

TAKING
COOPERATION
FORWARD


📍 D.T2.4.2 Joint Social Entrepreneurial Skills and Competences training

💬 Idea shaping

👤 IN SITU, STEP RI PP8, Boris Golob



What it takes
to make your idea work



Willingness to..
Use, buy, pay,
benefit from...

Ability to...
Capability,
competence...

Sustainability of...
Financial, social,
environmental...



Customers

Implementation

Business model

Agenda

Framing your idea

„Customer” understanding

- Problem-solution understanding
- Willingness to pay, use, benefit, participate...

Startup logic & Idea testing





Idea 1.0

1
Name

2
Sketch

3
Story

4
Success

Idea 1.0

1
Name

2
Sketch

3
Story

Free-
online

Access to medical
care across
(national)
boundaries

4
Success

Rationale for success today

Rationale for success in 3 years

Idea 1.0

1
Name

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Sketch

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Story

In a nutshell , my idea is:

- Product that...
- Service that...
- Mission to...
- New way of...
- ...

4
Success

Rationale

It is unique because...

It is different because...

Rationale

Sucess will sustain...

- Cost efficiency...
- The best...
- Customer initimacy...

Idea 1.0

1
Name

2
Sketch



3
Story

WIKIPEDIA
The Free Encyclopedia

4
Success

Rationale

Free & ad-free online encyclopedia, created and edited by volunteers around the world

Rationale

Success will sustain...

