



# KITCHEN

GOOD THINGS COME  
TO THOSE WHO  
WAIT

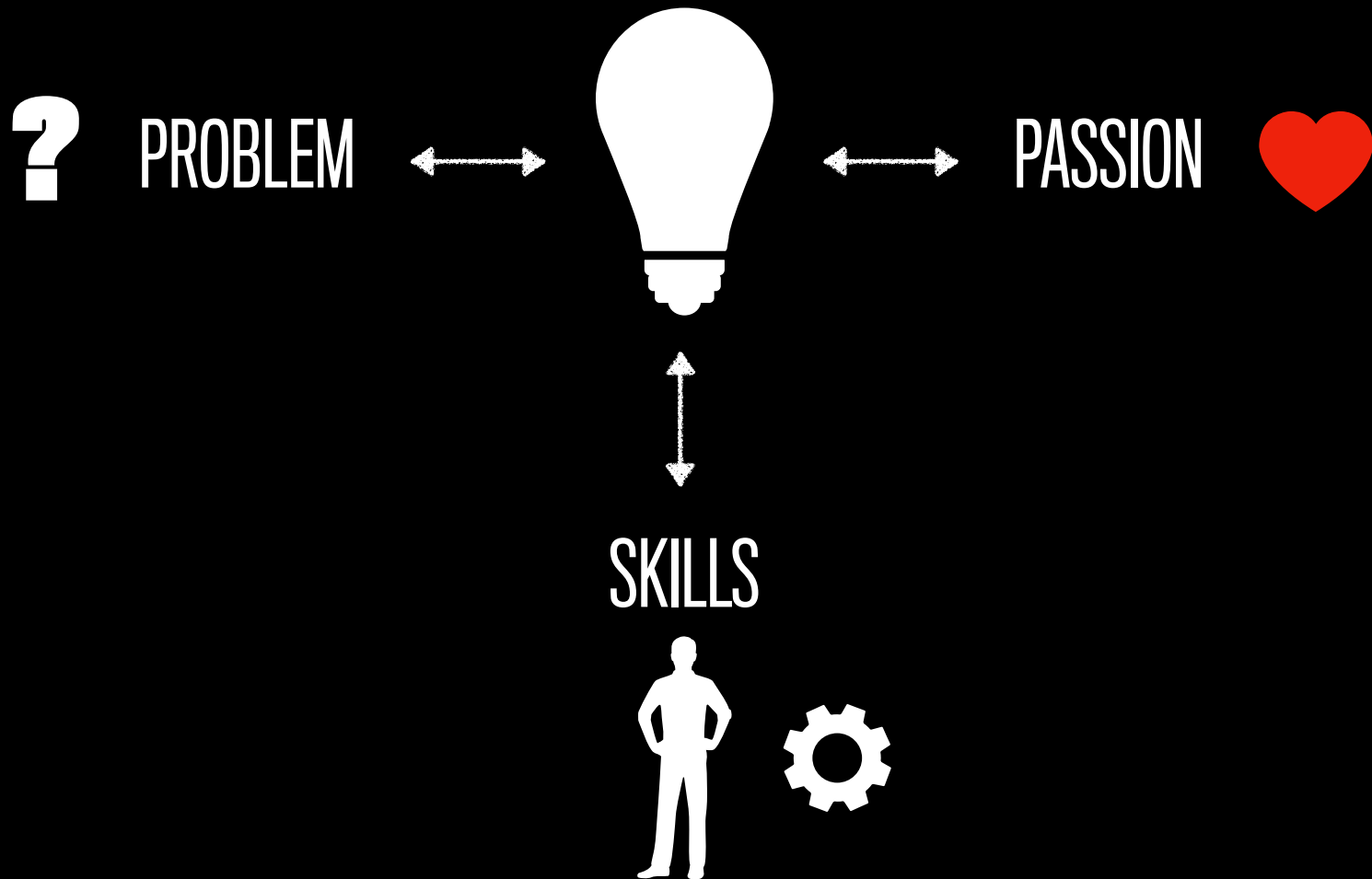


# The Kitchen

Support, educate, motivate, train, mentor, advise,  
challenge, coach, empower, cheer, guide, boost,  
equip our spinouts and startup on...

THE ROAD AHEAD...





# How ideas take shape

- Problem identification
- Personal experience or need
- Consumer insights
- Market opportunity
- Competitive advantage
- Technological Advancements
- Trends or changes
- Passion & Expertise
- Innovation or Disruption
- ...

AND THE LIST GOES ON...



