



EQUIPPING YOUNG PEACEMAKERS

Growing Teams: Training for Social Start-Ups

With Dhafer Hasan



AMENDS
Global Fellows



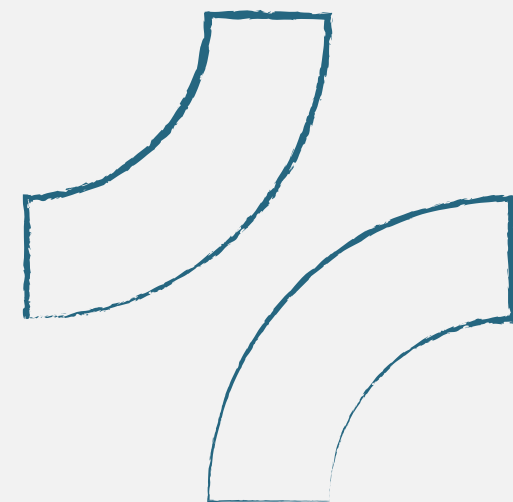
“Design Thinkers believe in reaching upper ground”

COMMON GROUND IS NOT ENOUGH FOR US ANYMORE!

HOW TO REACH

UPPER GROUND

USING DESIGN THINKING METHODOLOGY?



BUSINESS
BY DESIGN

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It is a Methodology

Social Cohesion

Service

a Process

NOT Linear

Product

For Problem Solving

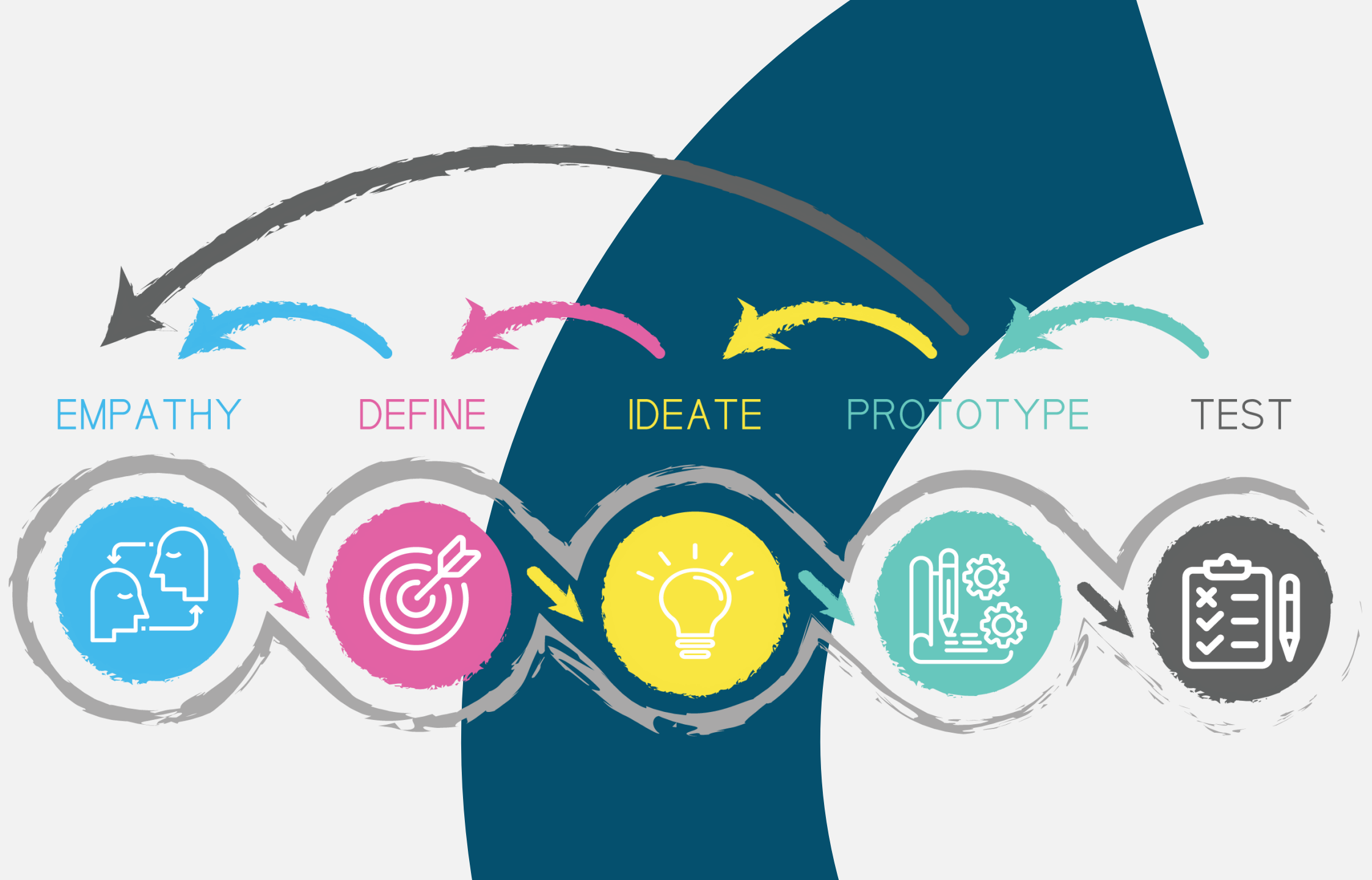
Human Centered

A Mindset

NOT for 1 + 1

Team Building

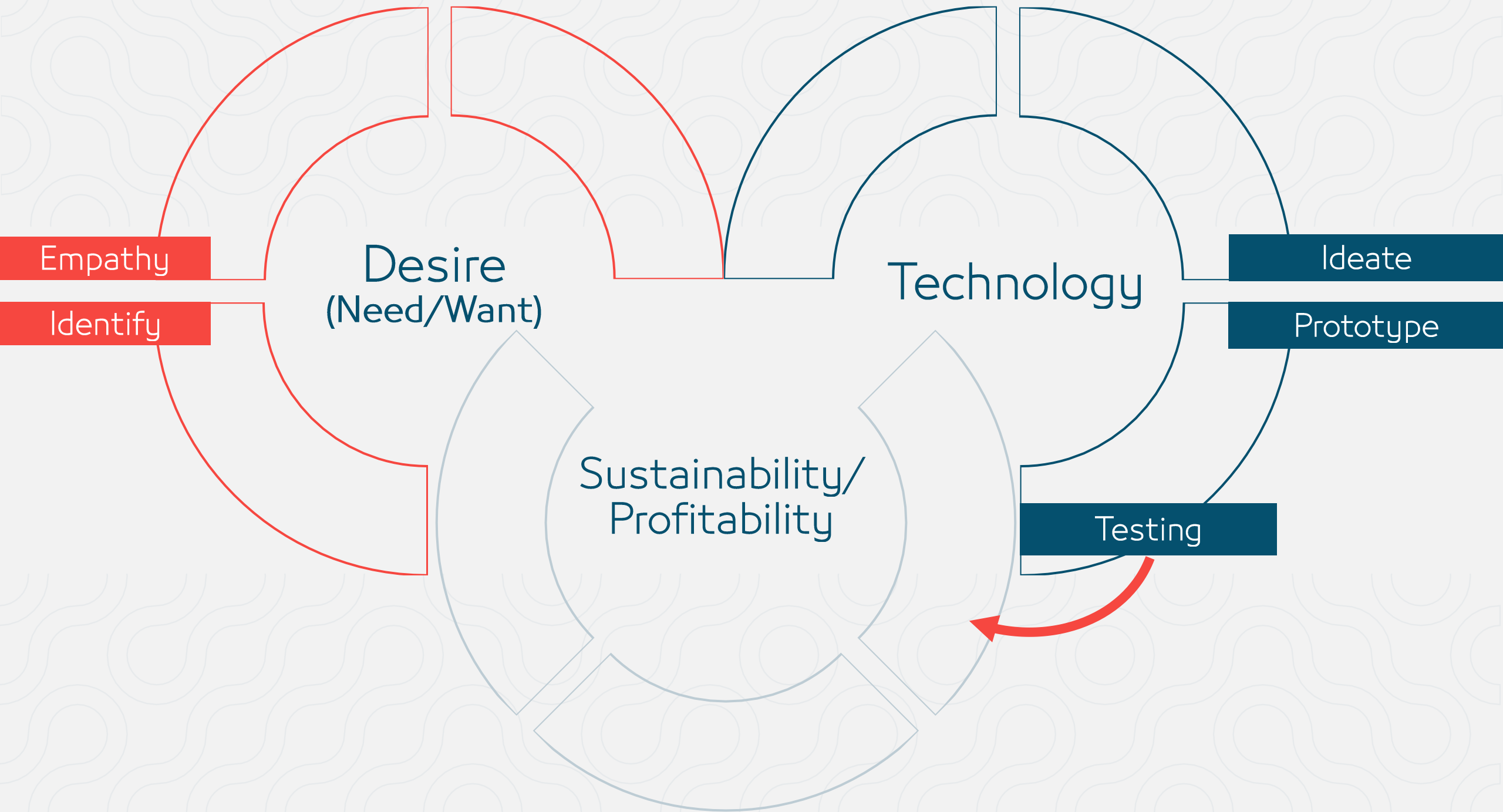
Social



FIND A PROBLEM WORTH SOLVING...

