



Entrepreneurship Lecture 2 The Opportunity: The Entrepreneurial Process

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Ideation

Pains → Problems



Discover “The Root Cause(s)”



The Solution (IDEA)





STARTS FROM WHY

Define the Vision, Mission, Goal, Objectives, and prepare the strategy.



VISION

“BIG PICTURE”



MISSION

How to achieve the “VISION”



S.M.A.R.T.

1. Specific
2. Measurable
3. Achievable
4. Relevant
5. Time-Bound Goals

PRINCIPLE

Identity → “Value”
THE FUNDAMENTAL

GOJEK'S MISSION

Gojek is dedicated to creating and scaling up positive socio-economic impact on the ecosystem of users, driver-partners, business and micro-small-medium enterprise partners, as well as service providers.

<https://www.gojek.com/sg/about/>

THE STORY OF GOJEK

Pain: Nadiem frustration in finding motorcycle-taxi driver to transfer him to office. **(OPPORTUNITY)**
He started GOJEK as a call center and hired 20 motorcycle-taxi drivers

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Source of Idea

- A. Personal Experience: Problems (Pain points)
- B. Knowledge
- C. “Calling – Mission driven”

Entrepreneurship Mindset

- ✓ Perceive the pain points as the opportunities.
- ✓ The entrepreneur resolve the problem into gains, bring the real solution.



DESIGN THINKING

Designer;
Manager

Architect;

Product



DESIGN THINKING

#Human-Centered:
Customers' needs
#Empathy → Expansive Thinking →
Experimentation

Empathize

1. Understand the problem (unmet need) of customer.
2. Getting understand the customer (customer profile, “persona”).

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Define

1. Clearly define and create a “Problem Statement”
2. 5W-1H:
 - A. What is the problem?
 - B. Where is it?
 - C. Who found the problem?
 - D. When was the problem found?
 - E. Why this is problem
 - F. How is it?

Ideate

Generate ideas to address a problem statement:

1. Brainstorming
2. Mindmapping.

Prototype

Build a rough model to the customer.
[Customer intention]

Test (Iterate)

Evaluate all the steps and change it if we found there is/are several issues that need to be addressed especially related to the customers' mindset

Minimum Viable Product

Basic feature to customer; easy to use, affordable, yet contain the core value of product/service. [Customer willingness]

The Conclusion

The Design Thinking helps us as a tool to understand the customer's problem comprehensively including knowing how to provide the solution for them using scientific based approach

Reference

Design Thinking Defined. Brown, Tim.
<https://designthinking.ideo.com/>

Mission. About Us. Gojek SG. <https://www.gojek.com/sg/about//>



thank you

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