- Cost efficiency
- Wisdom of the crowd
- Peer to peer quality control

STEP 1

Idea 1.0

1
Name

2
Sketch

3
Story



88% Programs

1% Management & general

11% Fundraising

Success

Rationale

Medical care in acute crises

Independence and impartiality

Ignoring political/religious boundaries and prioritise the welfare of victims

Focus on private donors

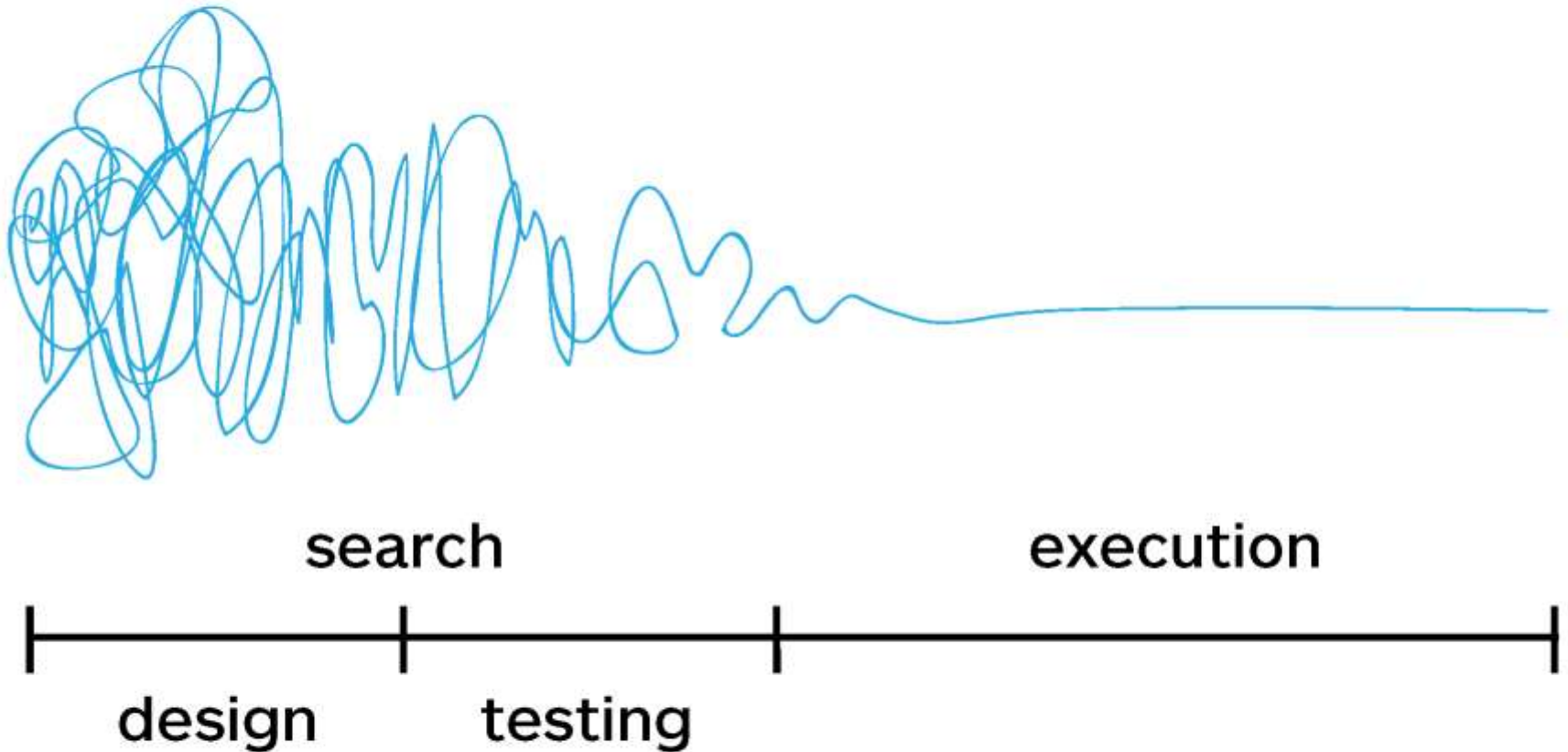
Rationale for success in 3 years

Success will sustain...

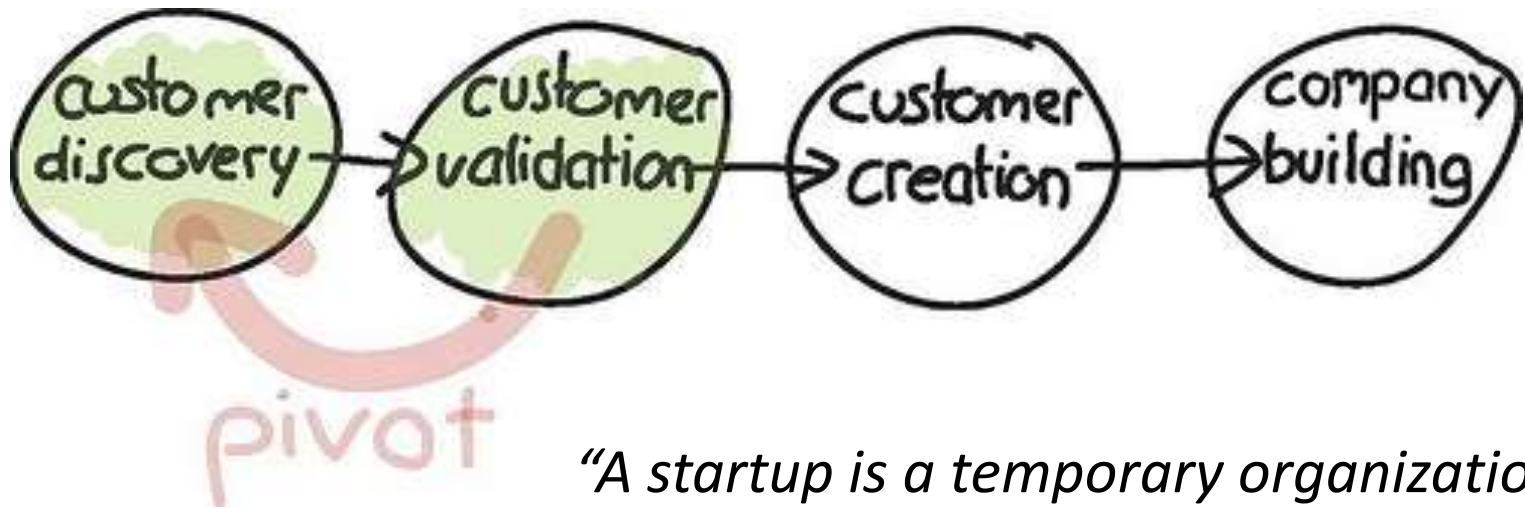
- Cost efficiency
- Results & transparency
- Rapid deployment

STEPRI

Innovation creation is not a linear process!



A startup is a **temporary organization!**



"A startup is a temporary organization designed to search for a repeatable and scalable business model."

Steve Blank

First things first!

