



#YALILEARNS



**YALILearns Session
Facilitation Guide**

**DESIGN DRIVEN
ENTREPRENEURSHIP**

Your Guide to Facilitating a Session on Design-Driven Entrepreneurship

This guide will help you lead a session on starting and running a business through the YALI Network Online Course, "[Design-Driven Entrepreneurship](#)." This guide is designed to help your audience understand a difficult planning process that involves identifying and creating marketable solutions for business and entrepreneurs.

Total Time: 85 Minutes

Introduce Yourself (5 minutes)

- Thank your participants for coming and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to help business owners become successful entrepreneurs by using human-centered design to power their business or organization.
- Briefly share why you are interested in entrepreneurship and design.

Icebreaker (10 Minutes)

- Ask each participant to share their name and their current business or business idea. Remind participants to keep their responses to 30 seconds or less.

Watch Lesson One: [Design-Driven Entrepreneurship](#) (5 minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the first video before answering the following questions:

- How does your business solve a problem for someone? Would you consider your business to be design-driven with a human-centered design?
- What are you doing and why does it matter to people? Answering this question is key in taking a step toward a design-driven business.
- What are some ways that you and your business could take steps toward becoming more design-driven? With an observation of people? A contextual inquiry? Interviews?



Watch Lesson Two: Value Proposition (7 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the second video before answering the following questions:

- A “quick pitch” helps you define and share your idea with someone in a minute. Create a quick pitch for your business that addresses the target user and their needs, the product name and type, the product’s benefit and its competition in the market, and something that differentiates your idea from others.
- How could you analyze individuals’ personas (a composite picture of a group of people with similar experiences) and tailor a “quick pitch” to them? Will this determine what type of relationships you will have with your customers?

Watch Lesson Three: Bring Your Big Idea to Life (6 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the third video before answering the following questions:

- Create a mental “stakeholder map” for your business, including customers, distributors, salespeople, and other stakeholders. How much of your business are you able to build yourself? Do you need to hire people or work with someone else?
- Do you know of any companies that are doing something similar by creating a stakeholder map? Could you ask questions? Do you know any other entrepreneurs who have launched similar businesses? Try to think of as many people or businesses as you can to connect with.

Watch Lesson Four: Creating a Prototype (6 Minutes)

Group Discussion (10 minutes)

Invite participants to reflect on the video before answering the following questions:

- What kind of minimum viable product (MVP) prototype do you think would be the most beneficial to pitch to potential customers? A physical model, storyboard, drawing, code, or something else?
- Would it be beneficial to your business to use search engines or crowdfunding campaigns to advertise your new business? Or do you think it would be most beneficial to gather feedback in person? Perhaps a hybrid of the two?

Wrapup (5 minutes)

- Thank participants for attending and briefly restate the importance of understanding the various ways to work toward a design-driven business.
- Encourage participants to sign up for the YALI Network at yali.state.gov.