BUILD A BUSINESS AROUND ITS SOLUTION.







Empathy

Observation

Data Collection

Interviews

Mapping

Persona





WHY

Insight

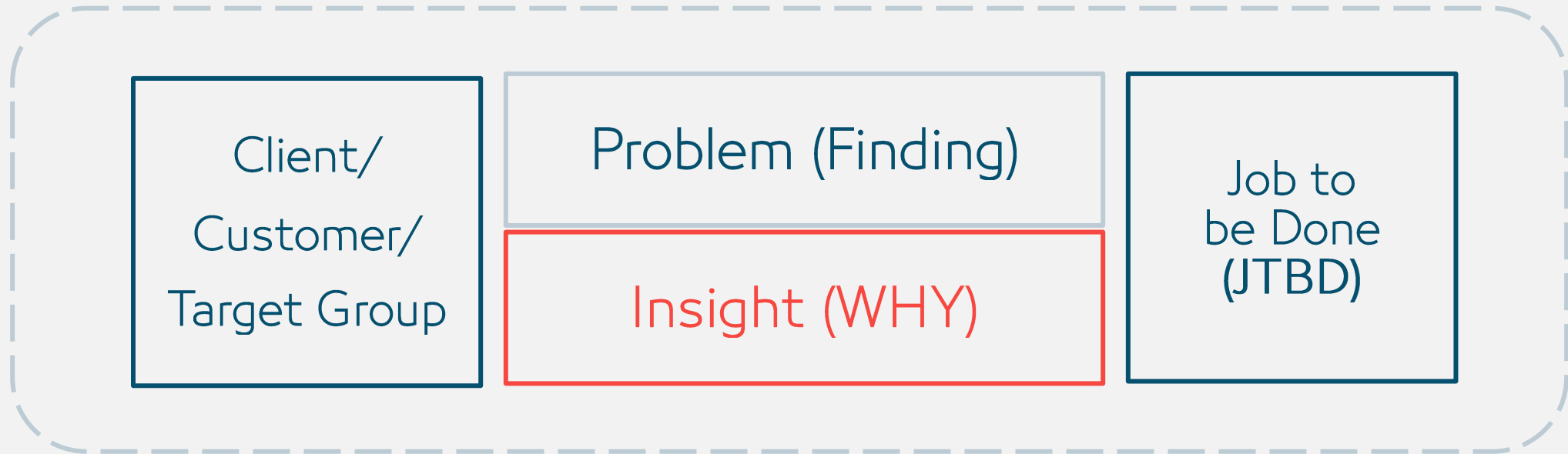
WHAT

Findings

Finding is the data/information/fact you find about the problem you are trying to solve or the persona you are targeting.

Insight is a friction, dilemma, or contradiction that is either a reason why a challenge still exists, or a primary barrier to adoption of solutions that could address or mitigate a challenge.

PROBLEM FRAMING



Children at school, suffer from physical punishments, because teachers lack modern teaching skills and knowledge, which prevents them from learning effectively

