Interreg

Co-funded by
the European Union

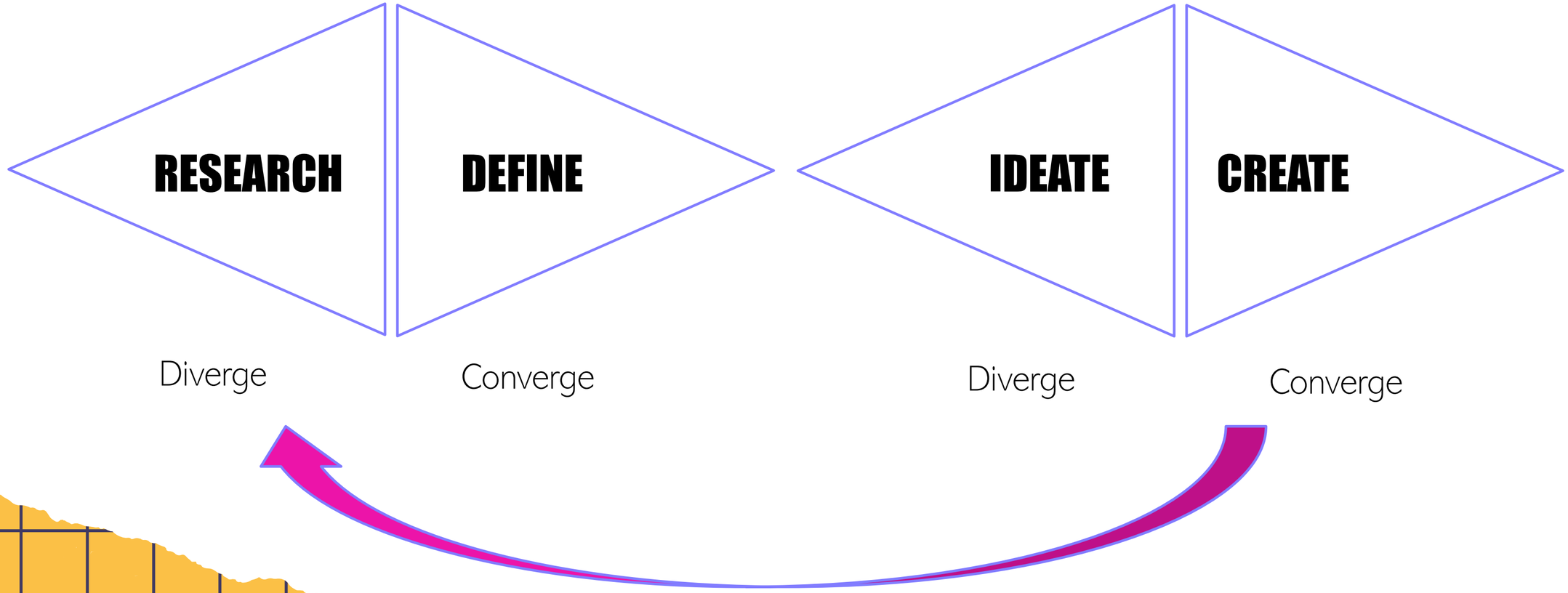
Central Baltic Programme

