HOW TO USE THESE TEMPLATES

- You can either print out the templates or reproduce them on a wall.

- Important: Each template should be used many times over, for the purpose of expressing your ideas and then developing them in an iterative fashion.

- Encourage your entire team to write or post (with Post-Its) their own ideas and opinions onto the template.

STEP 1: PARAPHRASE THE PROBLEM

The problem which needs to be solved is, in a few words :

_____

_____

_____

_____

_____

_____

_____

_____

_____

BEEUP.

STEP 2: NEEDS VULNERABLE YOUNG
(print this one out many times to aid your creative process)

| What do they like (gains)?	What kind of activities do they pursue? (Jobs to be done)

What do they hate (pains)?

STEP 3: NEEDS OF MENTORS
(print this one out many times to aid your creative process)

What do they like (gains)?

What kind of activities do they pursue? (Jobs to be done)

What do they hate (pains)?

Define your vulnerable young:

Describe a service

Define your mentor:

What do they like (gains)?

What do they like (gains)?

What do they hate (pains)?

What do they hate (pains)?
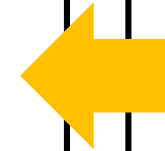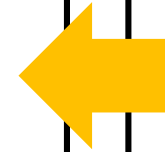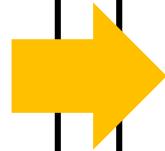
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		**Channels**	

Cost Structure	Revenue Streams

Source: Osterwalder, A., Pigneur, Y., & Smith, A. (2010). *Business Model Generation*. self-published.

SOURCES

1. Osterwalder, A., Pigneur, Y., Smith, A., Bernarda, G., & Papadakos, P. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. Hoboken, New Jersey: John Wiley & Sons.

2. Osterwalder, A., Pigneur, Y., & Smith, A. (2010). *Business Model Generation*. self-published.