**Challenge #6: So, What?**  (Market Differentiation)

**Task:** This assignment has two tasks; A) Reflect on your business/product and answer the So What? Explaining how your product differentiates, resonates, & substantiates with the customer. B) Complete the Best Product Ever Challenge.

*This assignment is typically done during the mid-term break*

1. **So, What?**

**Task:** We have completed the first five steps of the innovation process and before we focus on the commercialization part of the DYME model it is important to answer the ‘So What?’ Question.

As you reflect on the first five steps, spend some time thinking about these three questions:

1. Does your proposed solution **Resonate** with the customer? Think about how your solution appeals to the customer in an emotional way.
2. Are you able to sufficiently **Differentiate** your idea from other offerings? Think about the how customer discriminates between your solution and all other options they have available to solve the problem.
3. Can you **Substantiate** your claims of solving the market problem? Think of the ways that you can provide evidence that your solution actually solves the problem that the customer is trying to solve.

**Idea.** Write down or draw your explanation of why you think that your solution solves the market problem.

**Worksheet: Mapping Customer Needs**

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| --- | --- | --- | --- | --- |
| **What is the So What? (The needs your product is solving)** | **Need A** | **Need B** | **Need C** | **Need D** |
| **Your Idea** |  |  |  |  |
| **Competition #1** |  |  |  |  |
| **Competition #2** |  |  |  |  |
| **Competition #3** |  |  |  |  |

**Worksheet: So, What?**

|  |  |  |
| --- | --- | --- |
| **SUBSTANTIATE** | **DIFFERENTIATE** | **RESONATE** |
| **Jot down how**  **can you support, validate, authenticate, confirm your claims**  **Does the customer believe that your product or service can actually solve their problem?** | **Jot down how**  **are your solutions significantly better than that current market offerings?**   * **Better** * **Faster** * **Stronger**   **The ability to change, convert, evolve and adapt** | **Jot down how**  **Does your idea "speak" to the customer**  **When you explain the idea does it align with their understanding of the problem and solution** |
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**Class Discussion**

The class discussion is designed to provide feedback to your colleagues about their ventures and to get feedback on your venture. This is an integral part of the process. This time it will be interesting to learn about how others re-imagine the solution to a problem. Jot down things that are working and things you want to change.

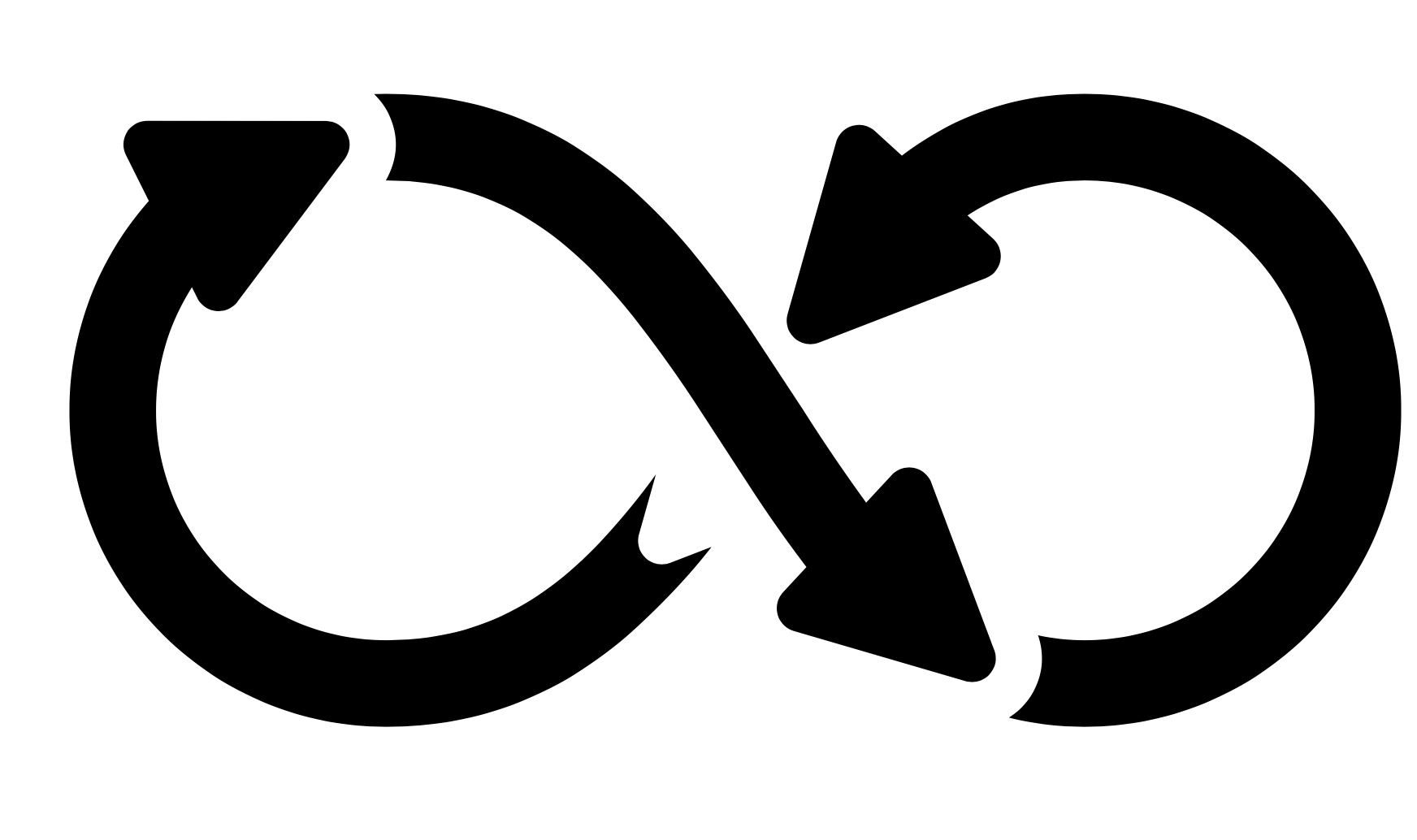
Make notes or draw images of the information that is being presented and think about how you can help them with their venture.

**Self-efficacy**: After the class discussion think about how you outlined the need and your So, what? worksheet. Take the feedback and think about what you can incorporate to make your business even better.

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**Use this space to jot down your thoughts about how you**

**will do it better next time/sketch it out.**

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**So, Feedback**

**What?**

**Systemic Effective**

**Thinking Selling**

**IDEA**

**Exploiting**

**Networks**

**Knowledge, Customer Channels**

**Skills, & Abilities Segments**

1. **The Best Product Ever**

This task is designed for the mid-term break. This is something that students can easily do while on break.

**Task:** For this week’s challenge, focus your efforts on giving away five one-dollar bills. I want you to pick strangers. You cannot tell them it is a class assignment nor give it to people that are used to getting free money (wait staff, beggars, etc.). You should not trick people into taking the money, but you should attempt to convince them to take free money. What could be easier than that?

**Idea.** Write down or draw your idea Explain how you are planning to sell free money. Explain your ideal customer and what you plan to say to them.

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**Action**. What did you do with the project? You should continue attempting to give the money away until you have sold all of the five one-dollar bills.

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How much time did you spend working on the idea? \_\_\_\_\_\_\_\_\_\_\_\_\_

**Outcome.** Explain what you thought would happen and what actually happened.

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How many people did you approach? \_\_\_\_\_\_\_\_\_\_

How many people said no? \_\_\_\_\_\_\_\_\_\_\_

Rate your results on this scale:

☹ ☺