|  |  |
| --- | --- |
| **TEAM:** |  |
| **DATE:** |  |

**Problem Verification**

**Short Description** (1st coursework)**:**

**Customer Segments.** Target markets as they were described at your business model canvas.

|  |
| --- |
| **Competitive Analysis** |
|  | Price | Characteristic 1 | Characteristic 2 | Characteristic 3 | Characteristic 4 | Characteristic … | Characteristic … |
| Competitor 1(E.g. ΙΚΕΑ) |  |  |  |  |  |  |  |
| Competitor 2 (*E.g. small furniture shops*) |  |  |  |  |  |  |  |
| Competitor 3 (*E.g. Do it yourself*) |  |  |  |  |  |  |  |
| Competitor 4 |  |  |  |  |  |  |  |
| Competitor…. |  |  |  |  |  |  |  |
| Competitor…. |  |  |  |  |  |  |  |
| **My startup** |  |  |  |  |  |  |  |

**Beachhead market (selecting from which customer segment to start).** All possible target groups are judged on the basis of 6 criteria. The aim is to select the initial target group for the problem verification.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Access** | **Purchasing power** | **How big is the problem?** | **Can you deliver?** | **Competition** | **Leverage to new segments** |
| **Target group 1** |  |  |  |  |  |  |
| **Target group 2** |  |  |  |  |  |  |
| **Target group 3** |  |  |  |  |  |  |
| **Target group 4** |  |  |  |  |  |  |
| **Target group …** |  |  |  |  |  |  |

**Customer Profile.** Describe the customer deriving from the beachhead market.

**Describe the Problem** of the selected target group.

**Questionnaire for Problem Verification**

**1) Define the purpose of the meeting (without revealing the solution=product).**

**2) Basic demographics of the respondent:**

|  |  |
| --- | --- |
| **Person** | **Business** |
| Sex |  | Industry |  |
| Age |  | Products/Services |  |
| Profession |  | Turnover |  |
| Marital status |  | No of employees |  |
| Income |  |  |  |
| Residence |  |  |  |

1. **It seems that some people/firms (like yourself) have trouble with….. *[δηλώστε το πρόβλημα]*. Is this also your case?**
2. **How important is the problem for you (it cost you money, time, makes you nervous, unsecure…)**
3. **What are you currently doing in order to solve this problem?**
4. **How do you imagine the ideal solution to this problem would be?**
5. **Are you willing to pay for a solution to this problem?**

**Based on this indicative questionnaire, you are invited to develop your own Questionnaire on the basis of the target group you are addressing.**

**Example**

**Name**: Dining fc

**Moto**: Inspire and get inspired

**Business model**: Platform (Kitchen as a platform – Business Model Innovation)

**Short description**: We will create a restaurant where students will cook for other students. A chef has the overall responsibility of ***dining fc***. He will examine requests from students to become part-time chefs in the restaurant. His role is to ensure he quality but also form the program of the week. Students/chefs will be accepted for specific dishes each. The students/chefs will rotate so that every day the kitchen has 2-3 students/chefs and offers different dishes. The Chef will be permanently in the kitchen to coordinate the process. The restaurant will mainly attract students who, among other things, may have come to eat the dish of a student/chef who is a friend. Each student/chef will have the right to bring up to 5 of their friends with a 15% discount. The decoration and the way the space is organized (e.g. large monastic tables) will promote socialization among customers. Prices will be affordable.

**Location**: Thessaloniki City Center

**Customer Segments**

Students/chefs. Students that who know how to cook 2-3 dishes well and who will work up to 5 shifts per month. Their motivation is:

* + earn an extra income
	+ to practice/present their talent
	+ socialize/be recognized in their (student) community environment

Students/customers.Students who want to go to a restaurant

* + to eat good food
	+ at affordable prices
	+ to socialize

City brakers…

**Beachhead market. *diving fc*** will operate a platform which "brings together" two parties (students/cooks and students/customers). We must confirm the existence of the “problem” with both sides. We start with the students/chefs.

**Target group 1**

Undergraduate-postgraduate student living in Thessaloniki. He/she comes from a city more than 100 km from Thessaloniki, knows how to cook well, food is a means of socializing (goes out to eat with friends), likes to cook for friends, he/she is looking for an extra income.

