



# Workshop 2

## Is Your Idea Solving a Real Problem

### The Core Principle

Before building or marketing a business, there is one question to answer:

Is this solving a real problem?

Businesses are built on problems, not ideas.

A strong problem:

- Happens regularly
- Creates frustration or inconvenience
- Costs time, money, or energy
- Is something people actively want solved

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### Idea vs Problem

Many founders start with an idea.

I want to start a bakery

I would like to design an app

I am thinking about offering coaching

But a problem sounds different.

Customers cannot find high-quality gluten-free cakes locally

Event organisers struggle to find reliable suppliers

Early-stage founders feel overwhelmed and unsure where to start

This shift is important.

Ideas are broad. Problems are specific.

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## Quick Problem Test

Ask yourself:

- Does this happen often
- Does it frustrate people
- Are people already trying to solve it
- Would someone actively search for help

If the answer is unclear, the problem needs refining.

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## Speak to Real People

Before committing to an idea, speak to potential customers.

Ask:

- How do you currently deal with this
- What frustrates you most
- What have you tried already
- What do you wish existed

These conversations often reveal what actually matters.

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## Use AI to Test Your Thinking

Tools:

ChatGPT

<https://chat.openai.com>

Claude

<https://claude.ai>

AI can help you pressure test your idea and refine how you describe it.

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## Prompts to Use

Copy and paste these into ChatGPT or Claude.

Act as a potential customer. What questions or objections would you have about this idea:  
[Insert your idea]

What weaknesses or risks might exist in this business idea:  
[Insert your idea]

Help me clearly define the problem this business is solving:  
[Insert your idea]

Who is most likely to experience this problem and why does it matter to them

Ask me 5 questions that will help you better understand and challenge this business idea

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## Refine as You Go

Use the responses to sharpen your thinking.

You are aiming for:

- A clear problem
- A specific group of people
- A clear reason the problem matters

If it still feels vague, keep refining.

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## Final Takeaway

You can still build a business around something you love.

But when you understand the problem you are solving, everything becomes easier.

It becomes easier to:

- Explain what you do
- Communicate your value
- Market your business
- Price your offer

Not every problem needs to be life changing.

It might be:

- Helping someone find the perfect gift
- Making it easier to get high-quality coffee locally
- Saving time, reducing stress or avoiding confusion

Or it might be:

- Saving money
- Providing trusted expertise
- Helping people make better decisions

The key is clarity.

The clearer the problem, the stronger the business.