

CREATE: A Business Idea

Congratulations, you are interested in starting your own business! The only problem is that you are unsure of what business idea you want to pursue. One approach to creating a successful business is to use the "Problem/Solution Lens" to identify needs in your community.



Part I: Identify Problems, Challenge, Issues

Think about some common issues that arise in your daily life that may also affect other people. Identifying common problems, challenges, and issues is a great place to start when coming up with problem-solving business ideas.

1. Think of as many problems, challenges or issues that affect you, your school, or your community. Create a list of as many of these issues that come to mind. At this phase, aim for quantity over quality and let your imagination run wild!

PART II: Brainstorm Solutions

Now that you have identified common issues that affect you, your school, and your community, let's identify the best ideas and take a closer look at some potential solutions.

- Let's start by cutting down your list. Consider the following questions and remove items from your list of ideas as necessary:
 - Is there already a well established solution to this problem that you cannot improve upon?** If there is already a well established solution then this might not be the best business idea.
 - Is this a problem that you are passionate about solving?** If not, then it might be best to remove it from your list of ideas
 - Is this a problem that you have the time and money to help solve?** If not, then you might want to remove it from your list.
- Select the top 2 issues for each category (you, your school, your community) from the remaining list. Put the 6 issues in the middle column of the table below.
- Complete the right column by brainstorming 3 potential solutions for each problem. *Hint:* Consider the following elements when brainstorming potential solutions:
 - Who are the people that are affected by these problems?
 - Are there currently existing solutions for these problems?
 - If not, how do you envision a solution?
 - If so, how can you *improve* upon existing solutions?

	Problem	Potential Solutions
1. You		
2. School		
3. Community		

Part III: Select a Business Idea

Now that you have a list of potential business ideas, it's time to start thinking about which one interests you and what skills you already have that you could use to grow that idea.

1. From the list of potential business ideas you brainstormed above, select what you consider to be the best business idea and explain why.