~~Don't fall  
in love with  
your solution~~

**Fall in love with**

**THE  
PROBLEM**

**Problem**

**FIT**

**Solution**

**All problems have a solution**

**Not all solutions have a problem!**



REFLECTIVE VEST FOR CHICKENS



TWITTER-ONLY MOBILE DEVICE

A SO-CALLED LADY HAMMER

## Pink Power® Claw Hammer

### HAMMER FEATURES



**If you do not create any value or  
solve a problem for someone  
You don't have a business**









8 mio sites

Valued \$10 billion

> 2 billion guest

**What problem  
could you  
solve?**



Tackling problems that are  
**interesting to solve** rather than  
those that serve a **market need** = REAL PROBLEM  
was cited as the **no. 2 reason** for  
**failure**, noted in 35% of cases.

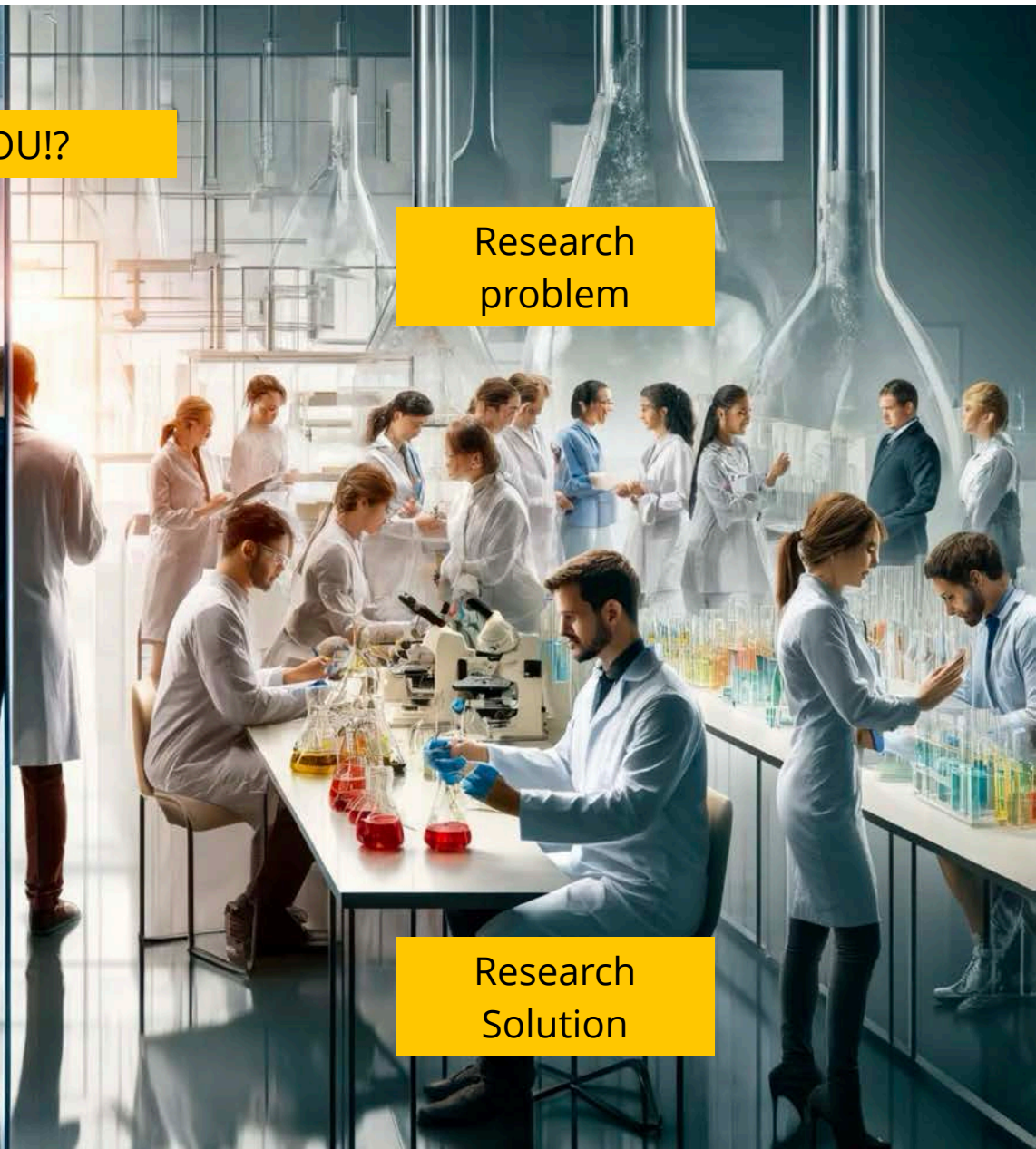




Customer  
Problem

YOU!?

