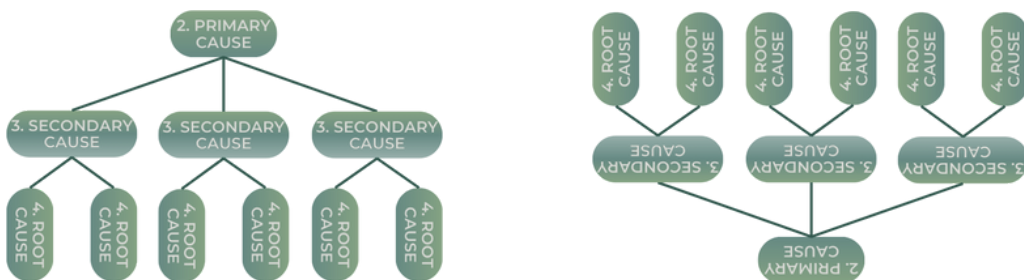


# 1 DEFINE 3 BUSINESS PROPOSALS

Review your solution tree and the branch you selected as the core for developing a solution. This branch has three sub-branches (3 different solutions). Consider what kind of a business idea could be created based on each of the 3 branches. Thus develop 3 potential business proposals.



Use the problem solution tree to fill in the template:  
 Problem (from selected branch of problem tree) -Solution  
 (from selected branch of solution tree) - 3 possible business  
 proposals.

	PROBLEM	SOLUTION	BUSINESS PROPOSAL
IDEA 1			
IDEA 2			
IDEA 3			

# IDENTIFY **PRODUCTS OR SERVICES** FOR A START-UP **2**

List the services or products that could be part of each business idea.

Assess the feasibility and profitability of the business ideas:

- Make an assumption - are people willing or prepared to pay for your solution?

Rate your answers from 1-5, 1 being the lowest and 5 the highest score.

	PRODUCTS OR SERVICES THAT WOULD BE A PART OF THE BUSINESS IDEA	ASSESS FEASIBILITY (HOW REALISTIC IS IT FROM 1 TO 5)	ASSESS PROFITABILITY ( HOW CAN WE MAKE MONEY WITH IT/PRODUCT/S ERVICE)	ARE PEOPLE WILLING/PREPARED TO PAY FOR THE SOLUTION?	TOTAL SCORE
IDEA 1					
IDEA2					
IDEA 3					

# 3

## SUSTAINABILITY ASSESSMENT

The final step of your start-up is to evaluate its sustainability context. First of all assess the ESE gains of the proposed business idea:

**E**

Economic – what are the economic gains of your business idea?

**S**

Social – what is the social impact of your business idea?

**E**

Environmental – what is the environmental impact of your business idea?

	ECONOMIC	SOCIAL	ENVIRONMENTAL	SUSTAINABILITY VALUE OF THE BUSINESS IDEA SCORE 1 (LOW VALUE)-5 (HIGH VALUE)	TOTAL SCORE/RATING FOR THE MOST SUSTAINABLE BUSINESS IDEA
IDEA 1					
IDEA2					
IDEA 3					

## SELECT A SUSTAINABLE **START-UP** **IDEA**

# 4

The following step is to select the best business proposal based on your team's discussion. After considering both your assessment score and the ESE assessment, choose the most suitable business proposal. Then, craft a final statement about the chosen business proposal:

Statement for business proposal \_\_\_\_\_

The business ideas we selected is \_\_\_\_\_

Due to (reasoning) \_\_\_\_\_



## **5** PREPARE **THE PITCH** OR **STATEMENT** OF YOUR SUSTAINABLE START-UP IDEA

Include the following in the statement.

Our sustainable start-up idea is \_\_\_\_\_

We created solutions to the problem branch of \_\_\_\_\_

Based on the solutions we proposed the following three business ideas \_\_\_\_\_

Considering the assessment criteria and ESE we came up with the following start-up idea \_\_\_\_\_



**EXAMPLE: HOW TO USE THE “PROBLEM TREE” METHOD TO CREATE A SUSTAINABLE BUSINESS PROPOSAL**