

The Big Idea Canvas (BIC): In Search of a Real Opportunity*

What is your Opportunity/Problem Statement? Without guidance and mentorship from young adults, youth are more likely to view self-growth and their futures from a desolate and unworthy place. By establishing solidarity in community through holistic, nature-based youth programming, youth can have consistently positive coming-of-age experiences to feel confident in themselves, their paths, and their ability to connect with and heal the world.

<p>Target Beneficiary (Customer/Client/Beneficiary): Youth Ages 6-17</p> <ul style="list-style-type: none"> - Hyper exposed to mainstream media and other early life stressors - Bored, lonely, desensitized <p>Parents</p> <ul style="list-style-type: none"> - Stressed out that their kids are numb - Unsure of how to engage them & connect - Unknowledgeable about alt. programs 	<p>Values/Experience/KSA/Assets: (Aida)</p> <ul style="list-style-type: none"> - 10+ years experience working with youth - Passionate about community, holistic wellness, music & art, and self-growth. - Involved in a community of creatives who share similar passions - Partner is a certified WFR - 2+ years community organizing/event planning - Extroverted, Confident, Open, Leader - Nurturer
<p>Value Proposition-Promise:</p> <p>We promise an experience for youth that fosters an overall agency of self and hope in the world and their future in it.</p> <p>We promise affordable, wholesome and healing programs for parents to entrust in.</p> <p>We promise a positive effect on our customers' interpersonal, familial, ancestral and natural connection.</p>	<p>Value Proposition-Offering:</p> <p>Crossings is a “camp” community based in the North Cascades Region, focusing on sharing strength in solidarity through holistic youth programs.</p> <p>Using cascading mentorship in combination with a variety of wilderness therapy, holistic wellness, music, art, theatre and movement practices, Crossings offers youth consistently engaging and inspiring programming, while allowing participants space for personal and shared reflection.</p>
<p>GAP: How Big? How Dissatisfied? How motivated to Δ?</p> <p>I believe there is a HUGE gap for this target market. While there are other programs available for youth, ones that hone in on holistic wellness and transformation are focused more on clinical therapy for youth who are diagnosed “at-risk”. Further, these programs start in the range of thousands, if not tens of... It’s time to change that.</p>	<p>Crossings will offer onsite and “at-home” programs to develop positive and supportive relationships, learn by experience, and build skills for self-development:</p> <ul style="list-style-type: none"> ● Week-Long Day Camps ● Weekend Overnights ● DIY programs (scavenger hunts, location-based) ● At-Home Activity Books ● Online Events?
<p>Current Solutions (Substitutes and Alternatives):</p> <p>Subs: Rites of Passage, Alaska Crossings; Other Wilderness Therapy Programs; Girl/Boy/Cub Scouts, YMCA Programs, Boys & Girls Clubs Programs</p> <p>Alts: Play with outside friends or family, play outside alone; find activities online</p>	<p>Start-Up Team:</p> <p>Aida Cardona - Founder, CEO</p> <p><i>(Potential) Board of Directors:</i></p> <p>Stephen Baddeley - Program Coordinator, Board Chair</p> <p>Clare Casey - Program Director</p> <p>Andrew Babson - Program Instructor</p> <p>Daniel Soloff - Program Instructor</p> <p>David Kay - Limited Partner</p>

Biggest Challenges

- Powerfully nuanced Promise, but vague and abstract
 - Messaging is important to communicate delivery
 - Keep integrity of the promise, while making it accessible
 - 1st Layer: pricing, physical space, accommodations
 - 2nd Layer: “spiritual aversion”-- to ritual, ancestral teachings, new-age practices
 - 3rd Layer: self-expression-- Welcoming, Inclusive, Safe to be Free
- Outreach to Target Audience
 - less communicating and visioning with internal customers
 - more talks with external customers
- How to curate specific offering given the time we’re in
 - take-home lists activities, nature spots, creative reflective prompts
 - zoom programming
 - socially distant in-person programming
- How to formalize the organization, where funding will come from

Next Steps

- More interviews!
 - If you know any families that this may be good for, please DM me on Teams!
 - Reach out to Rites of Passage
- Prototyping
 - Decide on an offering to move forward with Prototyping
 - Start small; 15% solution? Then get feedback before moving ahead

ART FEEDBACK

Consider the “Before & After” -- what will the FAMILIES look and feel like before? what will they look like and feel like after? What role will the parents play in this? How do we construct our messaging in a way that makes them feel like they’re making an empowered choice by enrolling their kids into the program? Further, what support and resources can we offer them to create a more integrated and sustaining change for the family in whole?

FOCUS ON MINDFULNESS AND POSITIVE PSYCHOLOGY, CREATIVE CONFIDENCE, SELF-RELIANCE, WILDERNESS IMMERSION

“TRAILHEAD Chasers” OLYMPIC CONNECTION EVERGREEN
CASCADIA CROSSINGS POLLEN

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The Big Idea: In Search of a Real Opportunity

Idea/Opportunity/Problem Hypothesis: We believe...there is a gap. This is your best guess at the real opportunity. You have a hunch that an opportunity exists (in other words, there is an important gap between the needs/wants and current solutions) and that you can actually address it. This is the overall hypothesis we are working to affirm in order to decide if it is worth it to pursue the search for a viable business/venture model. WE NEED EVIDENCE TO ADVANCE OUR UNDERSTANDING! And this mostly exists OUT of the building/classroom.

IMPACT	FEASIBILITY
<p>Customer/Client/Beneficiary Hypothesis: We believe...</p> <p>This is your best guess as to who has the need/desire, that they can be accessed and that there are enough of them to be worth pursuing the idea further.</p> <p>Is it clear who the customer is? Is it clear there is an accessible beachhead? Is it clear there are enough of them to make it all worth it? What is your evidence?</p>	<p>Experience/KSA/Assets Hypothesis: We believe...</p> <p>This is the place to say Why YOU?</p> <p>Do you have a deep passion for some part of this? Why?</p> <p>This is your best guess that you have some sort of competence/Experience that would actually allow you to pursue this opportunity and even distinguish you from others attempting to do the same.</p> <p>Do you have some special experience, abilities, skills, knowledge that allows for this? Some sort of special access to resources? What is your evidence?</p>
<p>Value Proposition-Promise Hypothesis: We believe...</p> <p>Think of this as a promise that the customer/client/beneficiary values. This is going to be related to relief of pain and/or a gain that is different than their current situation.</p> <p>Can you clearly describe what you promise the world looks like for them if the need is met/want is satisfied? What is your evidence?</p>	<p>Value Proposition-Offering Hypothesis: We believe...</p> <p>This is your best guess regarding the solution that would deliver on the promise, meet the need of the customer/client/beneficiary, bring about the value proposed and achieve the change in behavior from how they are currently doing things. It is also your best guess that this can actually be created without any clear fatal flaws financially nor technically.</p> <p>What is the offering and how does it deliver on the promise? How reasonable is it that it can be created technically without obvious financial issues? What is your evidence?</p>
<p>Substitutes and Alternatives Hypothesis: We believe...</p> <p>This is your best guess as to how they are meeting their needs/wants now and why this is inadequate enough where they would change their behaviors/choices.</p> <p>Can you clearly describe the above? What is your evidence?</p>	<p>Team Hypothesis: We believe...</p> <p>This is your best guess regarding being able to pull together the right people to pursue this opportunity (which is not necessarily the same as the ability to run the venture).</p> <p>Can you clearly describe what it will take to pursue the opportunity? Attitudes, Abilities, Skills, Knowledge, Passions etc. Can you pull together the team needed? What is your evidence?</p>