Customer  
Solution



Research  
problem

Research  
Solution





YOU!?

Customer  
Problem

**Problem =**  
Need-driven

**Problem source =**  
Pain points, unmet needs, or market  
demand

Research  
problem

**Problem =**  
Knowledge driven

**Problem source =**  
Intellectual curiosity or a research agenda





# Problems with Problems





**Complex // Contextual //**  
**Multilayered // Multifaceted**

How do you handle  
the customer  
problem?

**Problem      Overcoming**

**Problem      Removing**

**Problem      Reduction**

**Problem      Avoiding**

**Problem      Solving**



How do you handle  
the customer  
problem?

Problem

Reduction

Problem

Avoiding

**Problem**

**Solving**

Problem

Overcoming

Problem

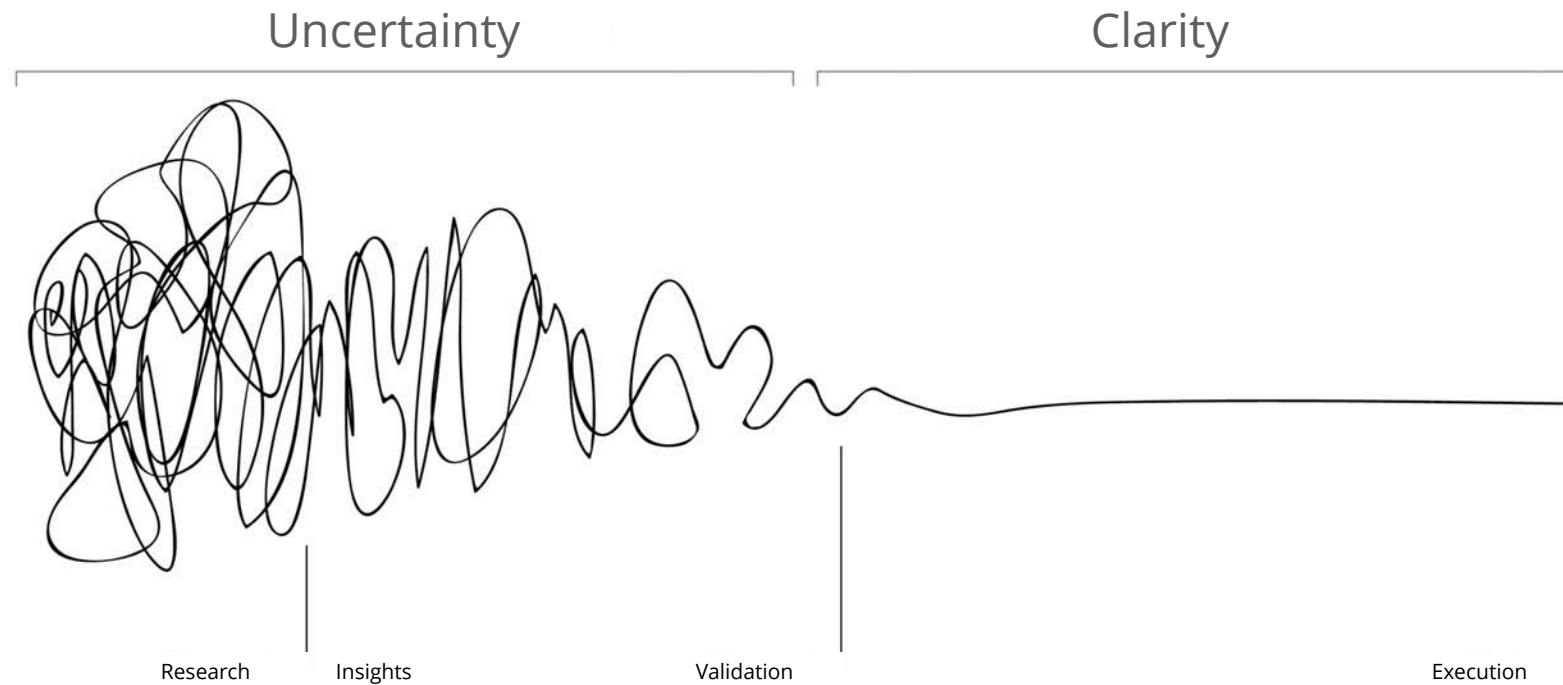
Removing



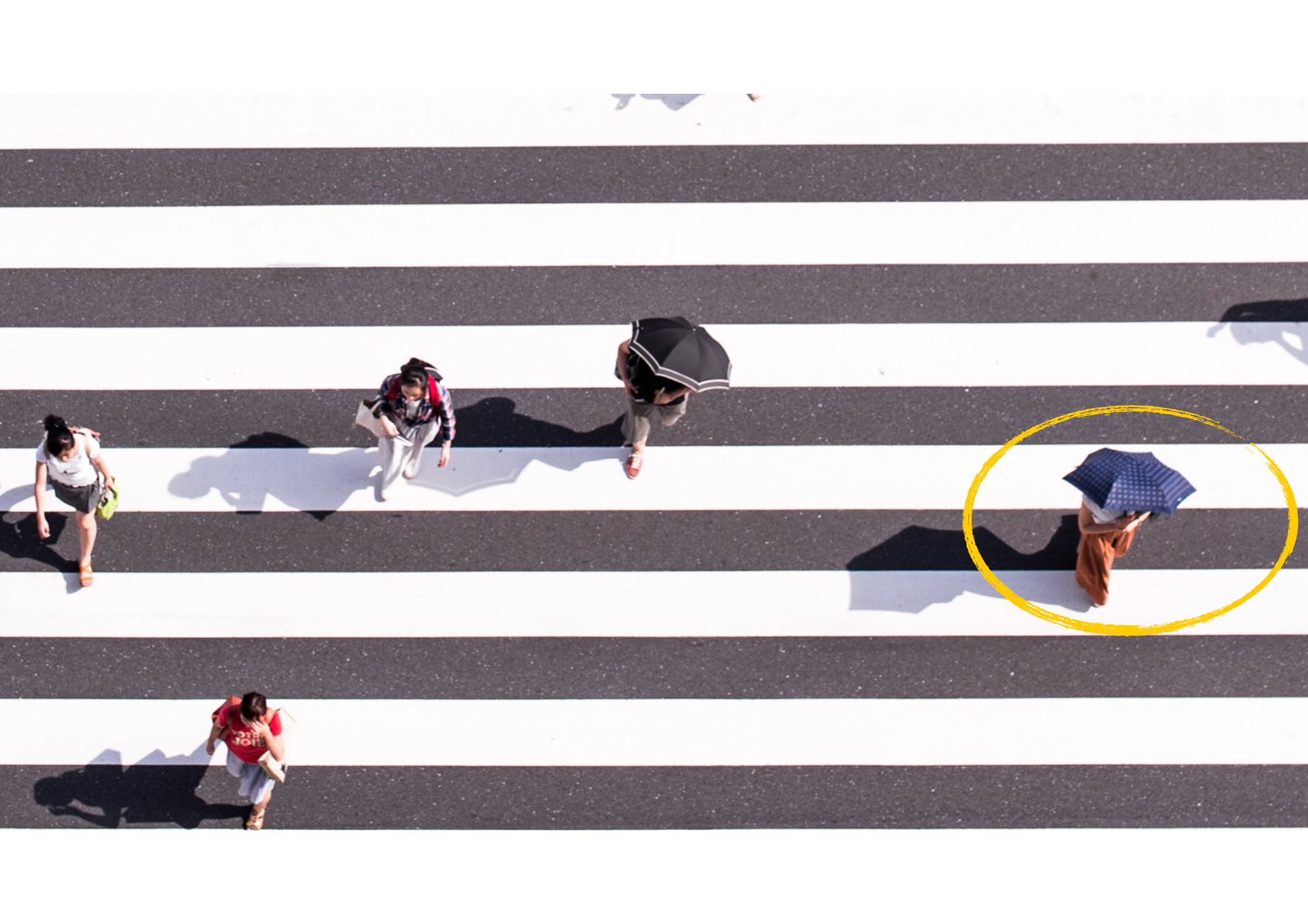
**BREAK**

SEE YOU IN 10 MIN

# Build on a validated foundation







It's not just about demographics!

IT'S ABOUT THE PROBLEMS &  
(CHALLENGES PEOPLE FACE.



### Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

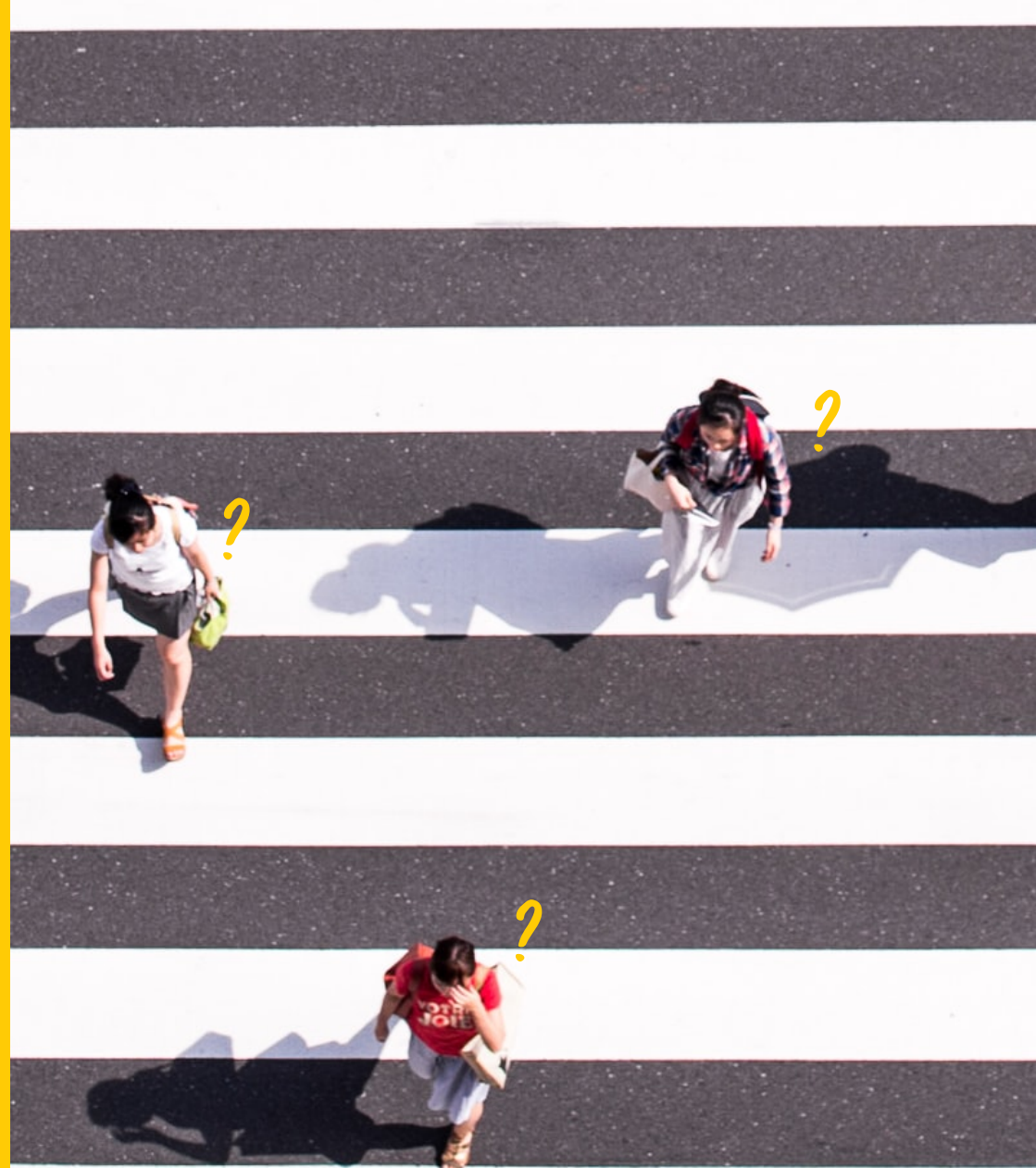


### Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

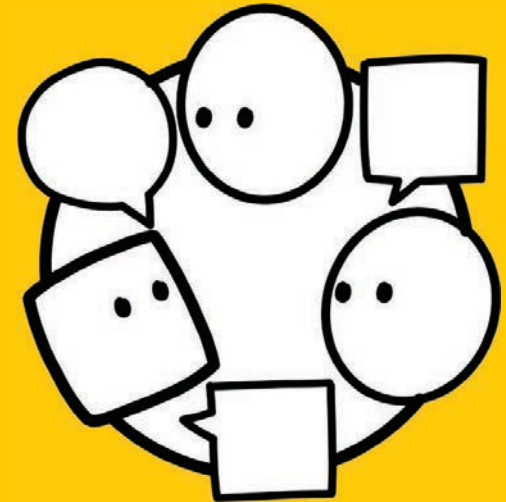
THEY HAVE A PROBLEM  
AND YOU (RE)CREATE VALUE...

BUT WHO ARE 'THEY'???




# Reflection questions

1. Who is your customer? What specific characteristics (behaviour, attitudes, values) defines your customer?
2. What are their pains? (How is the problem impacting them and their lives?)
3. What do they need? (What are they hoping to gain through your solution)





A tropical island with palm trees and a small building on a blue sea under a cloudy sky.

**“No (wo)man is an island...  
every (wo)man is a piece of  
the continent”**

– John Donne



WHO CAN HELP ME  
ON MY ROAD AHEAD?