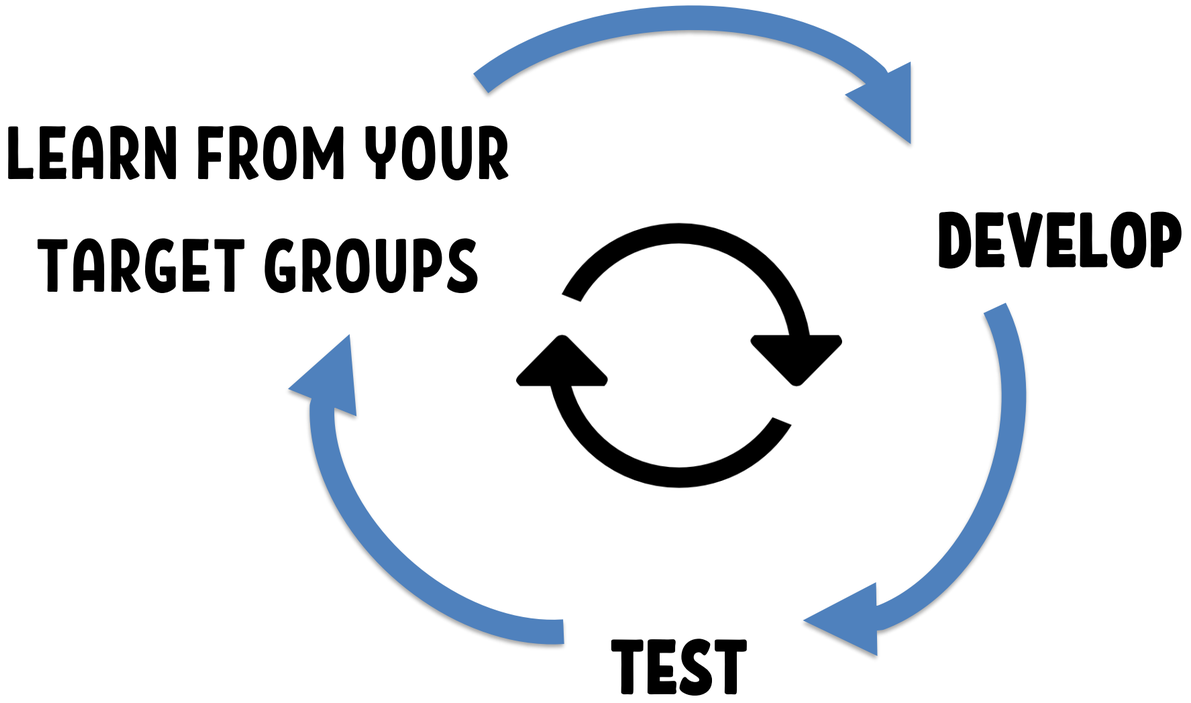
Silver Entrepreneurs

Double Diamond Process

Finding the right PROBLEM/NEED

