



SEED·SPOT

RESPOND → PLAN → RETURN STRONGER

Identifying Opportunities in a Dynamic Market

PRESENTED BY

Lauren McDanell

National Director of Programs, SEED SPOT



Bubble Up: Current Challenges

New Challenges Bring New Opportunities

Entrepreneurs Respond to Needs

Crises always lead to an entrepreneurial response.

Brazil: Ecovec responded to Zika virus by providing virus tracing and outbreak prediction. **Malalai** responded to sexual assaults in taxis by using technology to keep women safe.

Canada: Terrestrial Energy responded to climate change by building advanced new nuclear energy reactors.

Trinidad & Tobago: Hello Green responded to the increasing problem of waste, pollution, and landfills by creating 100% compostable packaging.

Growth is Happening

Some markets are seeing gains as they meet consumer needs.

Biggest Losses

“Brick & mortar” storefronts

Automotive

Leather products, textiles and clothing

Travel

Entertainment & dining

Biggest Gains

eCommerce

Delivery & distribution services

Cleaning / paper sanitary products

Pharmaceutical & medical equipment

eLearning

Groceries & food products

At-home entertainment & fitness

Consumer Behavioral Trends

Consumers will buy things online that they didn't before.

Present

- eCommerce focused on priorities (food & healthcare)
- Greater exposure to eCommerce

Short Term

- Consumers will seek to avoid crowded areas (malls & markets)
- LatAm consumers lack equal eCommerce infrastructure

Long Term

- Newfound confidence & convenience in eCommerce
- Mobile money accounts + 4G will continue to increase access

Pivoting is the act of changing course to respond to consumer needs and market opportunities.



ENTREPRENEURS ARE PROFESSIONAL PIVOTERS

There is no one more equipped than *you* to
respond these challenges in your country!

Pivoting Toward Opportunity

Identifying Current Assets








An **asset** is something your business already owns or possesses.

- Tools
- Technology
- Expertise
- Partnerships
- Methodology or IP
- Inventory
- Equipment
- Supply Chain
- Real Estate
- Customer Base
- Raw Materials
- Other

Workshop

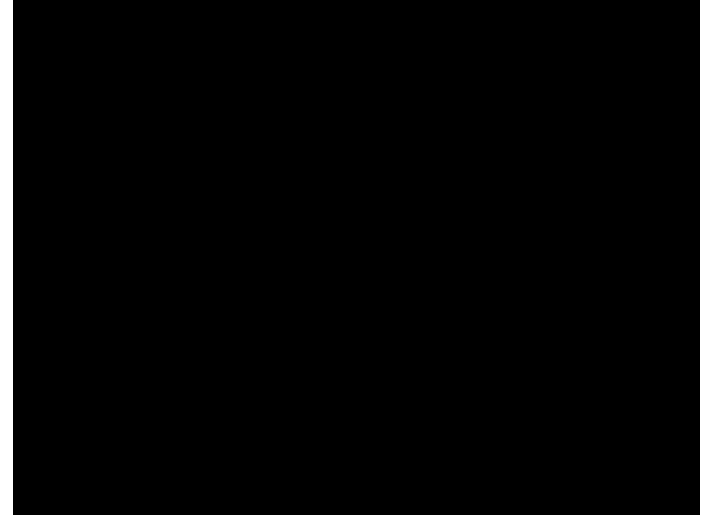
Today, create an **asset map**.

Uncover **new** opportunities by starting with what you **already have**.

Existing Assets	My Ideas	Others' Ideas
		
		
		