POINT OF VIEW

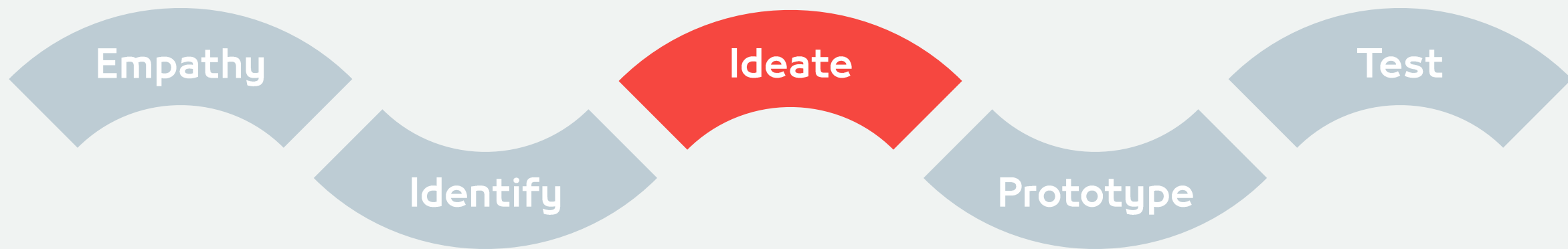
How might we help

Client/
Customer/
Target Group

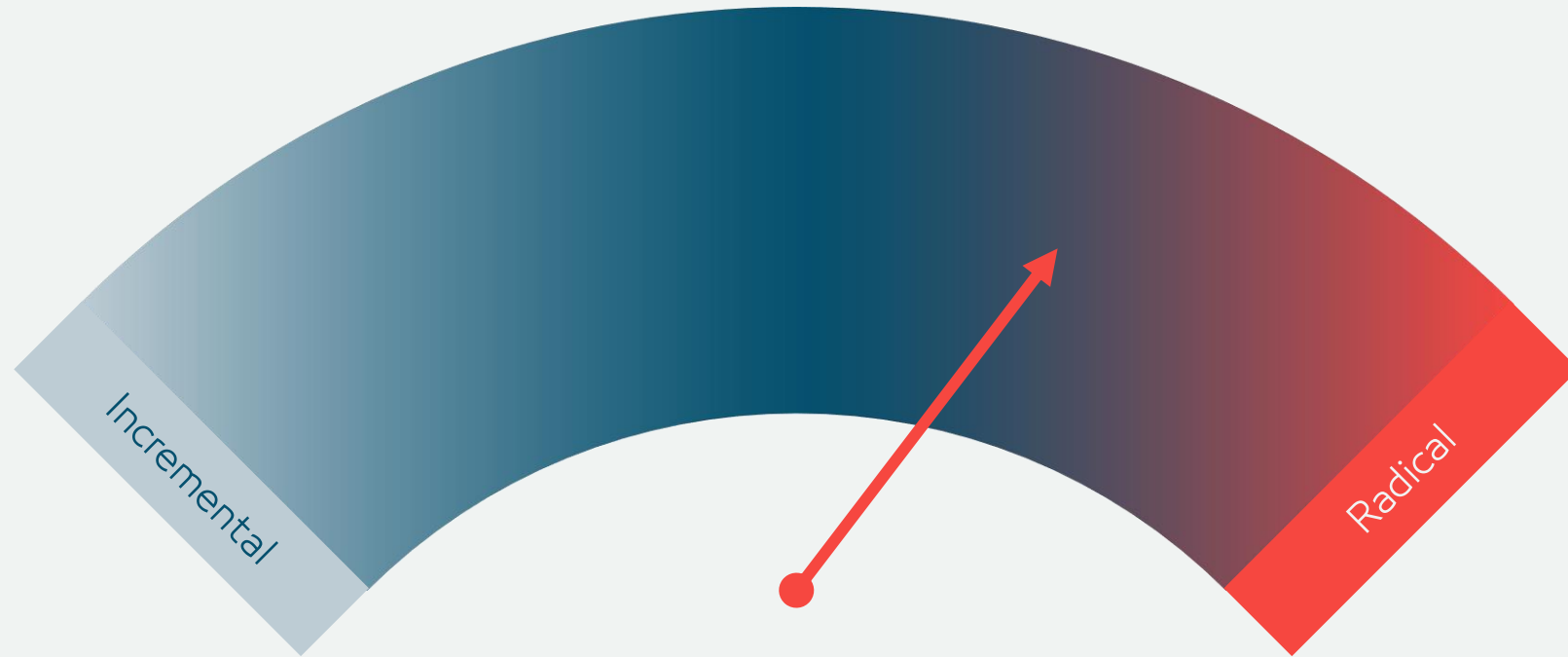
Job to
be Done
(JTBD)

Addressing
the Insight

How might we help children, get quality education, by building the capacity of the educators.