**Questionnaire for problem verification**

**Demographics**

|  |
| --- |
| **Person** |
| Sex |  |
| Age |  |
| Undergraduate/Postgraduate |  |
| Department/University |  |
| Residence |  |
| Home town |  |

**Problem verification**

Do you need extra income?

Are you working; Have you worked in the last two years as a student? If so, what jobs have you done?

Do you cook well? If yes, what do you cook well?

Is food a means of socialization? Going out to eat with friends? Where do you usually go? Do you go to other students' houses for meals?

Do you cook for others? Do you invite friends over to cook for them?

Would you cook to earn an extra income?

**ANSWERS**

|  |  |
| --- | --- |
|  | **Students/Chefs** |
|  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **%** | **Comments** |
| Name | Panagiotis Χ. | Vasilis S. | Antonis L. | Niki K. | Katerina Κ. | Dimitra K. | Yiannus D. | Maria K. | Nikos M. | Nikos B. |  |  |
| Age | 21 | 22 | 23 | 20 | 19 | 24 | 27 | 22 | 20 | 18 |  |  |
| Sex | Male | Female | Male | Female | Female | Female | Male | Female | Male | Male | 50%/50% |  |
| Undergraduate/ Postgraduate | Undergrad. | Undergrad | Undergrad | Postgrad | Undergrad | Undergrad | Postgrad | Undergrad | Postgrad | Undergrad |  |  |
| University | Aristotle | Aristotle | Aristotle | Aristotle | Aristotle | Aristotle | Aristotle | Macedonia University | Macedonia University | Macedonia University |  |  |
| Department | Economics | Math | Math | Architecture | History | Economics | Informatics | Physics | Economics | Informatics |  |  |
| Residence | City Center | City Center | City Center | Stavroupoli | City Center | City Center | Kalamaria | City Center | Toumpa | City Center |  |  |
| Hometown | Athens | Nafplio | Athens | Xanthi | Athens | Larisa | Athens | Athens | Kalamata | Volos |  |  |
| Do you need extra income? | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | No | Yes | 90% |  |
| Are you working; Have you worked in the last two years as a student? If so, what jobs have you done? | Yes | No | Yes | Yes | No | Yes | Yes | Yes | No | Yes | **70%** |  |
| Is food a means of socialization? Going out to eat with friends? Where do you usually go? Do you go to other students' houses for meals? | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes | Yes | **90%** |  |
| Do you cook well? If yes, what do you cook well? | Yes | No | Yes | No | Yes | No | No | Yes | No | Yes | **50%** | Pastitsio, Carbonara, Spetsofai |
| Do you cook for others? Do you invite friends over to cook for them? | Όχι | Όχι | Yes | Όχι | Ναι | Όχι | Ναι | Yes | Όχι | Ναι | **40%** | A student mentioned that the Italians (men) who come to Erasmus cook very well, they are very proud of it and they always gather people at their house cooking and their very proud of their skills |
| Would you cook to earn an extra income? | No | No | Yes | No | Yes | No | No | No | No | Yes | **30%** |  |
| **Conclusion** | * **This is an existing problem. 9 out of 10 students in Thessaloniki need additional income. In fact, 7 out of 10 are already working, so they have realized the problem and are trying to solve it.**
* **50% students says that they can cook and a large percentage of them invite friends over when they cook. To that end, they are already putting their cooking ability up for evaluation by others, without receiving any money. They could be 'challenged' to have additional income from their cooking.**
* **3o% of the students already say they would be able to cook to earn extra income. We conclude that students is a good target group for the one side of the platform.**
 |

**You are have to create a table based on the questionnaire you will formulate and the answers you will receive, through which you will finally determine whether the problem exists or not, as well as whether this is:**

* **not a problem…**
* **a latent problem: *customers have a problem but don't know it***
* **a passive problem: *customers know the problem but aren't motivated or aware of the opportunity to solve it***
* **an active (or urgent) problem: *customers recognize a problem or passion and are searching for a solution but haven't done any serious work to solve the problem***
* **a vision: *customers have an idea for solving the problem and even have cobbled together a home-grown solution, but they are prepared to pay for a better one.***