

Journey Map (4 steps explanation)

This step shows the process that you will follow when carrying out this part of the CRAYON's on-line course.

You will go through the following journey, growing step by step.

1. First you will **Reinforce your aspirational identity**. This is a process to understand one of the main components of entrepreneurship model, the team you need to make your idea happen. It starts from a better and in-depth knowing of yourself and how others know about you, as well as which are your worst nightmares when working in teams or in projects. Some games to work this out are suggested.
2. The second step is to **Define what your product or service is**. By creating a 3D model with Lego, you will give a preliminary information about your product, service or idea. That will help you to define what kind of entrepreneur you are and the possible synergies you have on the group. An affinity map can be created looking for touch-points.
3. The third step is to define **What is your Value Proposition in your Business Model**. You will construct a model with Lego explaining what is unique in your business model. If you are working in groups, you will go through a process of defining a common business model. During this process you will have to get feedback from others (your team, third parties, etc.). Insights gained through this process will help you to improve your Business Model.
4. The final step is to **Define the Stakeholder map and best customers**. One of the problems entrepreneurs have is to identify properly who is the right stakeholder map (key partners) and the best primary customers. One common mistake is not understanding the customer Journey for who you are creating value until various iterations are carried out with the model.

This methodology will help you to go through a complete process of definition, improvement and identification of potential partners starting from an idea.

One of the key components of this methodology is cooperation. I highly encourage you to follow CRAYON's on-line course with the team you are working with or, in case you intend to develop your idea on your own, my recommendation is that you create a group of people, as much diverse as you can, in order to share with them your idea and get insights.

Now that you have an overview of the CRAYON's methodology, you can start Playing with Lego.
GOOD LUCK!