

Def. What your Entrepreneur Idea

Next, you will have some clues that will help you to define your what your idea, product or service is.

If you already have an idea, product or service, Congratulations!

In this case, and if you are working together with other persons in a team, you could do the exercise of prototyping your idea, product or service. For this, you will need a set of LEGO® bricks: contact your closest CRAYON's partner to book them.

By prototyping your idea, product or service individually, you will notice that the idea, product or service is different for each of your partners. So, you should start by reaching an agreement on which are the three basic traits of your idea, product or service.

If you don't have an idea, product or service, don't worry. You can use different creativity techniques to develop it (please, check the [available exercise](#) on the MOOC)

Also, you can check this video where Dr. Tim Clark, co-writer of Business Model You, will show you how to draw your Personal Business Model Canvas:

[https://www.youtube.com/watch?v=cYG\\_K4qT3gY](https://www.youtube.com/watch?v=cYG_K4qT3gY)

The first task will be to build a model using the LEGO® bricks provided that talks about you and your contribution to the society.

Then, using the LEGO® bricks again, you will have to model what do you love about your idea, product or service.

When working in groups, after doing this exercise individually, you should carry on doing the exercise in common, in order to reach one single model to identify the uniqueness value of your idea, product or service.

The final step of this section is to answer the following question: What is your worst nightmare, issue or challenge regarding your idea, product or service? After having done the prototype individually, you should share it with the rest of your team.

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