Finding the right SOLUTION




LEARN FROM YOUR
TARGET GROUPS
DEVELOP
TEST

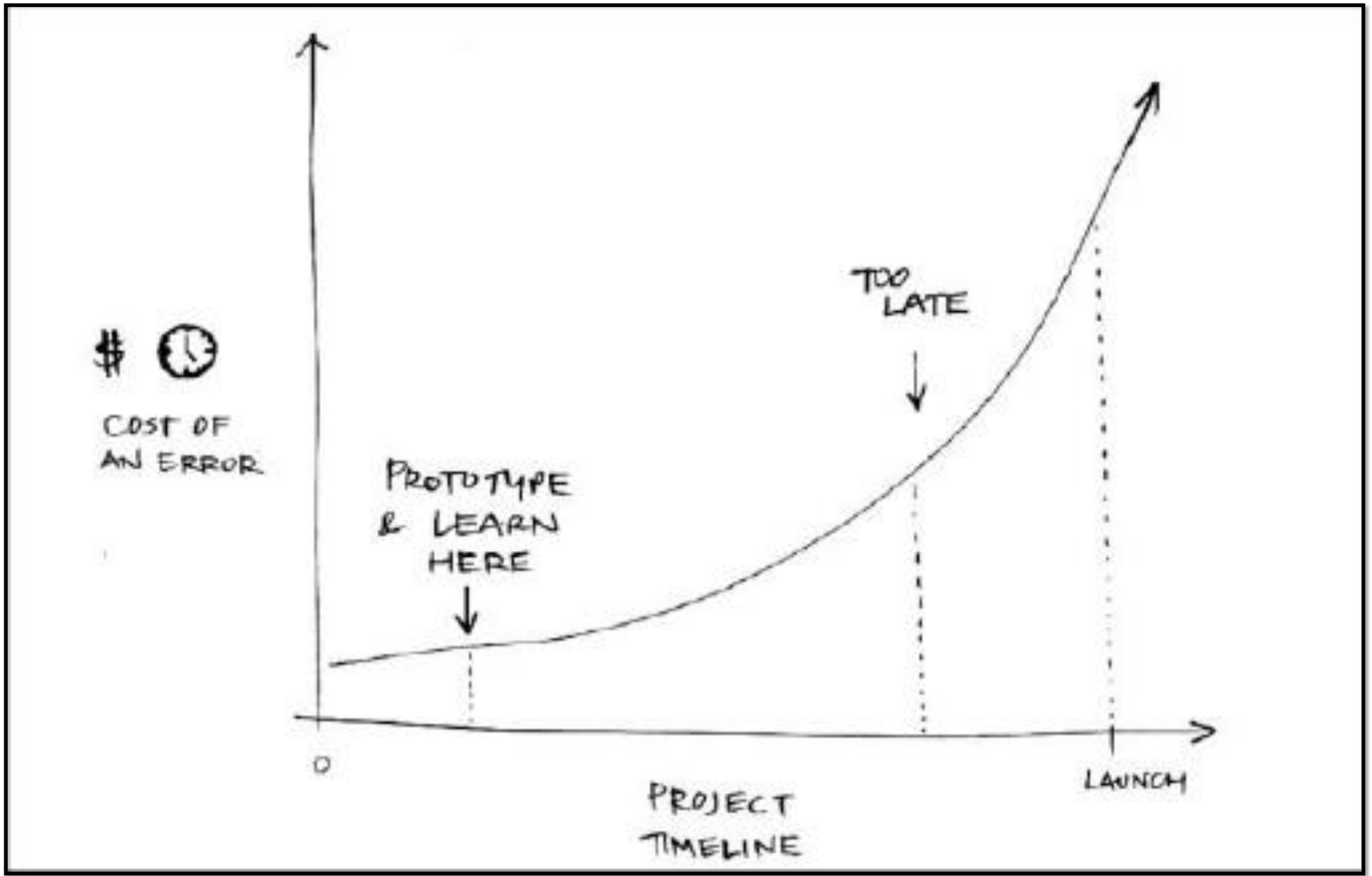
PROTOTYPE

