



# Wadhvani Ignite

## CONCEPT BOOKLET

### Module 1

### Lesson 4: Analyze Problems

#### Context:

Now that you have developed a macro industry perspective and formulated your problem statement, it is time to delve deeper into understanding the problem itself. This step, "Analyze Problem," is crucial for identifying the root causes of the issue and understanding their impact on the design of potential solutions. As an entrepreneur, this deep dive is essential for several reasons:

**Identify Root Causes:** Go beyond the surface to uncover the fundamental reasons behind the problem. This will help ensure that your solutions address the core issues rather than just the symptoms.

**Keep an Open Mind:** Go beyond only one idea. Remain open to a range of potential ways of solving this problem, avoiding tunnel vision

**Understand Impact by Developing Empathy:** Step into your customers' shoes and assess how the problem affects users. Understanding this impact will guide you in designing solutions that are not only effective but also socially responsible. As an aspiring entrepreneur, understanding the broader industrial landscape is crucial. This lesson, "Develop A Macro Industry Perspective," equips you with the knowledge and skills to take a broader view and analyze industries at a macro level. Grasping this broader perspective is essential not only for identifying emerging opportunities but also for aligning these with your entrepreneurial passion and capabilities.

# Program overview, and your **Venture Journey** over 14 weeks

<b>1. Problem Identification</b>	<b>2. Customer Identification &amp; Needs Validation</b>	<b>3. Solution Idea Generation</b>
Week 1-2	Weeks 2-4	Week 4
<ul style="list-style-type: none"> <li>■ Orientation</li> <li>■ Develop Macro Industry-Problem view</li> <li>■ Assemble “Real-World” Problems</li> <li>■ Examine Chosen Problems</li> <li>■ Analyze Problems</li> </ul>	<ul style="list-style-type: none"> <li>■ Identify customer segments</li> <li>■ Assess ‘jobs-to-be-done’</li> <li>■ Develop Customer Personas</li> <li>■ Understand Customer Validation</li> <li>■ Validate Customer-Problem fit</li> <li>■ Pivot/Refine Customer-Problem Fit for Feasibility</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Ideation techniques</li> <li>■ Generate Solution Idea</li> </ul>
<b>4. Opportunity &amp; Competition Mapping</b>	<b>5. Prototype Development &amp; MVP</b>	<b>6. Opportunity Feasibility Assessment &amp; Sizing</b>
Week 5	Week 6	Week 7-8
<ul style="list-style-type: none"> <li>■ Identify Global competitors</li> <li>■ Review Industry Trends and Estimate Market Size (TAM)</li> <li>■ Introduction to Financial Planning</li> </ul>	<ul style="list-style-type: none"> <li>■ Overview of Prototypes &amp; MVP</li> <li>■ Build an Initial Prototype</li> <li>■ Prototype for Early Validation</li> </ul>	<ul style="list-style-type: none"> <li>■ Map your Relative Position in the Market</li> <li>■ Estimate Opportunity Size</li> </ul>
<b>7. Business Modelling</b>	<b>8. Marketing &amp; Sales Strategy</b>	<b>9. Financial Management for Profitability</b>
Week 8-9	Week 9-10	Week 11-12
<ul style="list-style-type: none"> <li>■ Examine Revenue Model</li> <li>■ Revenue Models continued</li> <li>■ Review and Organize the Lean Canvas</li> <li>■ Build the LC for your Startup</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Marketing &amp; Sales</li> <li>■ Recommend a Go-To-Market (GTM) Approach</li> <li>■ Map a Sales Process</li> </ul>	<ul style="list-style-type: none"> <li>■ Deep Dive into Financial Planning</li> <li>■ Analyze the Path to Profitability</li> <li>■ Understand Bootstrapping and Funding Options</li> </ul>
<b>10. Team &amp; Talent Requirement</b>	<b>11. Orientation for Scale</b>	<b>12. Venture Idea Feasibility Presentation</b>
Week 12	Week 13	Week 14
<ul style="list-style-type: none"> <li>■ Finding Co-founders and Mentors</li> <li>■ Building an Initial Team</li> </ul>	<ul style="list-style-type: none"> <li>■ Thinking Beyond the Prototype - Scale Opportunity &amp; Orientation</li> <li>■ Persuasive Story-Telling for a Viable Venture Idea</li> <li>■ Pitch preparation</li> </ul>	<ul style="list-style-type: none"> <li>■ Practice Pitch</li> <li>■ Final Pitches</li> </ul>

## Concepts covered in this lesson:

### Root Cause Analysis:

- Identify how root cause analysis helps you

### The “5-Why” Method

- Learn to do root-cause analysis using the ‘5-Why’ method
- Apply the framework to your problem statement

### Impact assessment:

- Assess the impact of the problem

### Personal Connect:

- Determine how to identify personal connect and if we are the right team to solve this problem

