"FIND YOUR BUSINESS IDEA BY FOLLOWING A SEVEN-STEP METHOD"

FIRST EDITION

FIND IT

THE FIND IT, DESIGN IT, SELL IT SERIES

You don't need to be brilliant. You just need to look where no one else is looking

BY LAYAN FARAJ

Find It

Find Your Business Idea by Following a Seven-Step Method

***By* Layan Faraj**

A Personal Note from the Author

Thank you for taking the time to read my book. It means so much to me! I'd love to hear your thoughts, feedback, or even just connect.

Feel free to reach out to me at
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Looking forward to hearing from you!

TO THE ONES WHO STOPPED WAITING FOR INSPIRATION.

TO THE ONES WHO STOPPED CHASING "COOL" IDEAS.

TO THE QUIET OBSERVERS, THE RELENTLESS FIXERS, THE CURIOUS QUESTIONERS—

WHO LOOK AT A BROKEN SYSTEM AND THINK,

"THERE HAS TO BE A BETTER WAY."

THIS BOOK IS FOR YOU.
GO FIND IT.

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“Do what you can, with what you have, where you are.”

THEODORE ROOSEVELT

Introduction: The $120 Million Mistake

Let's get one thing straight–

If you picked up this book hoping for mind maps, "think outside the box" mantras, or wild "what if" exercises...

I'm sorry. This book isn't for you.

Let me explain *why* – through a cautionary tale you may have heard before.

In 2013, a Silicon Valley startup called Juicero launched with massive investor backing. They raised over $120 million from high-profile venture capital firms. Their product? A sleek, Wi-Fi-connected juicing machine.

However, this machine didn't accept fresh fruits or vegetables. Instead, you had to buy Juicero's pre-packaged pouches – bags of chopped fruits and vegetables prepared by the company. To make juice, you'd insert a pouch into the machine, press a button, and wait as it squeezed the juice into your cup.

At the time, it looked futuristic. It aligned with the wellness trend. It was marketed as a premium lifestyle product for health-conscious consumers. And it was undeniably creative – from the technology to the packaging to the vision behind it.

But Juicero failed..

In 2017, Bloomberg reporters ran a simple test. They squeezed the pouch by hand – no machine needed – and got nearly the exact same result. The expensive, beautifully engineered product was completely unnecessary. Juicero became a symbol of everything wrong with Silicon Valley excess: *overbuilt, overhyped,* and *solving a problem no one really had.*

This story highlights that creative ideas can be brilliant, impressive, and original – and still be completely useless in business. What Juicero lacked wasn't imagination; it was relevance. No matter how sleek the solution, if there's no problem to solve, there's no real value to offer. It was, as many later described it, a *"solution in search of a problem."*

And that's the core idea behind this book.

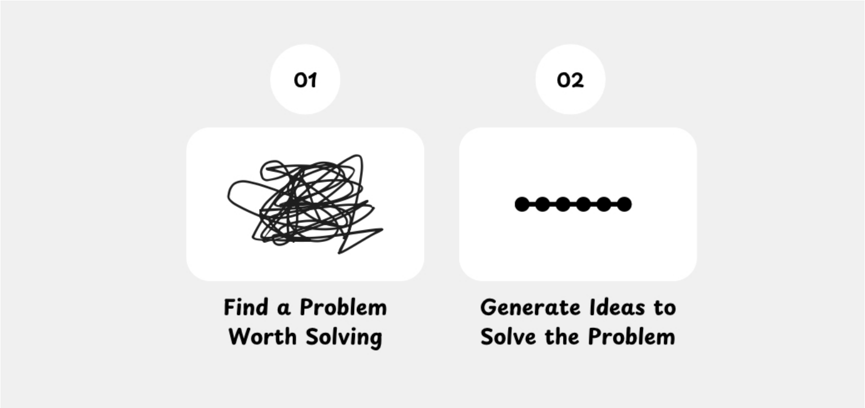
A real business idea starts with a problem. It starts with paying attention to what's broken, slow, frustrating, inefficient, or expensive. It begins with asking:

- "What's not working?"
- "Where are people struggling?"
- "Is there a pain?"

From there, the idea emerges – as a response, as a fix, as a practical way to make something easier, faster, cheaper, or more satisfying.

That's what you'll learn to do in this book.

How To Do That



This book is divided into two parts: the first guides you through six steps to find a problem worth solving, and the second focuses on differentiation and value–showing you how to generate ideas that solve that problem.

The First Part: Find a Problem Worth Solving

Step 1: Identify a Growing Market

The first step focuses on identifying a growing market. But what exactly is a market? A market is where buyers and sellers come together to exchange products and services. For instance, organic food market, clothing market, and car market.

However, not all markets are promising. Take the newspaper market, for example–starting a business there would be tough. Year by year, fewer people buy newspapers, leading to declining sales and shrinking revenue.

