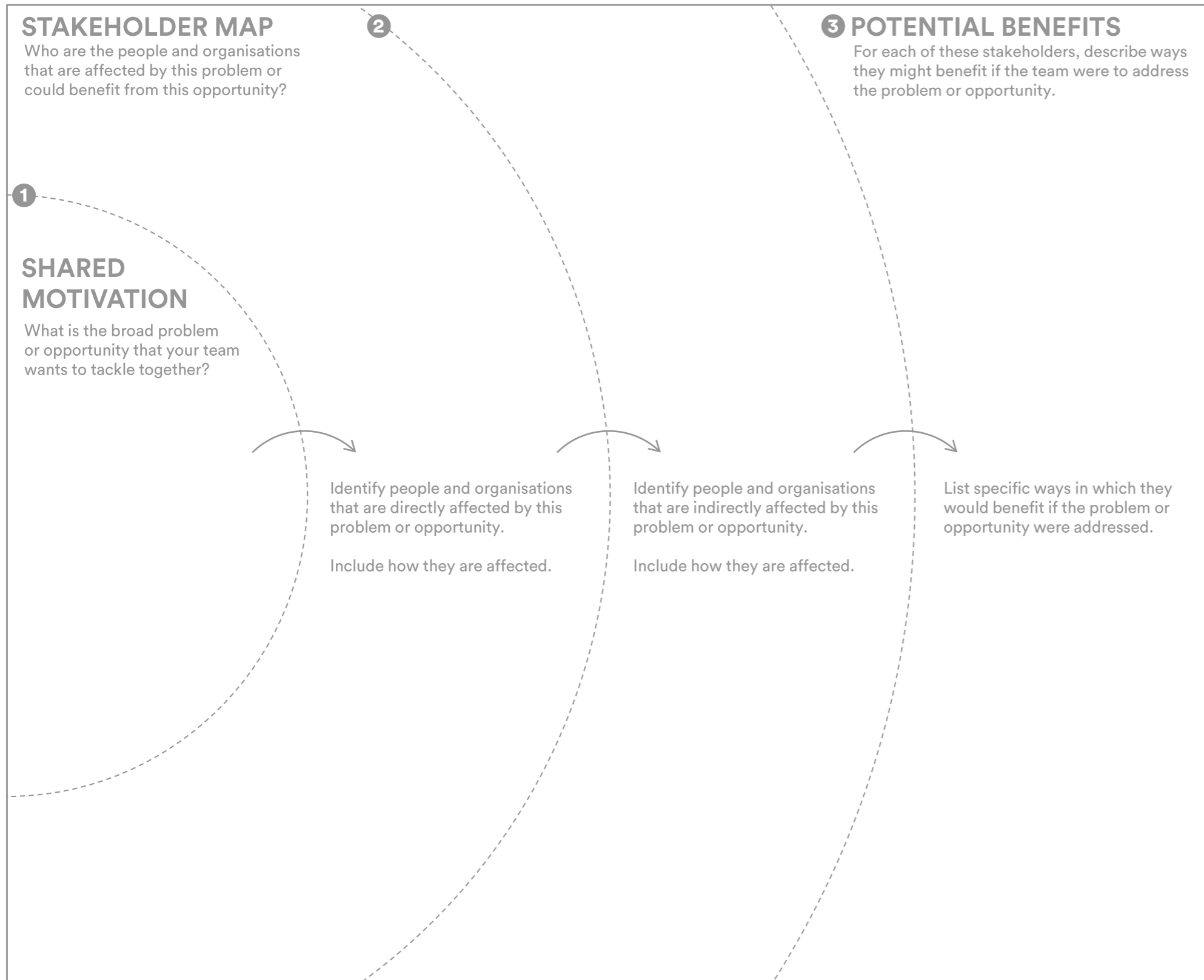


1 The starting point for an entrepreneurial journey is to find something that motivates the team. This could be a social issue, a problem or an opportunity that you find exciting.

2 To identify opportunities for your team, make a map of the people and organisations affected by the problem or opportunity you have chosen.
3 Describe how they might benefit if you addressed it.

4 Once you have completed the map, circle those groups or organisations for whom your team could develop a solution. Write down some ideas of possible solutions below.



IDEAS & OPPORTUNITIES

Choose the three stakeholder groups from Steps 2 & 3 that your team is most motivated to focus on.

For each, write down some possible ideas for how you would address the problem or opportunity for them, including ways in which they would benefit. Only choose things you could start to work on today.

Finally, estimate the number of people or organisations that would benefit from each of these ideas. This is the size of the opportunity.

4 STAKEHOLDER 1:

IDEA: _____

BENEFITS: _____

SIZE OF OPPORTUNITY: _____

STAKEHOLDER 2:

IDEA: _____

BENEFITS: _____

SIZE OF OPPORTUNITY: _____

STAKEHOLDER 3:

IDEA: _____

BENEFITS: _____

SIZE OF OPPORTUNITY: _____