SOME SIMPLE “FIRST TRIALS”-VERSIONS

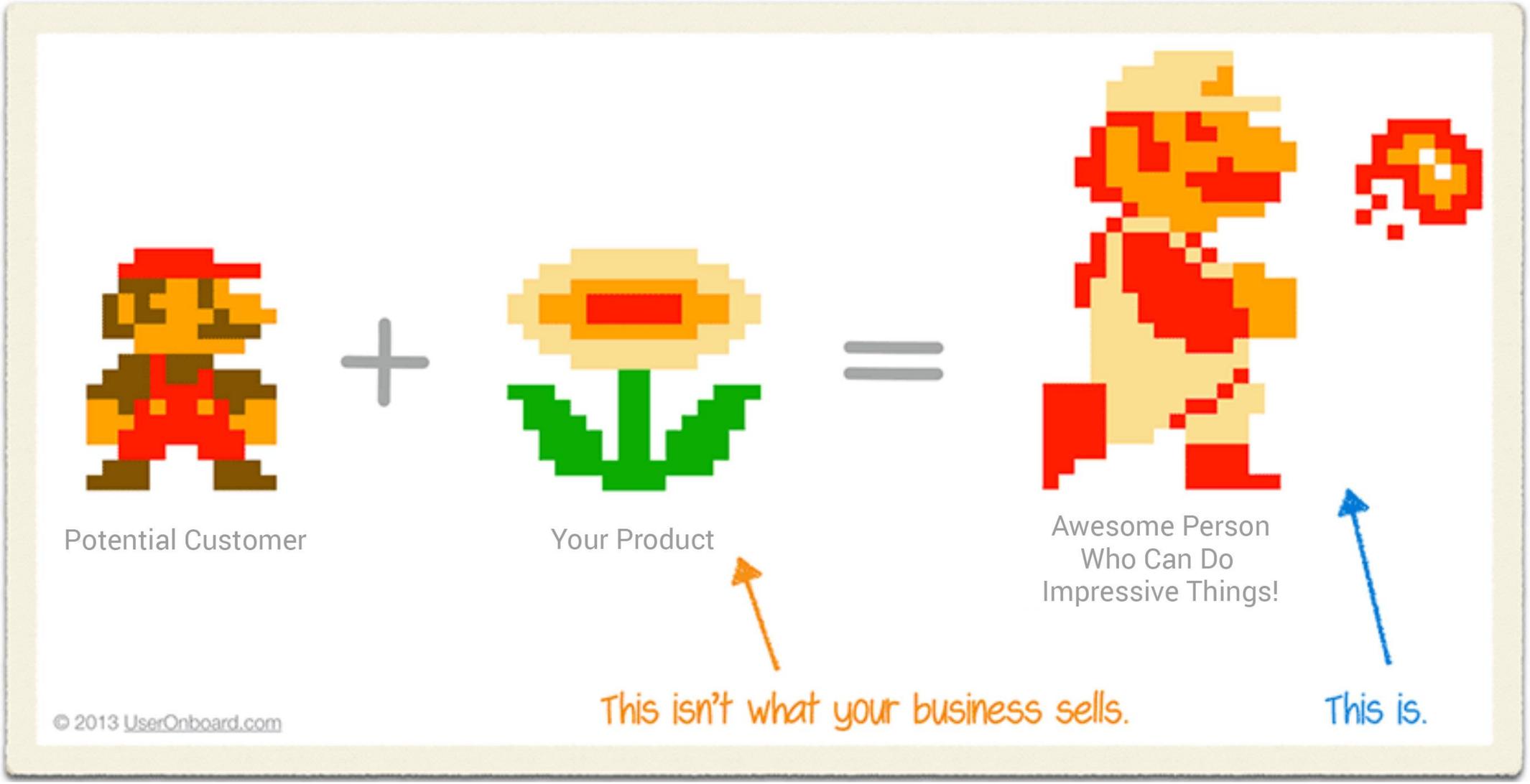
TO LEARN ABOUT YOUR TARGET GROUP
(+ MUCH MORE)