It's so cool to have a mission but...



it's not about you,



it's not about technology,



...it's about **them!**





Person 1.0





Who pays, uses, benefits...
Who are customers, donors,
beneficiaries, stakeholders...?



Problem/job-to-be- done
Why do they pay, use,
consume...?



"Customer" circumstances
When do they pay, use,
consume...?



Relevant for whom?
How many "customers" with
relevant "job" or problem?



You need to identify
and understand your
**customers, users,
beneficiaries...!**





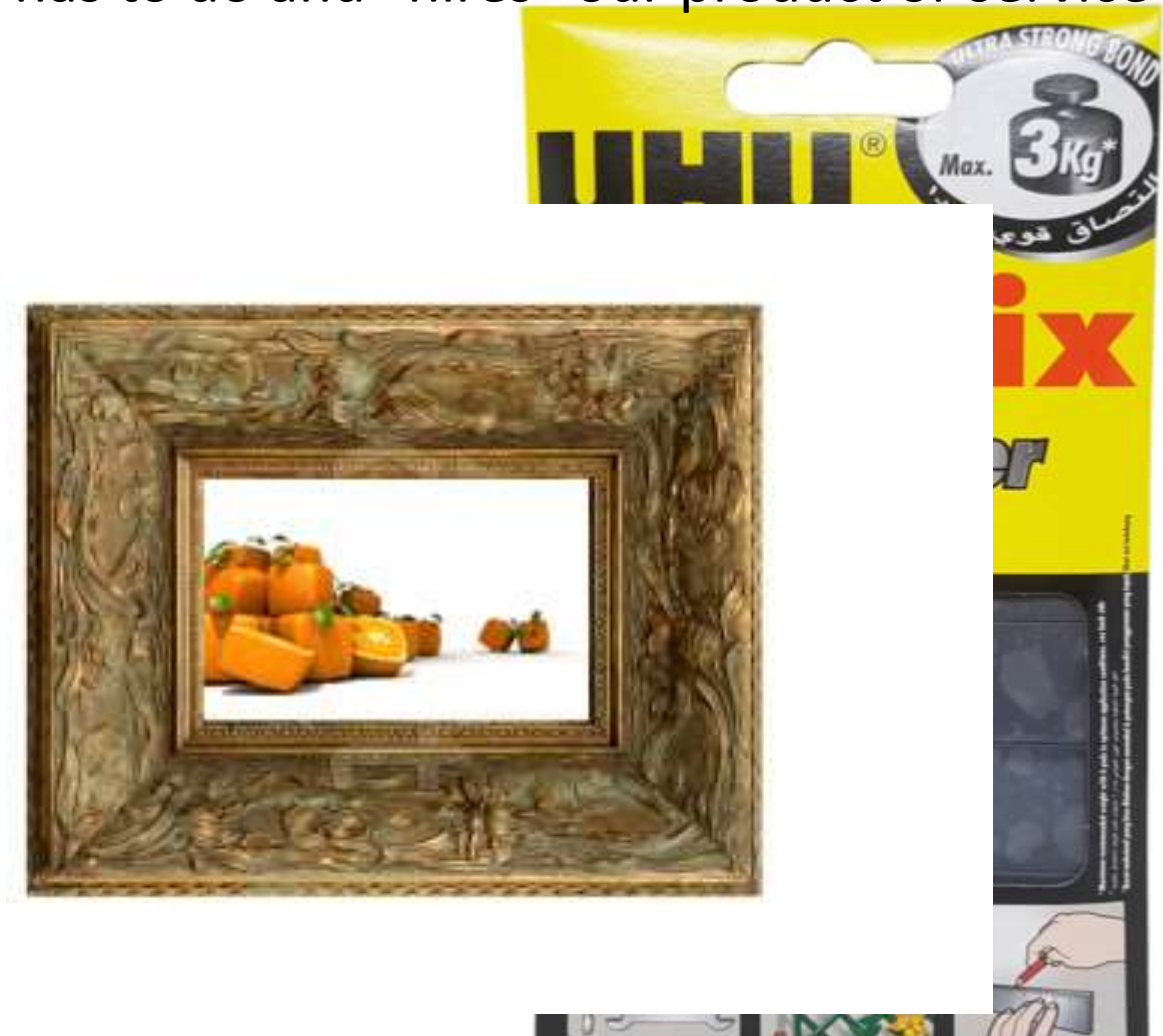
Job(s) to Be Done Customer problem

Christensen's „Milkshake Story“



Job(s) to be done

Job that customer has to do and “hires” our product or service to to get job.