INNOVATION



Substitute

Modify (minify/magnify)

Combine

Reverse

Put to another use

Adapt

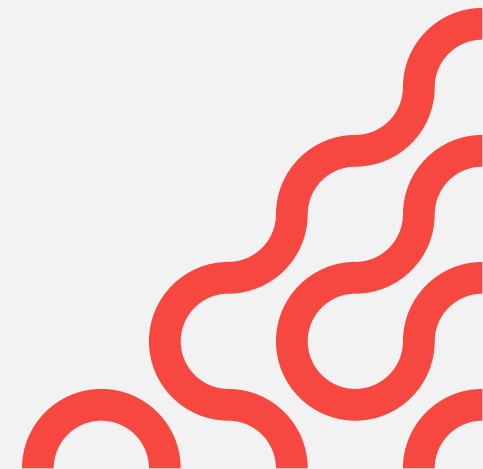
Eliminate

VS

Cookies

OUTSIDE THE BOX

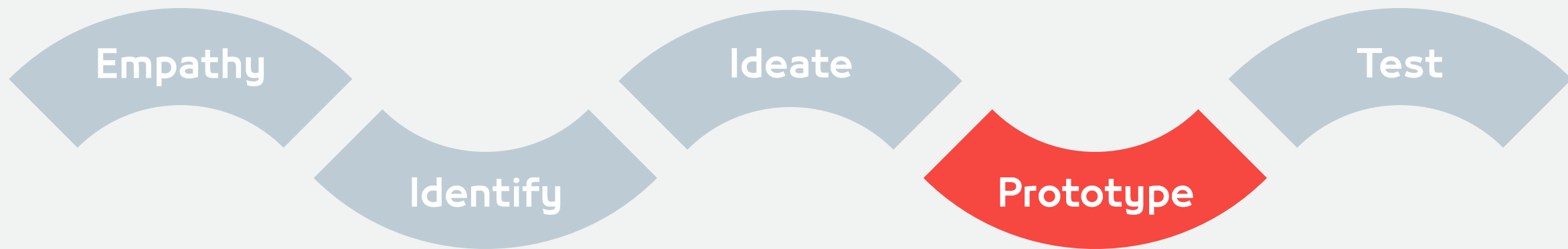
INSIDE THE BOX



Solution (idea)



To establish an institute, that provides training and consultation services for teachers, to enhance the quality of education.



WHY

WHOM

WHAT

Presenting

Client

Business Model

Validation

Investor

Mockup

Fundraising

Team

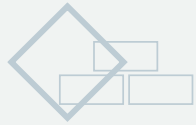
MVP

Partner

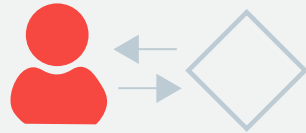
Customer Journey

Name of the Project:

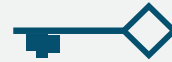
Main Activities



Channels



Solution



Problem



Customer



Main Resources



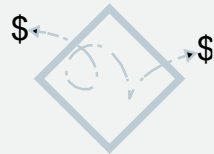
Value Proposition



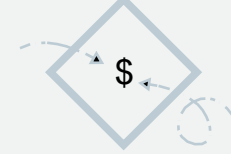
Alternatives

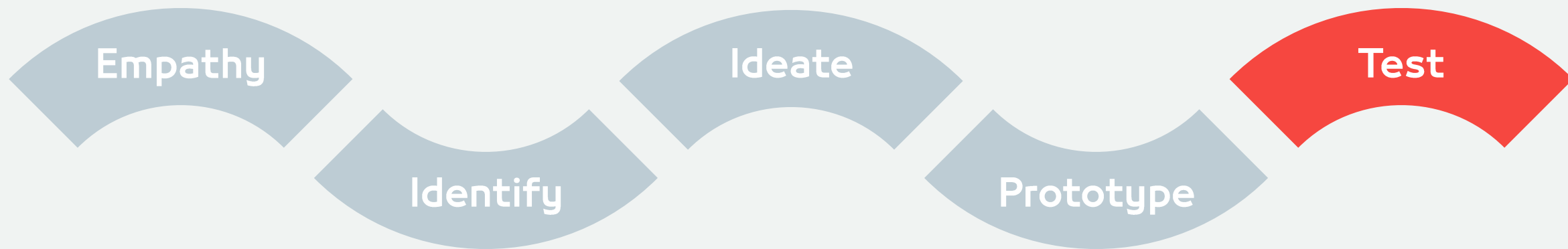


Cost Structure



Revenue Stream





General Notes

User
Experience

Likes

Dislikes

Suggestions

Questions

Decision

Persever

Pivot

Terminate



Thank

YOU



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