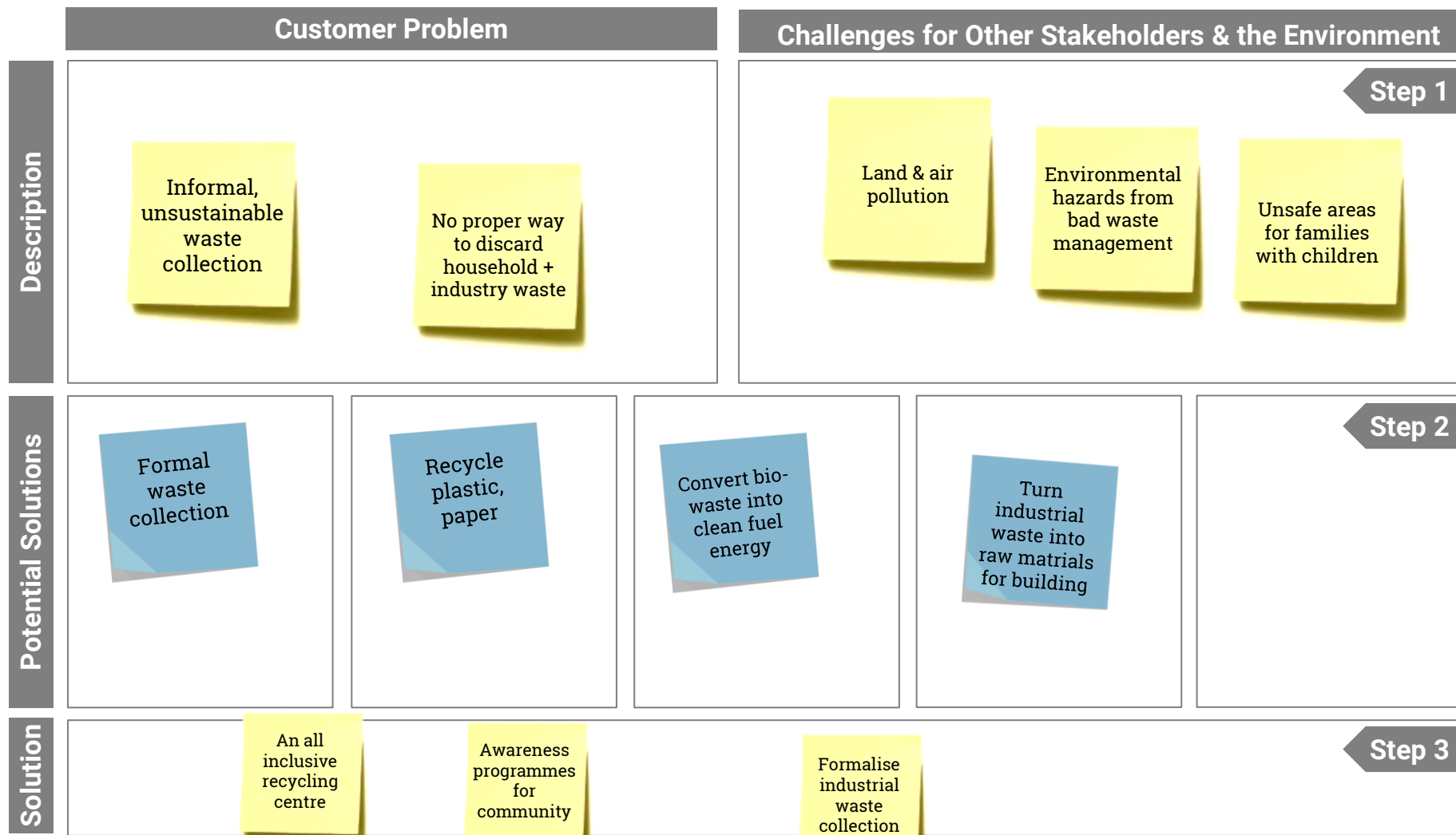
Out of the many different possible solutions, select the one that provides the best solution for the problems you identified. Selecting one solution can also mean combining aspects from different solutions. Enter the solution in the last part of the WORKSHEET *Problem-Solution Fit*.

To come up with your solution, consider and discuss the following questions:

- **How does the solution address the problem you identified for customers? How does it address the challenges for other stakeholders and the environment?**
- **Is the solution feasible? What are the financial, technological or human resources needed? Will the solution make money?**

Keep in mind, this is only the best solution given your current knowledge. It will be refined and might change partly or completely while you are developing your business model and gathering more information on your potential customers and the context of your enterprise.

Problem-Solution Fit Worksheet





After using the Starter Tools to design your own business, the next step is to pitch your eco-inclusive business idea to potential customers and partners in order to gather feedback and explore the market potential of your business idea.

The Starter Toolkit includes detailed explanations of six different test methods you can use during the TEST phase. For each of your key assumptions identified in the *Test Your Idea* TOOL, you can choose the test method you want to use.

Starter participants are guided through the test methods to test their business assumptions.

To find out more about the six methods and more, [join us at a SEED Starter workshop near you.](#)

Method 1	Customer Interviews
Method 2	Surveys
Method 3	Split Tests
Method 4	Focus Groups
Method 5	Follow and Observe
Method 6	Mapping



Join us at a Starter Workshop to discover **more business building tools**

Learn more about the SEED Starter and how to apply to an upcoming workshop near you:

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