If you want to explore more...



Customer problem

„Job(s) to be done”

Functional – Emotional - Social

Functional jobs





Emotional jobs

Social jobs





Why is it important to
understand *customer jobs*

Idea



In the early 1980s AT&T asked McKinsey to estimate how many cellular phones would be in use in the world at the turn of the century. The consultancy noted all the problems with the new devices—the handsets were absurdly heavy, the batteries kept running out, the coverage was patchy and the cost per minute was exorbitant—and concluded that the total market would be about 900,000. At the time this persuaded AT&T to pull out of the market, although it changed its mind later.

These days 900,000 new subscribers join the world's mobile-phone services every three days. In eight countries more than a third of the population own mobile phones; among Scandinavian men in their 20s the figure is almost 100%. Almost everywhere ownership is growing relentlessly, and sometimes exponentially. In both France and the Netherlands, for example, the number of mobile phones doubled during 1998. The tipping point seems to be somewhere between 15% and 20% of the population. Below that, people regard mobiles as expensive toys for business people, so it takes a long time to reach that point; but from there on, growth takes off.

Cutting the cord, Oct 7th 1999

Communication on a distance



Smoke Signal
[Former]



Carrier Pigeon
[Former]



Telephone
[Former]



Telephone
[Former]



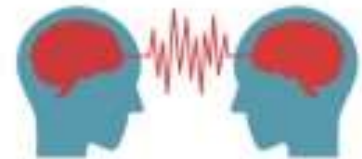
Mobile Phone
[Former]



Video Call
[Present]



3D Hologram
[Future]



Telepathy
[Future]



Buying, using, consuming, sharing...

circumstances

When





Impact matters

Number of users in circumstances
when problem or jobs arise

**How
many**

Potential "market" size

$$\left(\begin{array}{c} \text{Who} \\ \text{A} \end{array} * \begin{array}{c} \text{Why} \\ \text{B} \end{array} \right) * \begin{array}{c} \text{When} \\ \text{C} \end{array} = \begin{array}{c} \text{How} \\ \text{many} \\ \text{D} \end{array}$$

Customers
with a problem

Circumstances when
problem is important



WIKIPEDIA
The Free Encyclopedia

Who

Who pays, uses, benefits...
Who are customers, donors, beneficiaries, stakeholders...?

Knowledge seekers

Knowledge givers

Donors

Why

Problem/job-to-be- done
Why do they pay, use, consume...?

When

"Customer" circumstances
When do they pay, use, consume...?

How many

Relevant for whom?
How many "customers" with relevant "job" or problem?

STEP 1



**MEDECINS
SANS FRONTIERES**

Who

Who pays, uses, benefits...
Who are customers, donors,
beneficiaries, stakeholders?

Civilians and
refugees
without medical
help

Professionals
(medical and
other)

Donors

Why

Problem/job-to-be- done
Why do they pay, use,
consume...?

When

"Customer" circumstances
When do they pay, use,
consume...?

**How
many**

Relevant for whom?
How many "customers" with
relevant "job" or problem?

STEP 1

Workarounds as insights & inspirations



Customer problem

„Job(s) to be done”