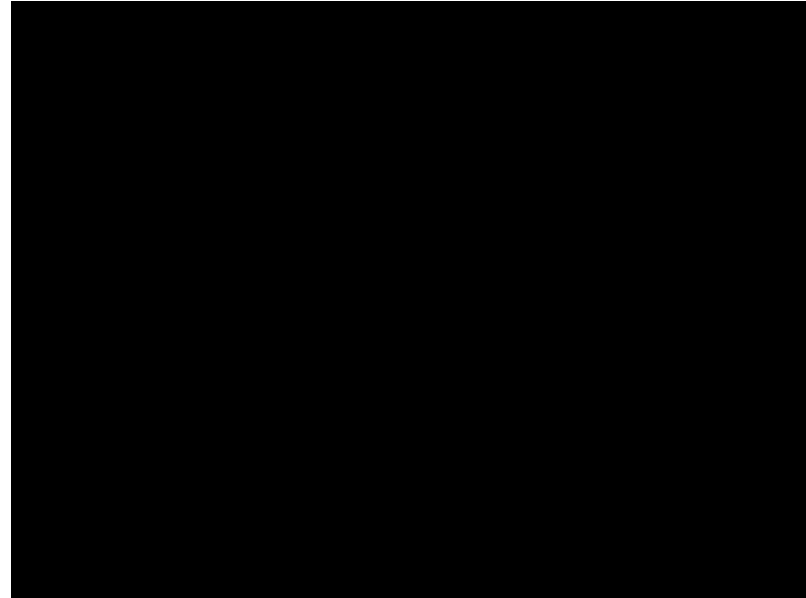
Let's Begin!

1. Visit **note.ly** website
2. Click the **+ button** to add a new note.
Type in a company or founder asset.
3. List each asset you can think of on **individual** "virtual sticky notes"
4. Arrange notes on the **left** side of board



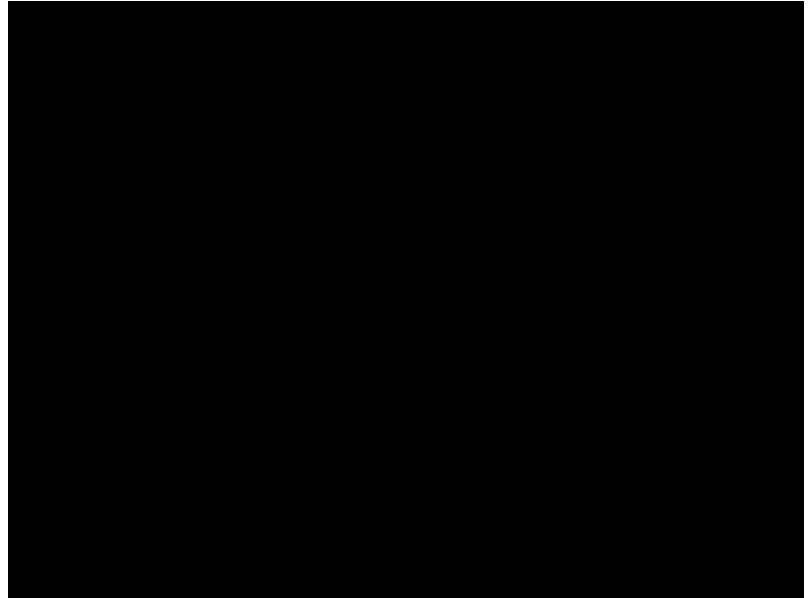
Brainstorm Solo

1. Utilizing your assets, imagine **4 new ways** to make impact.
2. For example, a new solution, targeting a new audience, or delivering your solution differently.
3. Add these ideas to sticky notes in the **middle** of your board.



Brainstorm Together

1. In breakout rooms, **share** your assets and new ideas with your group.
2. Work together to imagine **4 more ways** to make impact.
3. Add these ideas to sticky notes in the **right** side of your board.



Bubble Up: New Solutions

Taking Action

Immediate Next Steps

- 1 Take stock** of your assets and document what it would take to repackage or repurpose them before you could make one new sale.



Immediate Next Steps

2 **Prioritize** your opportunities based on the **required effort** (time, money, development, etc.) and the **impact on your business goals** (how much you stand to gain in revenue, customer acquisition, etc.)

	High Impact	Low Impact
Little Effort	Top Priority	Low Priority
Much Effort	Only Proceed with Validation	Do Not Proceed

Immediate Next Steps

3 **Ask your customers** what they think. Schedule time to talk to users about their wishes, requirements, and fears.

Hint: new pivots may mean new customers!





ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

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THANK YOU

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