

## ROADMAP FOR CHOOSING AN ECONOMIC ACTIVITY

Based on the principles of Social Solidarity Economy

Text translated and slightly adapted from the educational unit 3.3 of the online learning platform on SSE <http://kalomathe.gr>, video lesson by Mr. Vasilis Bellis, General Director of the Development Agency of Karditsa.

It includes activities from <https://diytoolkit.org> by Nesta.

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1. We start from our strengths, the things we know how to do well. We need to pay attention because we might have competences on which it is difficult to imagine we can build an economic activity! Or we might overestimate some knowledge we have.
2. We look at our closest circles for people that have competences we do not have.
3. We arrange meetings and put on the table the following questions:
  - Are we interested in merging our knowledge and skills and in cooperating together? The tool 17 from DIYtoolkit might help in this task (<https://diytoolkit.org/tools/personas/>). If not, we just enjoy each others' company and we look for other ideas for our activity. If yes, we move on.
  - Is there any product or service we can offer, that comes out from our combined competences?
  - If not: what is missing?
    - do we agree in looking for people that fill the gap?
    - what characteristics/competences do these people need to have? We start again from point 1 with the new people
  - If yes (if our team has found a product/service to offer which makes sense for all the members of the team), we move to step 4.
4. We start from our closest circles, from those people that might look like potential clients/target group.
5. We present them our product/service and we ask if they might be interested, what they like, what they don't like etc.
6. In collaboration with them, we try to dig deeper so to get more information.
7. We create a questionnaire and we expose our idea outside our familiar environment. The bolder we are in reaching people far from our field, the more useful information we might receive! If the team is facing difficulties at this point, it can make use of activities and tools (<https://diytoolkit.org/>) to:
  - better define who is the target group (tool 16: <https://diytoolkit.org/tools/target-group/>)
  - defining how our offering is new to them (tool: 18: <https://diytoolkit.org/tools/promises-potential-map-2/>)
  - collecting feedback and proposals about the project at different phases (tool 24: <https://diytoolkit.org/tools/prototype-testing-plan/>)

8. We get back within the team to adjust our initial idea. At this point we start building the innovative aspects of our product/service. If the team faces difficulties in discussing, discovering and adding innovative elements, it can make use of extra activities and tools:
  - Thinking differently (tool 20: <https://diytoolkit.org/tools/fast-idea-generator/>)
  - framing a productive discussion within the team (tool 21: <https://diytoolkit.org/tools/thinking-hats/>)
9. After shaping the basic idea for an innovative economic activity, we look for SSE initiatives that are active in our nearby environment, we contact them and ask for support to collaborate and develop synergies and complementary activities to what they already offer.
10. We look for specialized support centers for SSE, incubators and hubs to help us in the first implementation steps.
11. As a last resource, we can look for help from market counsellors specialized in SSE.