

WORKSHEET #1

PROBLEM IDENTIFICATION

Estimated time: 30 minutes

Option: you can complete this worksheet with a partner, each asking these questions to your partner and recording their answers; or complete this worksheet solo. It's up to you!

What problem are you trying to solve or address with your social enterprise? Can you clearly define and describe your problem, and can you prove your problem exists? Clearly articulating the problem you're solving is the key component to addressing it properly. A clearly defined problem will make the solution a whole lot easier! P.S. Use these forms online for easier use.

"If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."

— Albert Einstein.

PROBLEM

WHAT IS THE PROBLEM YOU ARE TRYING TO ADDRESS? WHAT IS/ARE THE TARGET GROUPS AND THE BENEFICIARIES (those experiencing the social problem you are trying to solve) BE SPECIFIC ABOUT WHO OR WHAT IS INVOLVED AND WHERE THEY ARE LOCATED. **BE CONCISE AND SPECIFIC**; WRITE IT IN THREE TO EIGHT SENTENCES.

AFTER WRITING THAT, CAN YOU CLEARLY LIST ONE SENTENCE DESCRIBING THE PROBLEM, WHO IT AFFECTS, AND WHERE IT'S HAPPENING? BE AS SPECIFIC AS YOU CAN.

YOU CAN ALSO USE THIS TEMPLATE:

_____ in _____ needs to _____ so they can _____.
[BENEFICIARY] [AREA, PLACE] [DO THIS] [GET THIS]

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PARTNERS OR COMPETITION

DO YOU KNOW OF ANY PERSON, GROUPS OR ORGANIZATIONS THAT ARE ALREADY ADDRESSING THE PROBLEM YOU'VE IDENTIFIED?

YES

NO

IF SO, LIST THEIR NAMES AND LINKS BELOW, PLUS A BRIEF DESCRIPTION OF WHAT SERVICE OR PRODUCT THEY OFFER THAT ADDRESSES THE "PROBLEM" YOU'RE RESEARCHING. IT'S GOOD TO KNOW WHAT SOLUTIONS EXIST.

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ASSUMPTIONS - WHAT DO YOU THINK IS TRUE?

WHAT INFORMATION ARE YOU ASSUMING ABOUT THE PROBLEM? WRITE DOWN ANYTHING YOU TAKE FOR GRANTED AS "TRUE" WITHOUT HAVING EVIDENCE TO SUPPORT THAT CLAIM. (EX. PEOPLE IN POVERTY EAT AT HOME MORE OFTEN BECAUSE GROCERIES ARE CHEAPER THAN EATING OUT). YOU WILL WANT TO DO MORE RESEARCH TO PROVE/ DISPROVE THESE ASSUMPTIONS. THEY'RE NOT TRUE UNTIL YOU CAN PROVE THEY'RE TRUE.

WHAT DO YOU KNOW?	HOW DO YOU KNOW THIS?

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REMAINING QUESTIONS

AFTER COMPLETING THE RESEARCH REQUESTED ABOVE, ARE THERE ANY UNANSWERED QUESTIONS REMAINING? LIST THEM BELOW HERE TO REVIEW AT A LATER DATE WHILE RESEARCHING.