

BUSINESS CHALLENGE: CUSTOMER TO PRODUCT MATCHING

Entrepreneurs empathize with customers to create a business that fills a need or solves a problem. Draw lines to connect the product or service that fills each customer's need.

CUSTOMER'S PROBLEM / NEED

A farmer needs to give their chickens fresh water every day.

A farmer's chickens fight over their food and some don't eat.

A grocery store manager needs to sell ready-to-cook chicken burgers.

People with trouble sleeping need soft pillows.

A restaurant owner needs to add omelets to their menu.

A school cafeteria cook needs to serve fried chicken for lunch.

People who celebrate Spring need to decorate their houses.

A science teacher needs their students to study eggs hatching.

A farmer going on vacation needs their chickens to be fed while they are gone.

A child who is allergic to hair needs a pet that can go outside.



PRODUCT OR SERVICE

restaurant-grade eggs sold in bulk

decorative painted eggs

a feeder with different holes for the chickens to eat out of

fertilized eggs in egg warming incubators

a water feeder with spouts for the chickens to drink out of

pillows stuffed with chicken feathers

chicken pet training that makes chickens friendly

kid-sized chicken meat pieces

a robot that grinds up chicken meat and shapes it into burgers

chicken babysitting that provides food and water










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CUSTOMER'S PROBLEM / NEED



PRODUCT OR SERVICE

- | | | |
|--|---|--|
| A farmer's goats keep jumping the fence and running away. | ● |  goat cheese |
| A coffee shop manager needs to sell goat milk lattes. | ● |  grass-eating goat rentals |
| A restaurant manager needs to put goat cheese in their burgers. | ● |  installation of electric fences that goats can't jump over |
| A family who eats halal food needs to use goat meat in their meals. | ● |  goat milk |
| A zoo director needs to start a goat exhibit. | ● |  goat hair extra warm socks |
| A famous influencer needs to make a funny video about goats. | ● |  goat breeding to create goat babies |
| A musician needs to learn to play the shofar instrument. | ● |  videography of goats |
| A hiker needs goat hair socks to keep their feet warm. | ● |  shofar instruments made of goat horns |
| A circus manager wants to have a goat show. | ● |  halal goat meat |
| A homeowner going on vacation needs a cheap way to keep the grass short. | ● |  goat training that teaches goats tricks |

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CUSTOMER'S PROBLEM / NEED

A bee farmer needs protection from being stung.

A bee farmer needs a bee house for their bees to live in.

A soap maker needs to put beeswax in their soap.

A person who works in an office needs to polish their wood desk.

A farmer growing avocado needs bees to pollinate their crop.

A gardener needs to protect bees from losing their natural habitat.

A scientist needs to understand how bees communicate.

A person with diabetes needs to have a healthy birthday party.

A cook needs airtight covers for bowls of food to store.

A person who lives in a rainy place needs waterproof shoes.