Functional – Emotional - Social

Anti-theft: existing solutions, premium



Anti-theft: existing solutions, budget



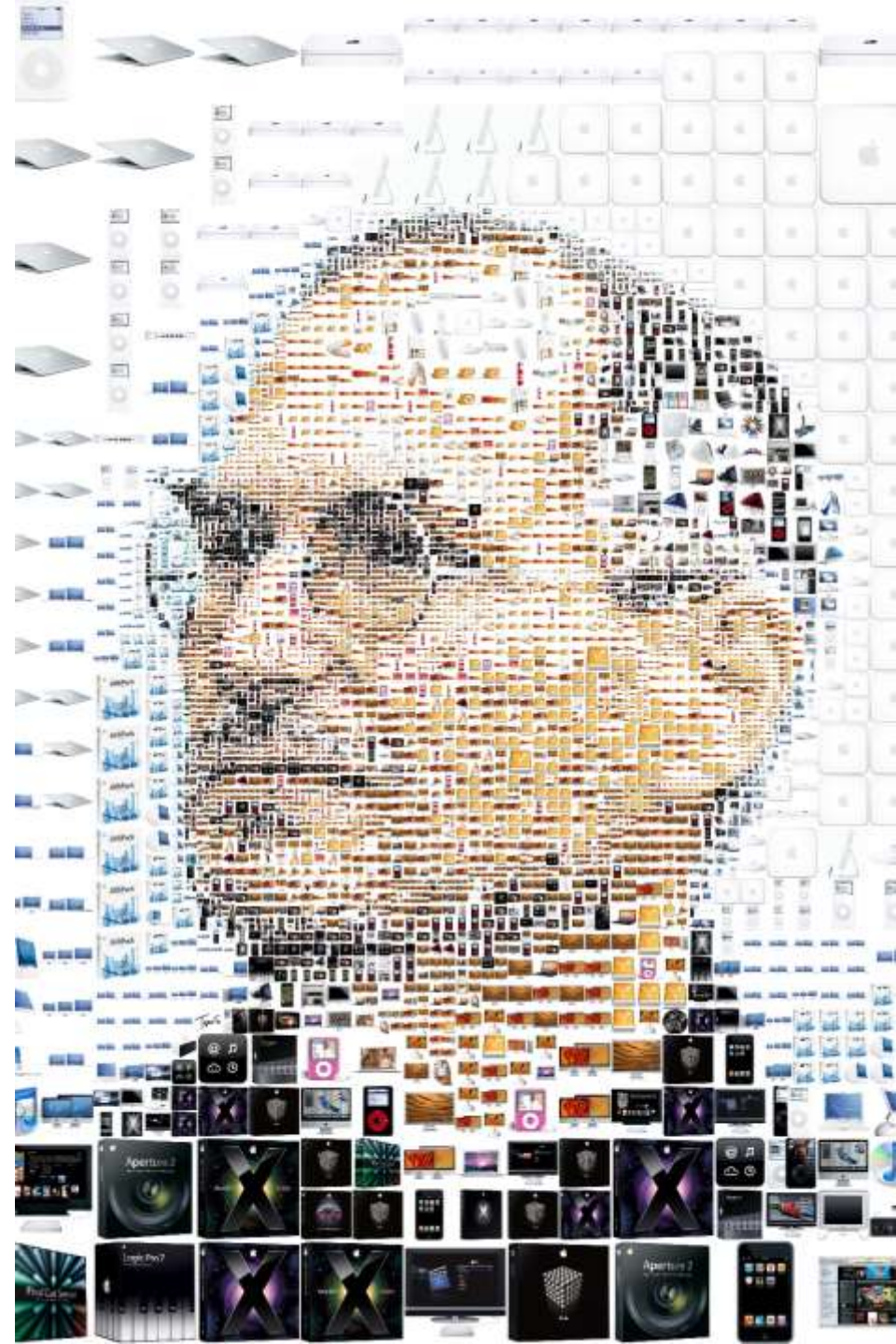
Anti-theft: workarounds



Anti-theft: workarounds



Great, now
you know
everything...



