

Questionnaire

Next, you may use the questions below to plan your own mini-market research! The questions may be edited based on your product/service. When you are thinking about the questions to your target group, you can use questions below as an example.

1. Have you heard about X kind of problem?
2. Are you interested in topic X? Why? Why not?
3. If this problem is important for you, what kind of solution could fix the problem?
 - a. What keywords would you use, if you googled the possible solution?
4. Have you used solution X (discuss about your prototype/solution)? How could the solution be better?
5. Would there be any specific criteria when you were looking for solutions like this?
6. Who else would take part in the decision to buy this kind of solution?

Use your own network (**schoolmates, family, friends**). Use 5-15 minutes with your target group. If you use questions with one-word answers (Yes/No), try to continue conversation with more open questions. Remember to thank the participants after your research!

Here's an example for a business of biodegradable toothbrushes. As a student you should modify the questions to suit your start-up's topic/needs.

Example of Questionnaire (for business plan from ChangeMakers Entrepreneurship lesson Appendix I prototype):

1. Have you heard of the problem that plastic toothbrushes take over 400 years to decompose?
2. Are you interested in that topic? Why? Why not?

3. If this problem is important for you, what kind of solution could fix the problem?
 - a. What keywords would you use, if you googled for a possible solution?
4. Have you used bamboo toothbrushes or toothbrushes made from recycled plastic? How could the solution be better?
5. Would there be any specific criteria when you were looking for solutions like this?
6. Who else would take part in your decision to buy this kind of solution?

Example of Answers to Questionnaire (for business plan from ChangeMakers Entrepreneurship lesson Appendix I):

1. Yes
2. Yes, I love our planet and don't want to hurt it.
3. Using biodegradable or recycled/recyclable toothbrushes could be helpful.
 - a. toothbrush; eco-friendly toothbrush; biodegradable toothbrush.
4. These sound like good solutions. It would also be good if it was possible to only change the bristle part and use the handle longer.
5. It should have soft bristles.
6. Me and my family members.