PRODUCT OR SERVICE



beeswax furniture polish



beeswax shoe polish



protective gloves that prevent bee stings



natural bee hive installation for crop-growing farmers



taking videos of flying bees



beeswax sheets that wrap and seal out the air



apiary boxes for bee homes



melting bees' honeycomb into beeswax



baking healthy desserts naturally sweetened with honey



seeds that grow flowers grow bee-friendly flowers for gardeners

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CUSTOMER'S PROBLEM / NEED



PRODUCT OR SERVICE

A fish owner needs to catch fish in their tank ●



underwater glass cleaning robot

Fish only has one fin due to a predator attack ●



clear fish net

Fish tank glass needs to be cleaned ●



automatic fish food dispenser

Fish needs to be fed while owner is gone ●



rubber made from fish parts

Fish pond water temperature changes too quickly ●



fish clothing

Fish owner wants others to find his fish unique and special ●



alarms to notify owner when pet gets close to tank

Other pets trying to catch fish to eat ●



artificial rocks that slowly release oxygen into water

Restaurant chef needs to get rid of unwanted fish parts ●



artificial rocks that cool or heat water

Fish need air added to fish tank ●



skin patches for burn victims

Doctors need to treat burn victims with alternative bandages ●

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PRODUCT OR SERVICE

A farmer wants to know how many beans are on each plant

Gardener wants to fertilize plants with an exact amount of nutrients

A chef wants soybeans that taste like different fruits and veggies

A parent wants creative ways to help their child eat soybeans

A farmer needs to get rid of soybean stalks and leaves


The local newspaper wants to use organic materials in its new factory


A car washing company wants a cheaper and better wax to use

A gardener needs a safe way to kill bugs but not pollinators

A fisherman needs to keep their hands dry while working on a boat

A house painter needs a safer way to take paint off their skin

 fertilizer pills to deliver nutrients

 a machine that creates soybean wax to use on cars


 spray that adds flavor to a plant as it grows


 a bean counter service


 soybean patches that removes paint

 spray that protects the stem and leaves of a plant from bugs

 create education videos with the character "Sally Soybeans"

 composting service for all of a soybean farm's natural waste

 a soybean consulting service that gives different ways to use soybeans

 soybean wax bar you can rub on any surface to make waterproof

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PRODUCT OR SERVICE

A gardener wants to attract butterflies to their garden



compost maker to sell decomposed flowers to gardeners

An engineer wants to prevent landslides



special spray to attract butterflies

A fashion designer wants clothes to match flower colors



vitamin boost powder shaped like flowers

A realtor wants potential buyers to smell flowers but not see them



fabric dye machine that matches any color

A chef wants to add more vitamins and fashion to their food dishes



app that chooses flower type based on personality traits

A parade float decorator has huge piles of left-over flowers



artificial rock that smells like a flower that bugs don't like

A farmer doesn't want to use pesticides on flower garden



cameras shaped like flowers

A customer can't decide what type of flowers to get their friend



cleaning service that leaves a house smelling like flowers

A wedding decorator can't find high quality flowers



plastic plants that prevent erosion and add color to the landscape

Homeowner wants hidden cameras around garden



artificial flower rental business

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A homeowner needs to find the succulents stolen from their yard

 sensor that monitors a plant and turns water on and off automatically


A plant owner needs to water plants when they are not at home

 jewelry made with succulents

A fashion designer wants to showcase their succulent collection

 GPS sticker that stick to plants


A gardener wants to add seasonal color to their succulent garden

 Test strips that tell you what your plant needs to become healthy


A grocery store floral department keeps receiving dying succulents

 YouTube Chanel promoting face cream made from herbs

A farmer needs to water plants but doesn't have running water

 artificial rocks that stores rain water used to water plant

Succulents keep getting brown spots when in the sun

 mini-umbrellas to shade plant from sun's UV rays


A chef wants to use a unique cooking oil for a special dish

 spray paint safe to use on plants

A makeup influencer needs organic hydrating cream for face

 cooking oil made from aloe vera succulent

A family wants succulent plants that don't have thorns

 service to remove thorns from succulents

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A hiker needs to protect themselves from bug bites

 gum that releases herb oil


A nutritionist needs a way for children to eat more vitamins

 indoor plant grow tower


A farmer wants protect crops from mice without killing them

 bubble suite rental service that protects from bugs


A dentist wants to numb a patient's tooth

 vitamin shakes that contain growth promoting herbs


A restaurant wants access to fresh herbs in their recipes

 trained cats that can be rented to hunt mice


A soap maker wants to use unknown herbs to make soap

 test strip to see if a plant is safe to use on skin


A cook needs more space in the kitchen for spices and herbs

 storage container with lots of space


Everyone needs a way to relax before going to sleep

 sponge made from herb stems that decomposes

A custodian's needs a new broom to sweep the floor

 pillows filled wit herbs that smell good and help relax

A house cleaner wants to clean and not create any trash

 a broom made from dried herbs tied together