

Introduction to CRAYON's Methodology	
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This text will show you the background and the steps that you will need to go through to develop, prototype and assess your idea.

Let's start!

The main purpose of CRAYON's project is to develop a training material with the aim of boosting entrepreneurship amongst young students. The training material integrates new methodologies such as:

- Motivation 3.0, a theory currently used in the USA whose object is generating entrepreneur behaviours fed by intrinsic wants. According to this theory, entrepreneur behaviours depend on three different driving forces: autonomy, mastery and purpose.
- Creativity using Business Model You and Lego® SeriousPlay©.
- Innovation
- Entrepreneurship
- And Social Responsibility.

The training course has been tested at national level and at international level in the form of an Intensive Study Programme, offering also the opportunity of virtual mentoring the students' generated business ideas.

In order to follow the CRAYON's journey, you will follow 4 steps:

1. 4-steps methodology definitions for CRAYON's, including:
 - a. Understanding who you are and what could be your contribution
 - b. Defining what your product or service is
 - c. Business Value Proposition where you will use Lego® or other material (clay or other) to prototype your value proposition.
 - d. **Stakeholder map and best customers** to identify your business clients and allies.
2. **Playing Lego®**. This chapter contains 5 videos, and 2 different paths. If you are developing your idea within a group, you will follow:
 - a. The **Alignment game** using Lego®.
 - b. **Mentimeter** tool to learn about the current status of your team.

But if you are developing your idea on your own, you will follow this video instead:

- c. **Johari window**, this tool can be used by individuals asking
Then, you will continue learning about Motivation 3.0.
3. On Module 3 CRAYON's will guide you through different **Business Models**:
 - a. We'll explain how to draw a good **Canvas**
 - b. We'll show you about **Facebook and Ryanair business models**
 - c. And we'll explain you about the **Business Cycle model**
4. Finally, on Module 4, you will learn about how to use **Canvas and Lego® SeriousPlay©** to evaluate your entrepreneur idea:
 - a. First, the **product or service** offered has to be defined.
 - b. Then, you will reflect on your **Business Model Value Proposition**.
 - c. After that, you will define the **Stakeholder map and best customers** of your product or service.
 - d. And to finish the process, we will show you on how to **evaluate** all these.

After following CRAYON's methodology, you will be able to further define, prototype and get feedback of your entrepreneur idea, with the help of external people (family, friends, etc.).

Good luck! ☺