LEARN FAST, CHEAP AND EARLY.

WHY PROTOTYPE EARLY?



VALUE CREATION



WHY IS BRAND IMPORTANT?

mio

IKEA

norrgavel

35 €

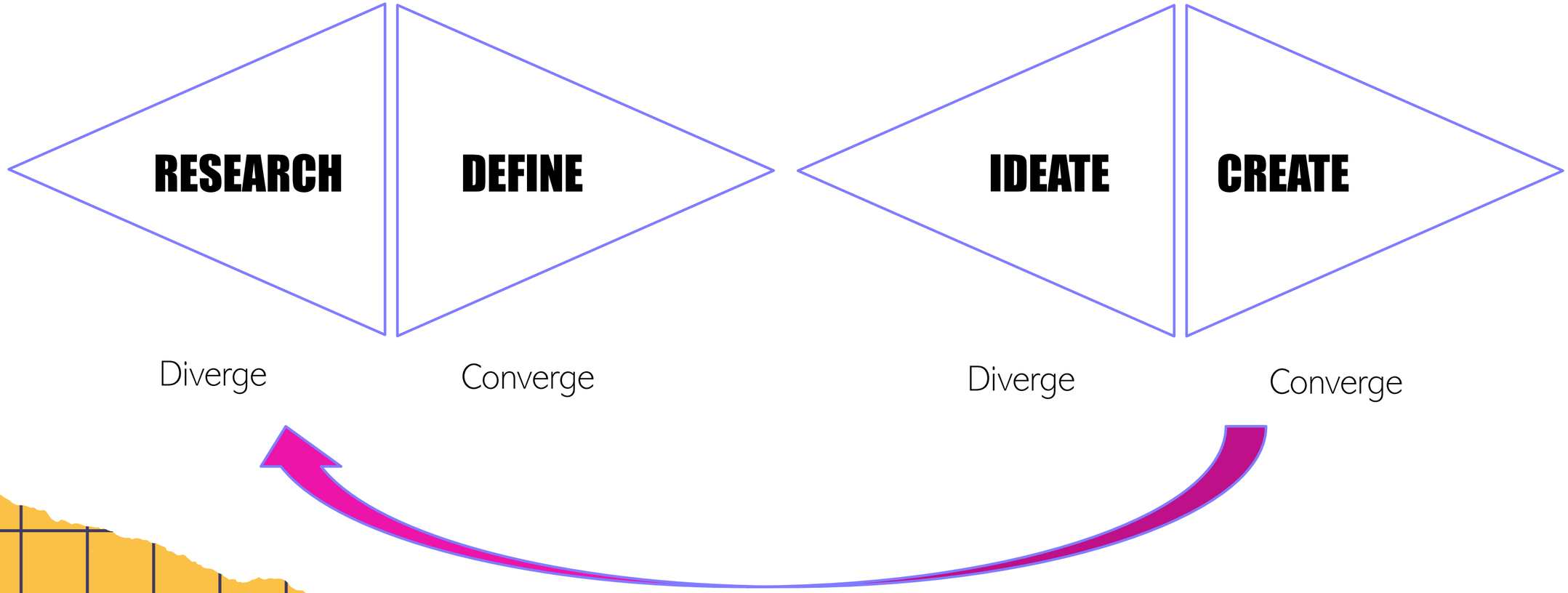
265 €

9 €

RECAP