## After completing this lesson, you will be able to:

1. Identify the root causes of a problem and understand their impact on the design of solutions.
2. Analyze the problem to determine its impact on users and society.
3. Evaluate the problem within the context of your personal interests, passions, and experiences

## Steps for you to take:

1. Use the '5-Why' Method to identify the root cause of the problem.
2. Analyse the impact of the problem.
3. Define your personal connect to the problem you are trying to solve

## What is Root-cause analysis?

Root-cause analysis is essential for addressing problems at their source rather than just managing their symptoms. For example, imagine repeatedly taking painkillers for a recurring headache instead of finding out if the headache is caused by poor eyesight or stress. Root-cause analysis is like visiting the doctor to get a proper diagnosis and a lasting solution, rather than just temporarily easing the pain.

## How RCA Works:

Instead of temporarily fixing problems, RCA helps you uncover the deep-seated reasons behind them. For example, Root-cause analysis is like figuring out why your smartphone keeps running out of battery quickly instead of just carrying a power bank everywhere. You might initially think you need a new battery, but a deeper look could reveal that unnecessary apps running in the background are the real culprits. By identifying and closing these apps, you solve the problem at its source, ensuring your phone lasts longer without constant recharging.

Above the surface you see the **SYMPTOMS** of the problem



Dig deeper to discover the **ROOT CAUSES** of the problem

By taking the time to understand and solve the root cause, you can ensure the problem doesn't keep popping up, leading to more efficient operations, cost savings, and happier customers.

Even though you've already identified a problem to solve through your macro industry deep dive and created a problem statement, root-cause analysis (RCA) is still crucial.

## Why?

Because understanding the surface-level problem is only the beginning. Without identifying and addressing the underlying causes, your solutions might only provide temporary relief or might not be as effective as they could be, or you may end up solving a problem that isn't the real problem. It's about making sure you're hitting the bullseye, not just aiming in the general direction.



## The 5-Why Method:

While there are several methods to do root cause analysis, one of the simplest yet structured problem analysis methods are the 5-Why method.

It is a technique that aims to uncover the root cause of an issue by repeatedly asking "why." It begins with identifying a problem and then delving into the reasons behind it. With each iteration of asking "why," the focus shifts from surface-level symptoms to deeper underlying causes. By iteratively probing the causes, typically five times or until a meaningful insight emerges, the method helps uncover the fundamental reason behind the problem

### The 5 Whys

(Sakichi Toyoda, Founder of Toyota)



**PROBLEM:** "I am always late for my morning classes"

- ?** Why? Because I wake up late
- ?** Why? Because I go to bed late
- ?** Why? Because I'm up late studying or using my phone
- ?** Why? Because I get easily distracted by social media and other non-academic activities during the day
- ?** Why? Because I haven't set a clear schedule for myself

**Root Causes:** Poor discipline and lack of a clear daily schedule.

Here is a simple illustration of using the 5-Why method:

Watch this video for more on the 5-Why Method:

<https://youtu.be/SrIYkx41wEE?si=ior6nsteaaqz2uRD>



## Impact of the Problem:

Before committing resources to solving a problem, you must evaluate its significance from a customer-centric perspective. This involves understanding the potential impact on customers if the problem remains unresolved.

- You could start by answering these questions:
- How often do customers encounter this problem?
- What is the severity of the problem when it occurs?
- Are there any instances where the problem has caused significant disruptions or negative outcomes for customers?
- What are the potential long-term consequences of not addressing this problem?
- How are they handling the problem now? (any alternatives?)

## Personal Connect:

Truly effective problem-solving ties back to personal motivation. It's about using your unique skills and experiences to solve issues that matter to you:

**Education and Background:** Use what you know from school or previous jobs to think of new solutions.

**Passion and Purpose:** Choose problems that you care about deeply. Solving them feels more rewarding and keeps you motivated.

**Personal Experience:** Use your own life experiences to understand the problem better and think of practical solutions.

By using root-cause analysis, assessing impact, and connecting personally, you ensure your solutions are deeply effective and meaningful.

### **Call-To-Action:**

Brainstorm with your team to identify root cause, impact and personal connect to the problem.

- 1. Do a root-cause analysis using the 5 Why method**
- 2. Answer Who is impacted by this problem? and how are they impacted by this problem?**
- 3. Answer the following questions to identify your team's personal connect:**
  - How can we leverage our educational background to solve this problem?
  - What skills and expertise do we have to help us solve this?
  - Why are we passionate about solving this problem?
  - Have we or someone in our family/ social circle encountered this problem?

Complete Venture Activity 1.3- Analyze the Problem

- 4. How serious is the problem that your startup is attempting to solve?**
- 5. What is its root cause?**
- 6. Why is it an important concern for your team?**