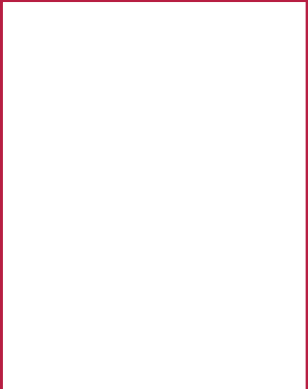


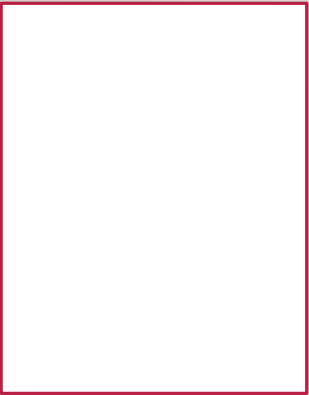
Solution

You will learn more about a problem as you speak with customers, mentors, and advisors. It is important to understand that your solution will probably change as your knowledge increases.

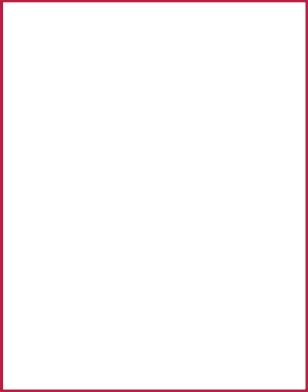
That is a normal part of entrepreneurship.



Almost all ideas eventually need to be modified in some way before they correctly describe a set of customers and a problem that can support the development of a new business. This process will help you avoid mistakes later on, when they cost more money and can even sabotage the whole company.



The world is full of competitors. Your customer sees their problem and then looks for the most convenient solution. Your competitors solve the same problem as you, but they may look different. Do not assume that it is only similar companies that can compete for your customers. The customer only cares about getting the problem solved.



Now that you have looked into the types of solutions that already exist, we can start to learn more about the solution that you will provide. At this point the most important thing to remember is connecting your solution to the problem you described before. You need to make sure the solution actually addresses the specific problems of the customer that you identified.

ACTIVITY:

Complete Your Solutions Worksheet

**THANK
YOU!**