Finding the right PROBLEM/NEED

Finding the right SOLUTION



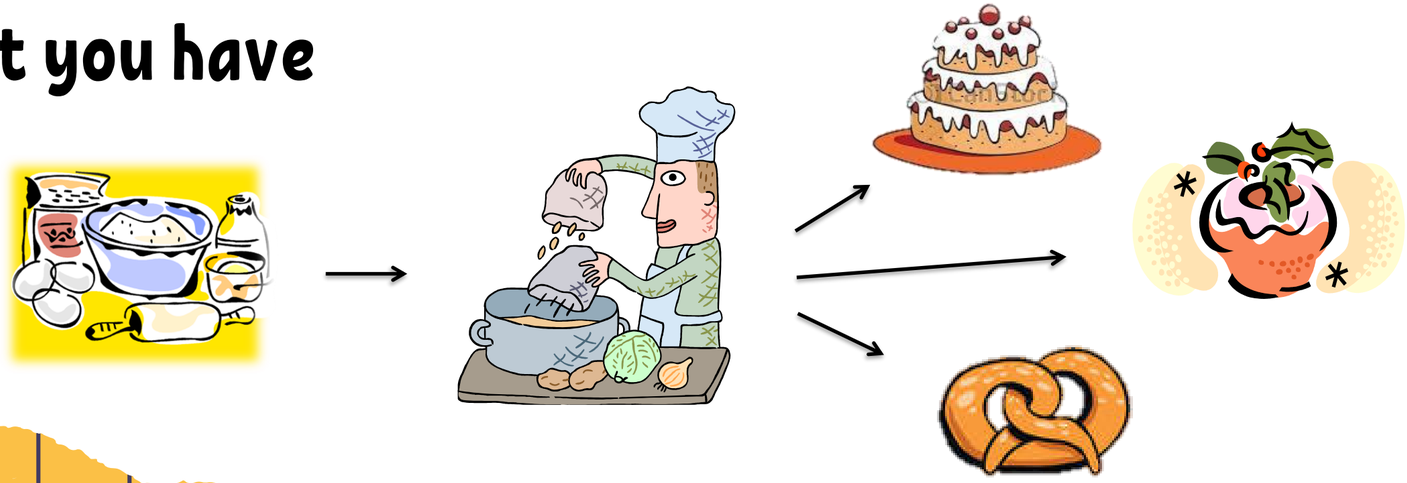
Start with YOU

Causation vs. Effectuation

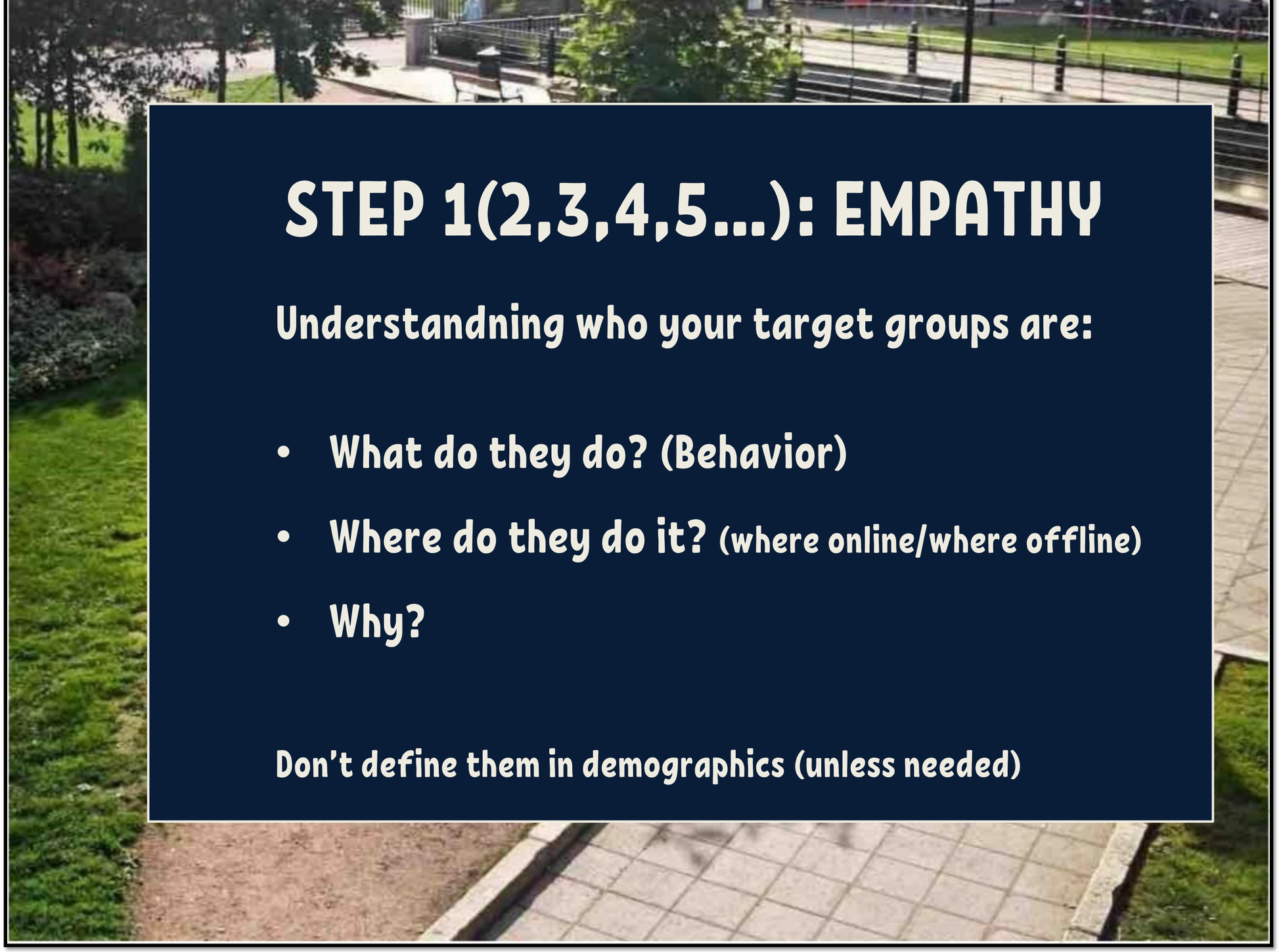
Follow a recipe...