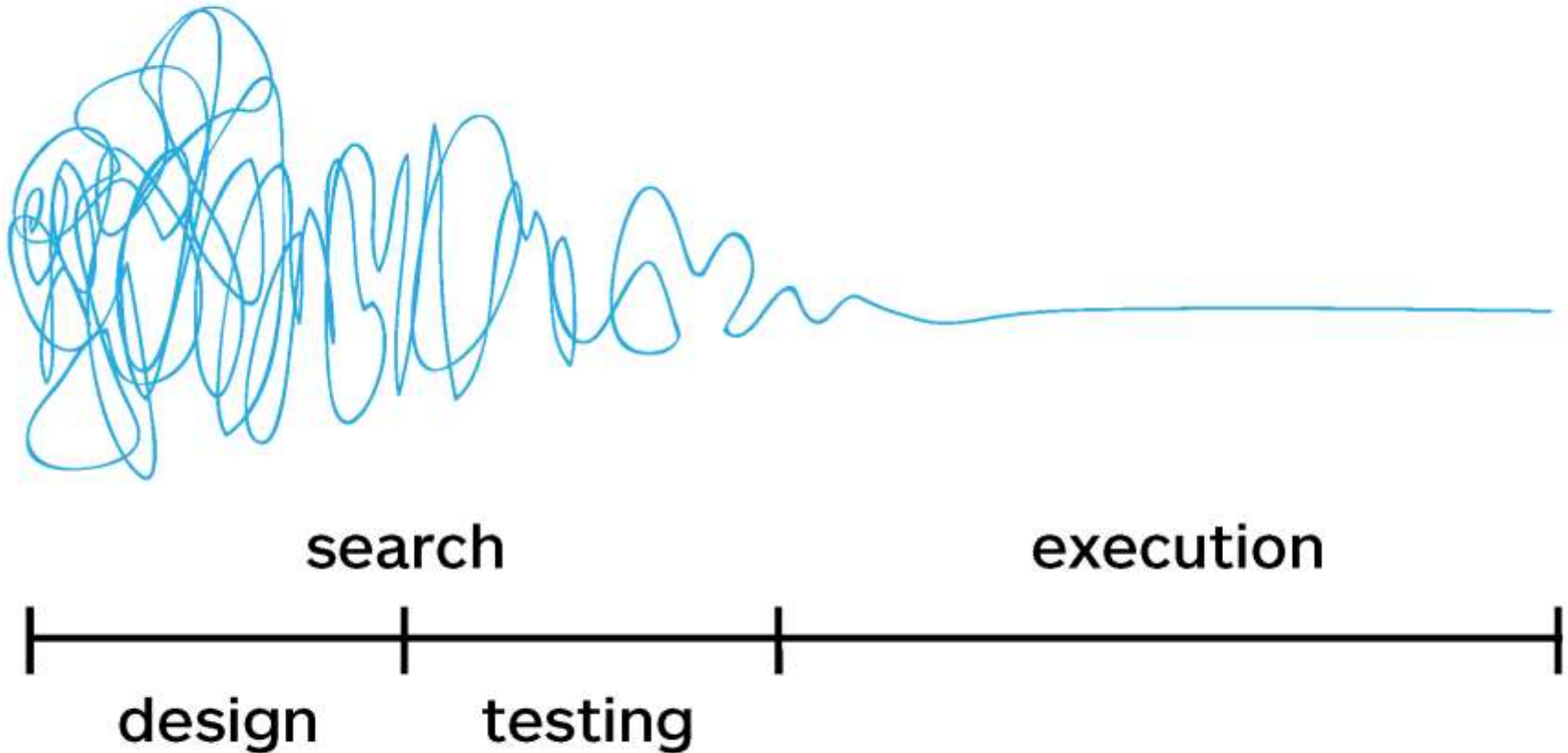
Congratulations?

One thing is sure...