That's why we emphasize finding a growing market. A growing market is one where new customers are entering, innovation thrives, and businesses are experiencing increasing sales and profits. These dynamic markets offer fertile ground for success and sustainable growth.

Theory: Jobs to Be Done
Step 2: Select the Right Job in the Market:

Before the second step, we have introduced a crucial concept: *the Job to Be Done (JTBD)*. This theory helps you understand what "job" customers are trying to accomplish when they "hire" a product or service. In my opinion, this is the most important chapter to grasp because it underpins everything–from finding the right idea to designing the solution and even marketing it.

The second Step: *Select the Right Job in the Market* focuses on identifying and prioritizing the most important problems your customers need to solve.

To make it easier, we've divided this step into three smaller steps:

- ❖ **Look for Signs of Customer Pain:** Start by identifying the challenges or frustrations customers face when trying to achieve their goals. These pain points highlight areas where your solution can deliver value.
- ❖ **Prioritize Jobs Customers Already Care About:** Not all pain points are equal. Focus on the problems customers recognize as important and are actively seeking to solve. A problem that truly matters to them is more likely to drive adoption of your solution.
- ❖ **Choose Jobs with High Impact:** Select problems that can make a meaningful difference in customers' lives. High-impact jobs typically address urgent, frequent, or deeply felt needs, making them valuable to solve.

Step 3: Start narrow and specific

START SMALL, START SMALL, START SMALL.

Never try to be everything to everyone—especially at the beginning. Trying to solve too many problems at once will only dilute your efforts and lead to confusion.

Starting small allows you to learn, adapt, and grow without risking everything at once. Think of it like learning to ride a bike: you start with training wheels to get the hang of it before trying to race.

This step focuses on narrowing your focus. You'll learn how to choose a specific segment of customers and address a well-defined problem that offers the best foundation for your business.

Step 4: Apply the JTBD Framework

Since we've already covered the theory of the Job to Be Done (JTBD) framework, this step focuses on the practical side—breaking down and analyzing each element of the job you've chosen in Steps 2 and 3.

You'll follow a step-by-step approach to better understand the job from all angles. This will help you design a solution that truly meets your customers' needs and stands out in the market.

Theory: The Four Forces of Progress
Step 5: Analyze the Four Forces of Progress

Q1: What's pushing you to look for a change?
Q2: What's pulling you toward a better solution?
Q3: What anxieties do you have about trying something new?
Q4: What habits make it hard to switch?

These questions represent the Four Forces of Progress: push, pull, anxiety, and habits. This is the focus of Step 5.

The Four Forces of Progress explain the dynamics behind customer decision-making when considering a change, such as adopting a new product or service.

In this step, we'll begin by covering the theoretical foundations of the Four Forces. Then, we'll move on to a step-by-step analysis to understand how these forces impact customer decisions. By mastering this framework, you'll be able to craft strategies that encourage customers to embrace your solution.

Step 6: Write the Problem Story

Writing down a problem helps you organize your thoughts, making it easier to generate ideas for a solutions.

This brings us to Step 6: *Write the Problem Story*–the final step in this part. Here, we summarize everything we've learned from the customer into a clear, structured problem story.

The Second Part: Generate Ideas to Solve the Problem

Theory: Differentiation and Value
Practice: Differentiate Your Ideas

Before we start generating ideas for our solution, we need to understand two key concepts: *differentiation* and *value*. These are what make a solution stand out in a market and what ultimately convince customers to choose it over the competition.

A solution is truly differentiated and valuable when it offers something unique, solves the problem better than alternatives, and resonates with customers by aligning with their needs and expectations. If we can get these things right, we're already ahead.

To build this foundation, we'll start by exploring:

- ❖ What differentiation really means and how businesses use it to stand out. We'll break down *the Strategy of Differentiation*, which involves four key actions: Eliminate, Reduce, Create, and Raise. This approach helps businesses rethink what features to include, improve, or remove to make their product unique.
- ❖ What makes a product valuable, and how to create that value by focusing on two principles: Reducing Pain (minimizing frustrations, obstacles, or inefficiencies) and Increasing Gain (enhancing benefits, convenience, or satisfaction).

Once we've covered these fundamentals, we'll move on to three practical steps to differentiate our ideas.

These steps will help us refine and strengthen the solution to ensure it stands out:

- ❖ **Get your problem story** - Revisit the problem story you created in the first part of the book. This keeps you focused on the real customer pain points.
- ❖ **List the existing solutions** - Identify what's already out there and how competitors are solving (or failing to solve) the problem.
- ❖ **Apply the differentiation strategy** - Use the Eliminate & Reduce, Create & Raise framework to reshape your idea in a way that sets it apart.

By following these steps, we'll generate a range of differentiated ideas. And from here, we can start turning these ideas into real solutions.

If Juicero had followed these steps, they wouldn't have created a solution searching for a problem.

So, are you ready to begin finding a business idea?