Dr. Sara Sarasvathy

Or use what you have



What you observe
What you expect



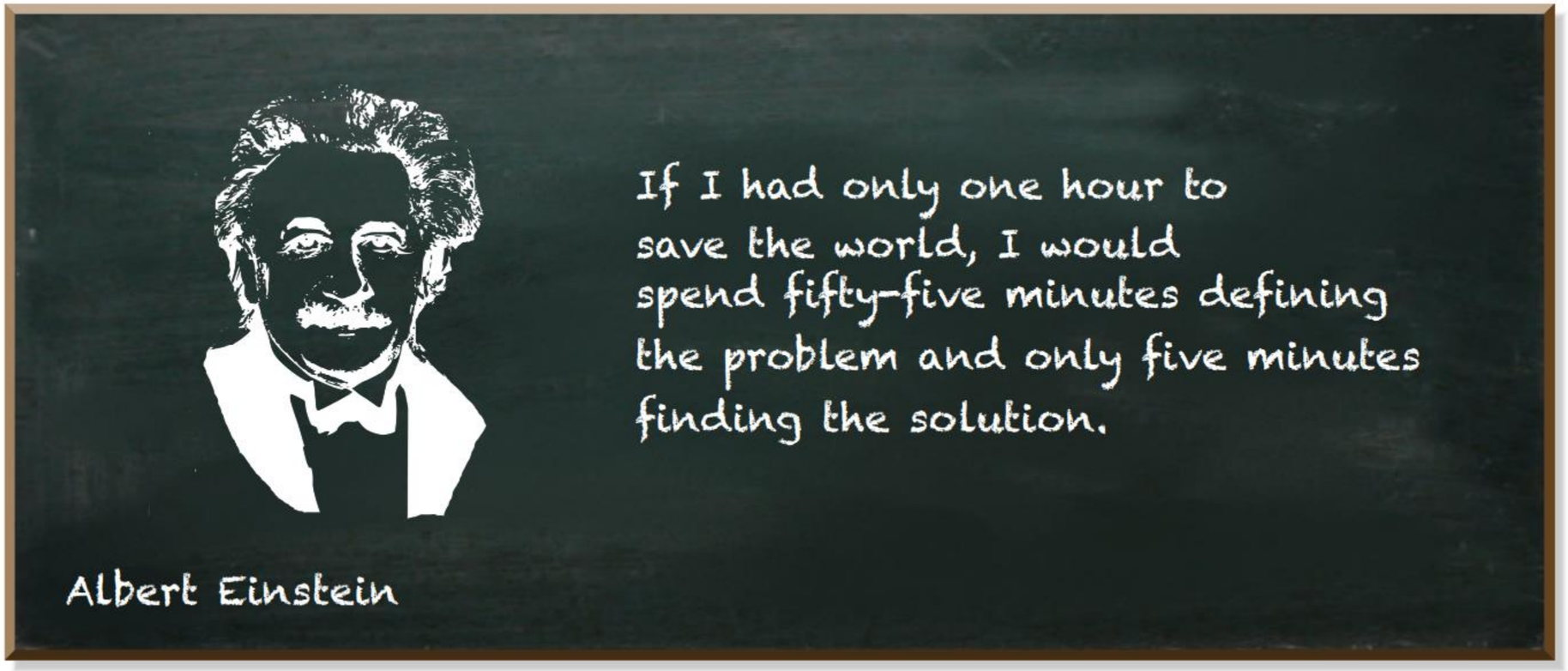
STEP 1(2,3,4,5...): EMPATHY

Understandning who your target groups are:

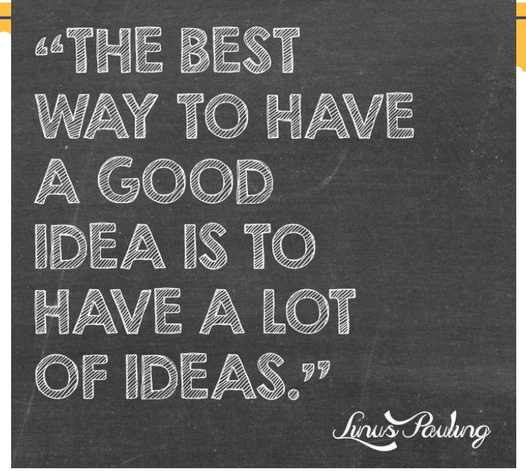
- What do they do? (Behavior)
- Where do they do it? (where online/where offline)
- Why?