IN  
ENTREPRENEURSHIP  
NETWORK IS  
EVERYTHING!



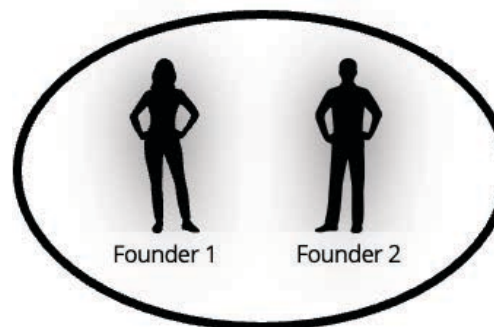
“Weak social ties are a tremendous  
source of resources for  
entrepreneurs”

ALL OF US

# The strength of weak social ties

Strong ties 

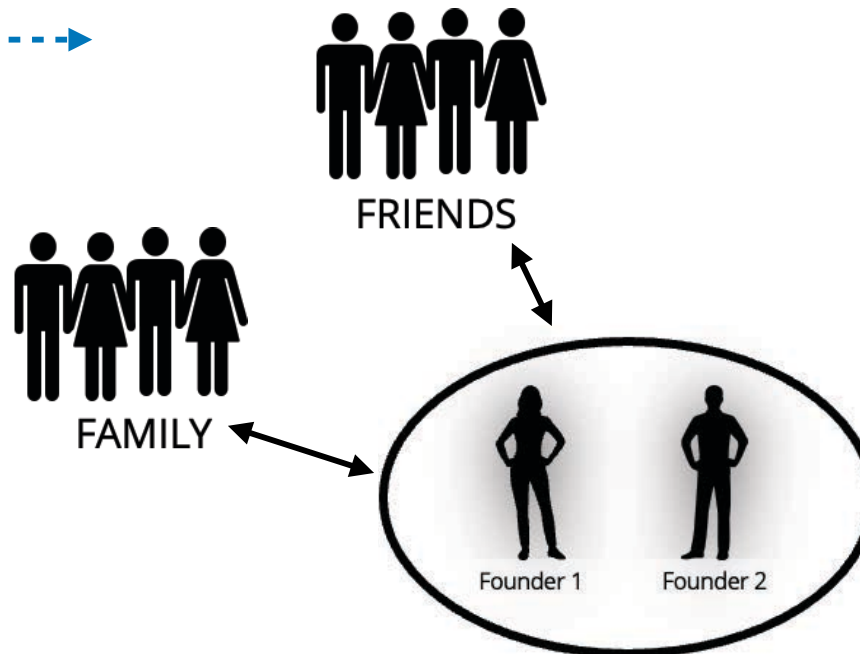
Weak ties 



# The strength of weak social ties

Strong ties 

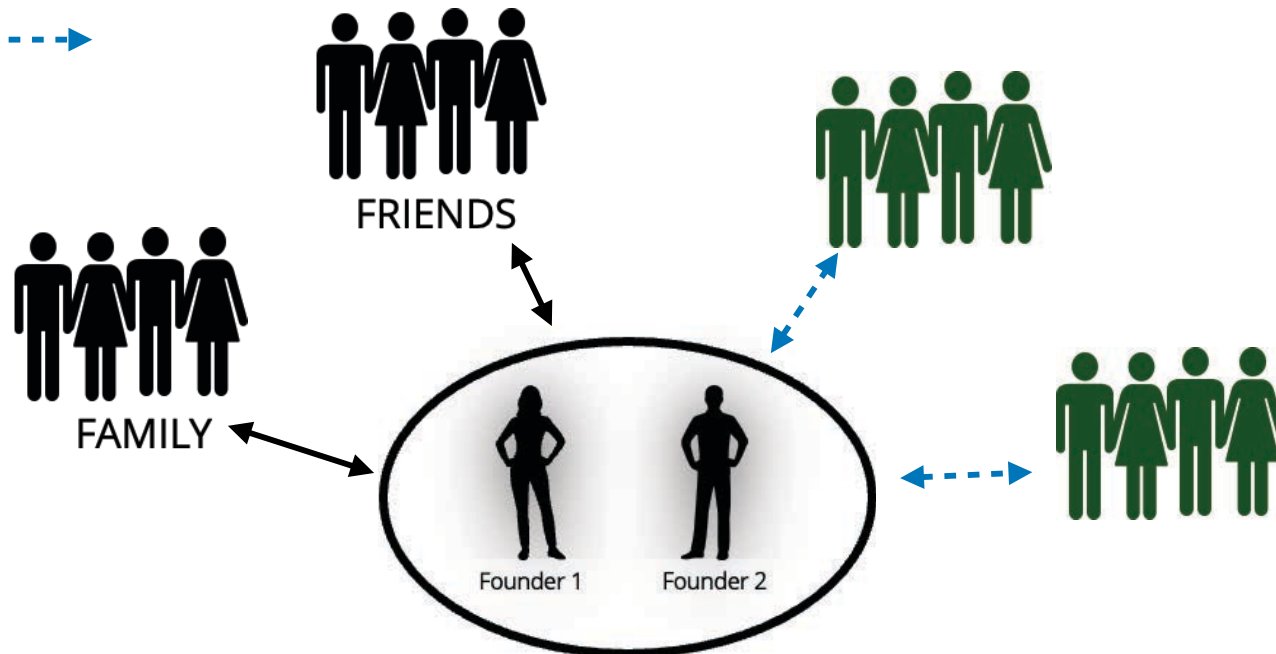
Weak ties 



