Facilitated Breakout Session

Instructions: Begin by identifying the stage you are in according to the following 4 phases. Move to the corner of the room designated for that phase, and find a table to sit at. Once at your table, choose 2-3 potential project ideas from your group to discuss and take 10-15 minutes per project to work through the questions relevant to your phase. As you brainstorm or articulate the answers to these questions, fill in the relevant sections of the Problem, Solution, and Customer Zoom Tools.

4 Phases

1. **Define:** You are still trying to identify and understand the problem or customer segment you want to address.
2. **Design:** You have a clear understanding of the problem or customer, and you are looking to brainstorm possible solutions.
3. **Pilot:** You have a solution in mind, and you are ready to take the first step toward implementing and testing it.
4. **Scale:** You’re already implementing your solution, and you want to expand your reach to other locations or markets.

“Define” Phase Facilitation Questions

1. What problem would you like to try to address? What outcome are you trying to create? (social, environmental, or market problem) → Problem Zoom Tool
2. What social, political, or economic, technological factors contribute to this problem? (try to identify the root causes of the problem) → Problem Zoom Tool
3. Where, or at what level, are you trying to address this problem? (be specific about a location or community that you will start with) → Problem Zoom Tool
4. Who is it a problem for? Who is your target customer or beneficiary? (don’t be generic, get specific to a real beneficiary or customer/core market) → Customer Zoom Tool
5. What could you realistically contribute to changing this problem? → Solution Zoom Tool

“Design” Phase Facilitation Questions

Note: Before you move to the “Design” stage you should already be able to clearly answer the following questions from the “Define” phase

1. **Product/Service:** What is your innovation? Briefly describe the key parts of the product/service that create value for your customer or beneficiary. → Solution Zoom Tool
2. **Value**—What is the value of your innovation? Why will customers buy your product/service? How will it benefit those you are trying to help? → Solution Zoom Tool
3. **Differentiation** - Why will they buy it from you (not a competitor)? Why will they use your
service or program and not one that already exists? What do you understand about your customer that will allow you to better meet their needs? → Customer Zoom Tool

4. Organization—What tasks do you need to do to develop your venture? → Solution Zoom Tool

5. Finances—How will you fund it? How will people pay for it? → Solution Zoom Tool

“Pilot” Phase Facilitation Questions

Note: Before you move to the “Pilot” stage you should already be able to clearly answer the following questions from the “Define” and “Design” phases:

1. What solution are you trying to implement? → Solution Zoom Tool
2. What #1 problem or need does your solution meet and why do you think it will be effective? → Problem Zoom Tool
3. Who are you targeting (who is your customer, who are you trying to help) and have you discussed your solution with your target customers or beneficiaries (validation/customer engagement)? → Customer Zoom Tool
4. What resources (including people) do you need to implement a “minimum viable product”? → Solution Zoom Tool
5. What tasks do you need to do to develop your venture? → Solution Zoom Tool

Scale: You’re already implementing your solution, and you want to expand your reach to other locations or markets.

“Scale” Phase Facilitation Questions

Note: Before you move to the “Scale” stage you should already be able to clearly answer the following questions from the “Define” and “Design” and “Pilot” phases:

1. What are the primary strengths of your solution as it currently stands and how could you capitalize on that? → Solution Zoom Tool
2. What other markets or locations would be good candidates for that expansion? → Customer Zoom Tool
3. How would you need to adapt your solution for other markets? → Customer Zoom Tool
4. What resources do you need to bring your project to greater scale? → Solution Zoom Tool
5. What obstacles do you anticipate running into? → Solution Zoom Tool