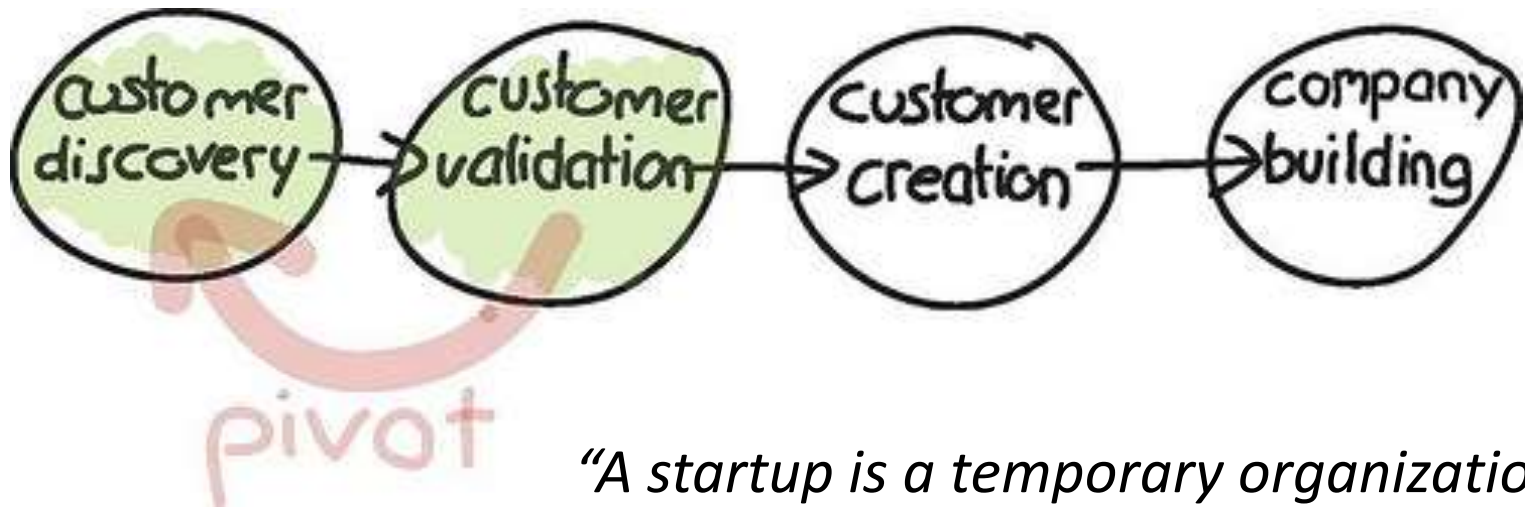


You are
WRONG!

The path to success is not a straight line!



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Steve Blank



Everybody lies

Never, ever ask people about
„how good is your idea”,
ask people about their problem...

Mum loves you.
She won't tell
you **the truth!**





I don't like you.
And I won't tell
you **the truth!**

White Paper bag exercise





**Value is in the eyes of the
beholder**
customer

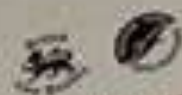
Task is to create a package...



...that clearly shows value.



SIX OF THE **BEST**
FREE RANGE EGGS
BROUGHT
TO YOU **FROM**
50 FARM



6 LARGE CLASS A
FREE RANGE EGGS

FROM
FARMS



Package for your idea
solution





Keywords for googling

Job(s) to be done

Clayton Christensen Milkshake Story

The Economist, Cutting the cord, Oct 7th 1999

www.jobs-to-be-done.com

Mom Test (book)

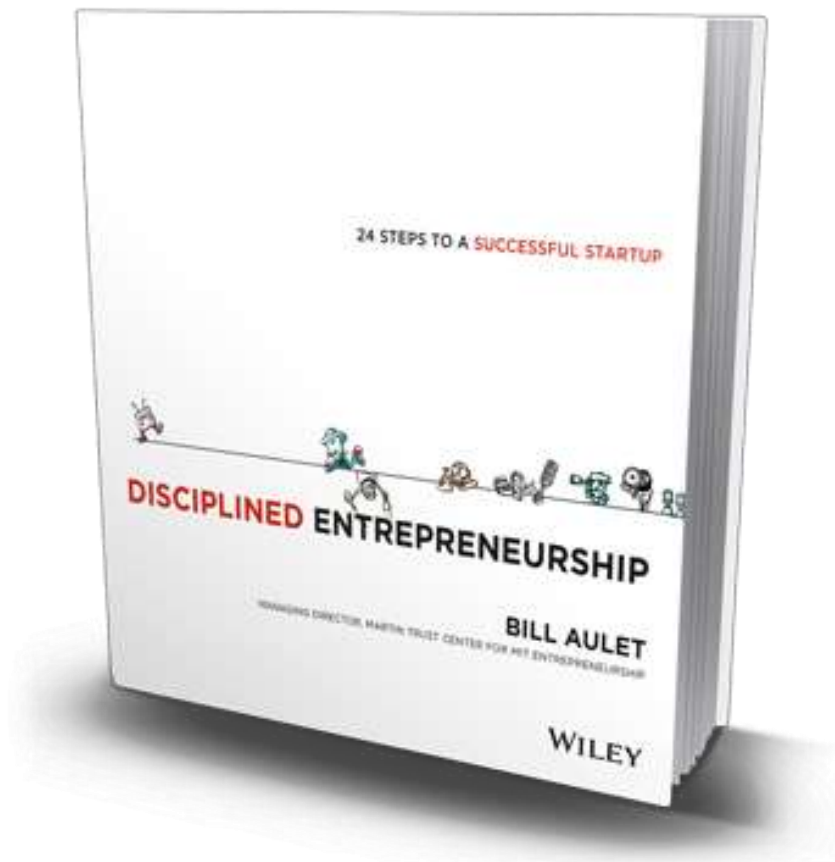
Disciplined Entrepreneurship (book)

www.d-eship.com

Product box exercise

Customer development process

Steve Blank





Questions?

THANK YOU FOR YOUR ATTENTION!



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