# The strength of weak social ties

Strong ties  $\longleftrightarrow$

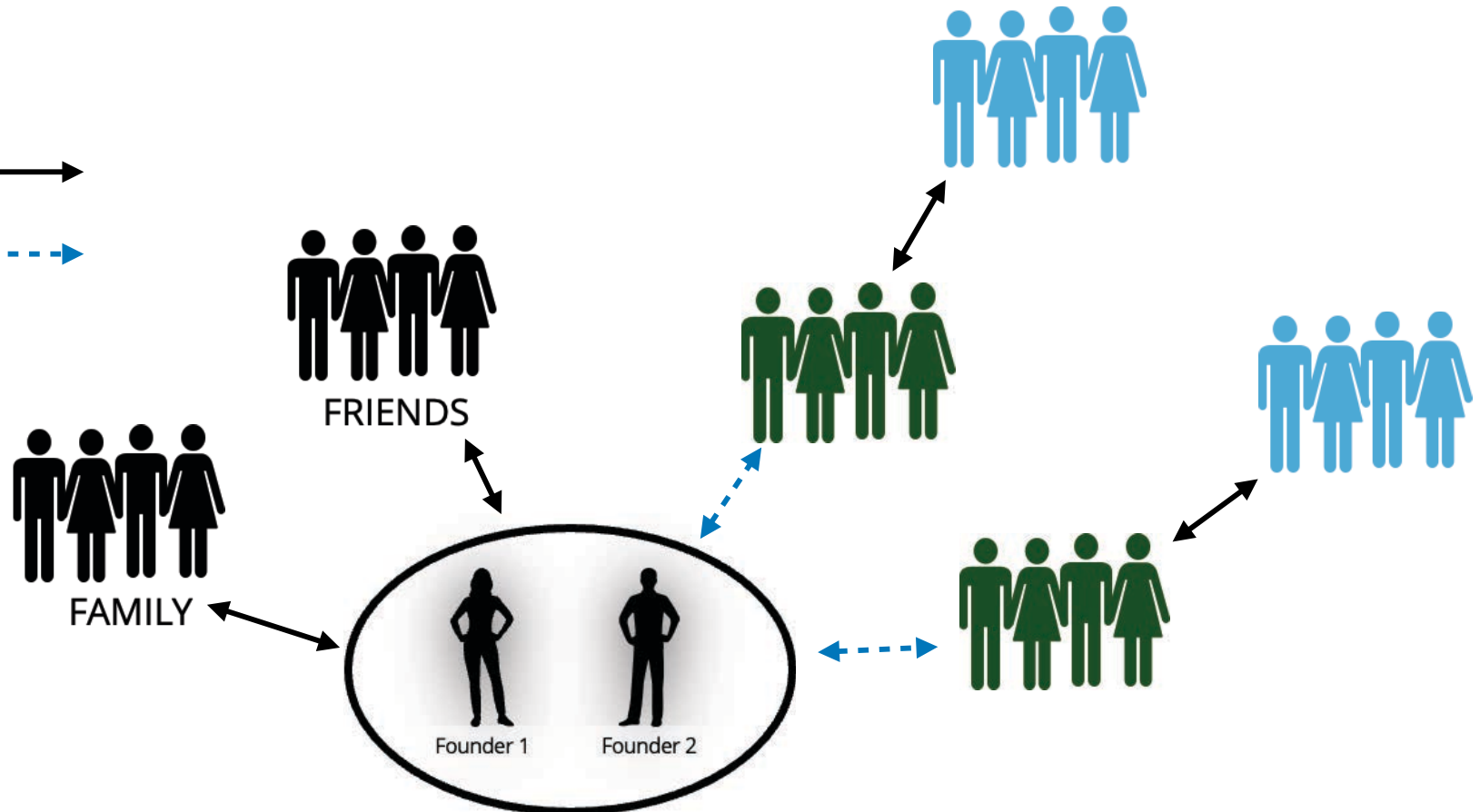
Weak ties  $\longleftrightarrow$



# The strength of weak social ties

Strong ties  $\longleftrightarrow$

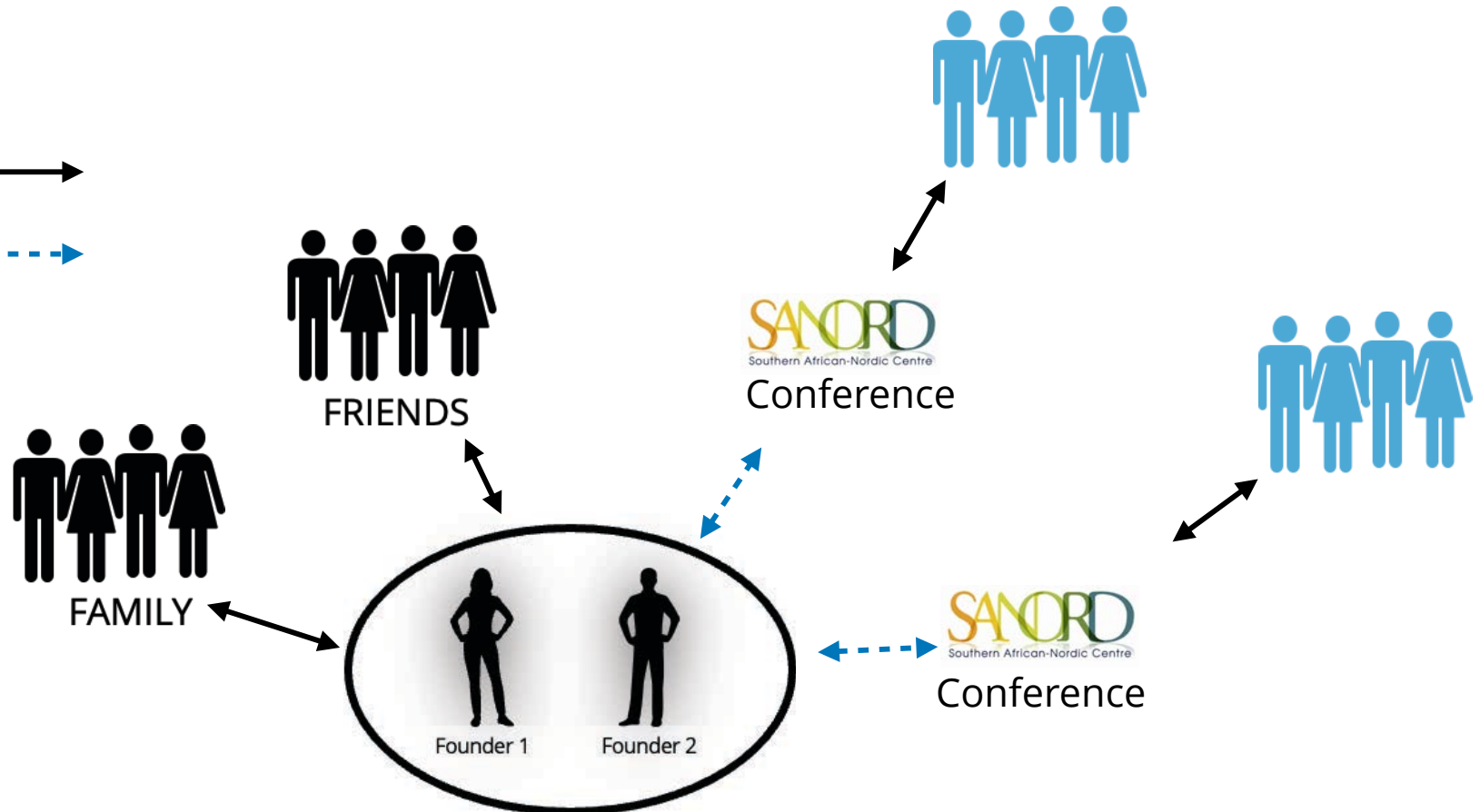
Weak ties  $\longleftrightarrow$



# The strength of weak social ties

Strong ties 

Weak ties 



# Networking exercise

Hi, my name is [name].

I conduct research in [your research field], and my goal is to help [customers/users] through [your service/product/value proposition].

I believe our research could be valuable to [company/industry] outside of academia.

Does anyone here know someone relevant in this area whom I could connect with?



THAT'S IT, FOLKS :-)

THANK YOU!

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