Don't define them in demographics (unless needed)

Define


If I had only one hour to
save the world, I would
spend fifty-five minutes defining
the problem and only five minutes
finding the solution.
Albert Einstein

Generating ideas



Two rules:

Maximum positive

As many as possible

PROTOTYPE

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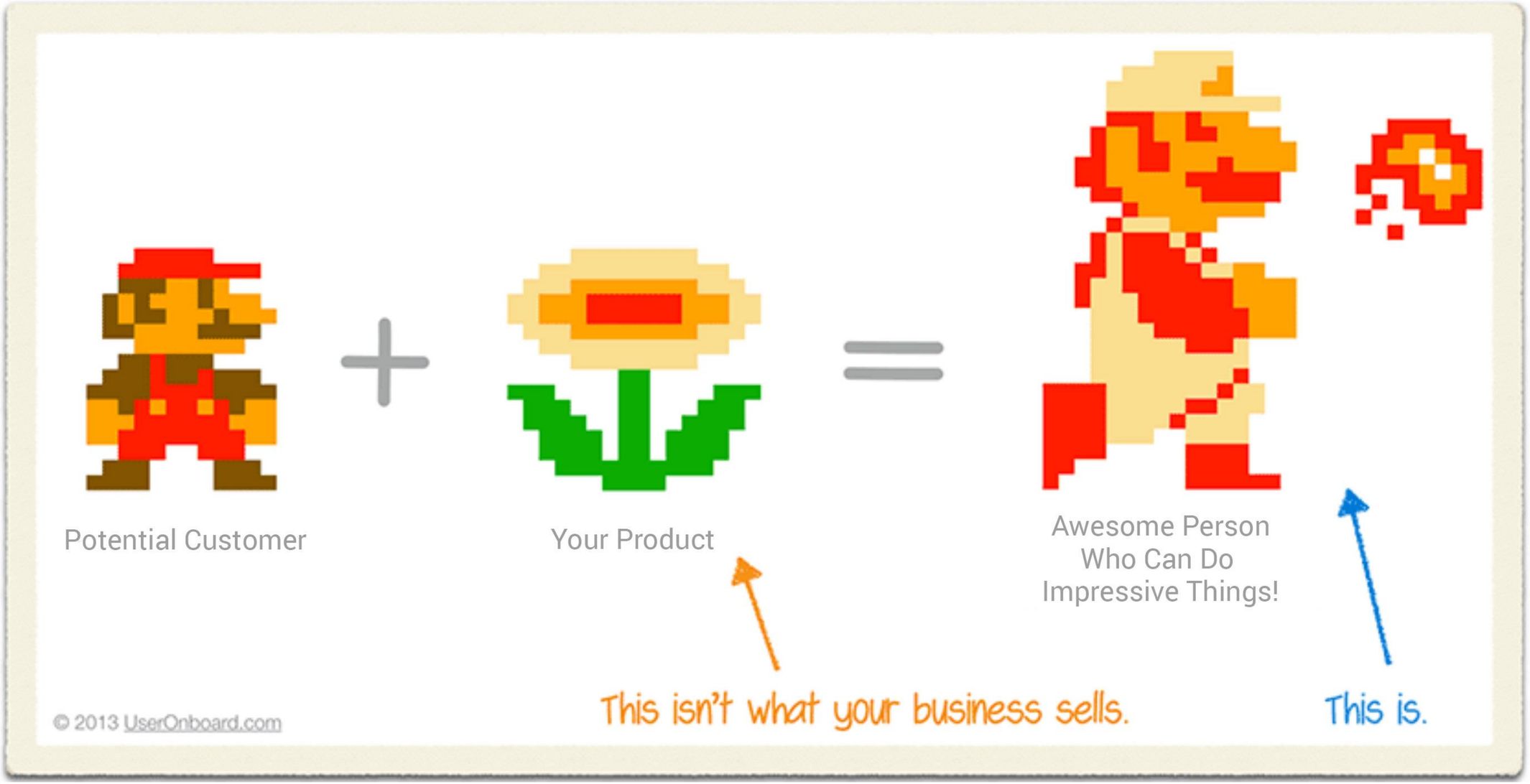
VALUE CREATION



Pitch!

Hook	**Catch their attention – by any means!**
Problem	**Describe the problem and its consequences**
Solution	**How you solve it**
Benefits	**Benefits with your solution**
Call-to-action	**Encourage them to take the action you wish them to!**

GOOD LUCK!

Silver Entrepreneurs: International Training Session in Sweden