

Module 2: Problems Worth Solving

Student Evaluation Form

Date : _____

Student Name: _____

1. What is the first step in starting a business?

- A. Identify a problem in your daily life that needs to be solved
- B. Find investors
- C. Create a prototype
- D. Look for business partner with ideas
- E. Write a business plan

2. Why is it crucial to do preliminary research by talking to prospective customers?

- A. Find out if this is something a prospective customer would want/need
- B. Get a clearer picture of the problem you are trying to solve
- C. It will help you create a landing page for your prospective product
- D. Make sure the problem you think you are solving addresses someone's needs or wants
- E. All of the above

3. What should be included in your value proposition (UVP) statement?

- A. It should explain how your product solves customers' problems or improves their situation
- B. It should explain how it delivers specific benefits
- C. It should explain how your product is similar to existing products
- D. Both A and B
- E. None of the above

Module 2: Problems Worth Solving

Student Evaluation Form

Date : _____

Student Name: _____

4. What is an example of digital marketing?

- A. Flyers
- B. Google Ads
- C. Newspaper Ads
- D. Hitchhiking to a TV station
- E. None of the above

5. True or False: Entrepreneurs see opportunities when others see problem.

- A. True
- B. False

6. True or False: Before starting a company, you must be confident that you can sell your product for a price less than its cost.

- A. True
- B. False

7. True or False: An entrepreneur must not be open to considering customers from across a wide spectrum.

- A. True
- B. False

8. True or False: A value proposition should explain how your product solves customers' problems or improves their situation (relevancy).

- A. True
- B. False

9. Please share something you learned for the first time or inspired you during today's session.

