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

by 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

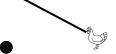
pillows stuffed with chicken feathers

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























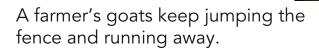






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# CUSTOMER'S PROBLEM / NEED



A coffee shop manager needs to sell goat milk lattes.

A restaurant manager needs to put goat cheese in their burgers.

A family who eats halal food needs to use goat meat in their meals.

A zoo director needs to start a goat exhibit.

A famous influencer needs to make a funny video about goats.

A musician needs to learn to play the shofar instrument.

A hiker needs goat hair socks to keep their feet warm.

A circus manager wants to have a goat show.

A homeowner going on vacation needs a cheap way to keep the grass short.
venturelab.org



goat cheese

grass-eating goat rentals

installation of electric fences that goats can't jump over

goat milk

goat hair extra warm socks

goat breeding to create goat babies

videography of goats

shofar instruments made of goat horns

🦙 halal goat meat

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.

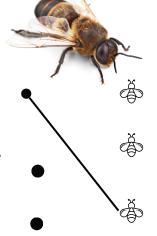
A gardener needs to protect bees from losing their natural habitat.

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

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natural bee hive installation for crop-growing farmers

taking videos of flying bees

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beeswax sheets that wrap and seal out the air

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apiary boxes for bee homes

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melting bees' honeycomb into beeswax

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baking healthy desserts naturally sweetened with honey

seeds that grow flowers grow bee-friendly flowers for gardeners

© VentureLab 2024 gardeners

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# CUSTOMER'S PROBLEM / NEED



#### PRODUCT OR SERVICE

A fish owner needs to catch fish in their tank

Fish only has one fin due to a predator attack

Fish tank glass needs to be cleaned ●

Fish needs to be fed while owner is 

gone

Fish pond water temperature changes too quickly

Fish owner wants others to find his fish unique and special

Other pets trying to catch fish to eat

Restaurant chef needs to get rid of unwanted fish parts

Fish need air added to fish tank

Doctors need to treat burn victims with alternative bandages

underwater glass cleaning robot

clear fish net

automatic fish food dispenser

rubber made from fish parts

fish clothing

prosthetic fish fins

alarms to notify owner when pet gets close to tank

artificial rocks that slowly release oxygen into water

artificial rocks that cool or heat water

skin patches for burn victims

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## CUSTOMER'S PROBLEM / NEED

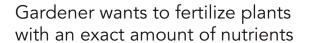


#### **PRODUCT OR SERVICE**

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



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 parent wants creative ways to help their child eat soybeans



a bean counter service

A farmer needs to get rid of soybean stalks and leaves



soybean patches that removes paint

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



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

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

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create education videos with the character "Sally Soybeans"

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

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

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



a soybean consulting service that gives different ways to use soybeans

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

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

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 gardener wants to attract butterflies to their garden

- An engineer wants to prevent landslides
- A fashion designer wants clothes to match flower colors
- A realtor wants potential buyers to 
  smell flowers but not see them
- A chef wants to add more vitamins and fashion to their food dishes
- A parade float decorator has huge opiles of left-over flowers
- A farmer doesn't want to use pesticides on flower garden
- A customer can't decide what type of flowers to get their friend
- A wedding decorator can't find high quality flowers
- Homeowner wants hidden cameras around garden

#### **PRODUCT OR SERVICE**

- compost maker to sell decomposed flowers to gardeners
- special spray to attract butterflies
  - vitamin boost powder shaped like flowers
  - fabric dye machine that matches any color
  - app that chooses flower type based on personality traits
  - artificial rock that smells like a flower that bugs don't like
  - cameras shaped like flowers
  - cleaning service that leaves a house smelling like flowers
  - plastic plants that prevent erosion and add color to the landscape
  - artificial flower rental business

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# CUSTOMER'S PROBLEM / NEED

A homeowner needs to find the succulents stolen from their yard

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

A fashion designer wants to showcase their succulent collection

A gardener wants to add seasonal color to their succulent garden

A grocery store floral department keeps receiving dying succulents

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

Succulents keep getting brown spots when in the sun

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

A makeup influencer needs organic hydrating cream for face

A family wants succulent plants that don't have thorns



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

My jewelry made with succulents

GPS sticker that stick to plants

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

YouTube Chanel promoting face cream made from herbs

artificial rocks that stores rain water used to water plant

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

spray paint safe to use on plants

cooking oil made from aloe vera succulent

service to remove thorns from succulents

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### **CUSTOMER'S** PROBLEM / NEED

A hiker needs to protect themselves from bug bites

A nutritionist needs a way for children to eat more vitamins

A farmer wants protect crops from mice without killing them

A dentist wants to numb a patient's • tooth

A restaurant wants access to fresh herbs in their recipes

A soap maker wants to use unknown herbs to make soap

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

Everyone needs a way to relax before going to sleep

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

A house cleaner wants to clean and not create any trash



#### PRODUCT OR SERVICE

gum that releases herb oil



indoor plant grow tower



bubble suite rental service that protects from bugs



vitamin shakes that contain growth promoting herbs



trained cats that can be rented to hunt mice



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



storage container with lots of space



sponge made from herb stems that decomposes



pillows filled wit herbs that smell good and help relax



a broom made from dried herbs tied together