

BETHNAL GREEN
VENTURES

E.2.

amazon

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. A yellow curved arrow starts under the letter 'a' and points to the right, ending under the letter 'z'.

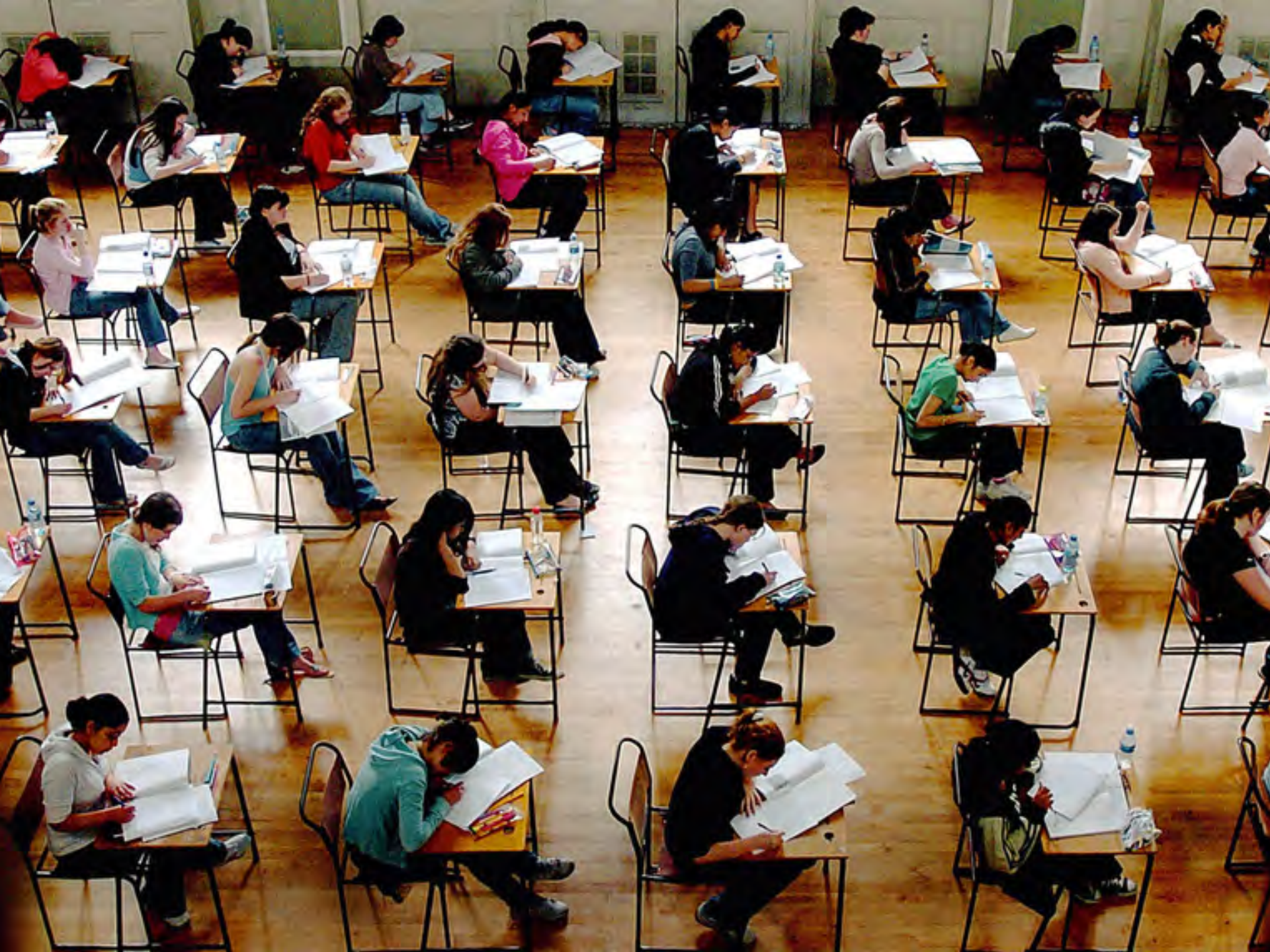
twitter

The Twitter logo is the word "twitter" in a lowercase, rounded, blue sans-serif font.

Spotify™

The Spotify logo features the word "Spotify" in a white, lowercase, sans-serif font with a green outline. The letter 'o' has three curved lines above it, resembling a sound wave. A small "TM" trademark symbol is located to the right of the word. The logo is set against a solid green rectangular background.





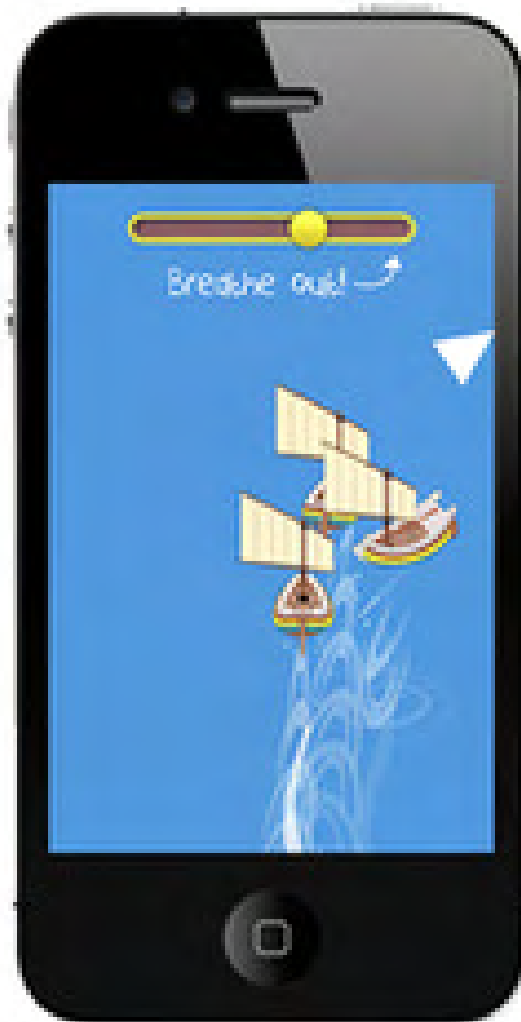
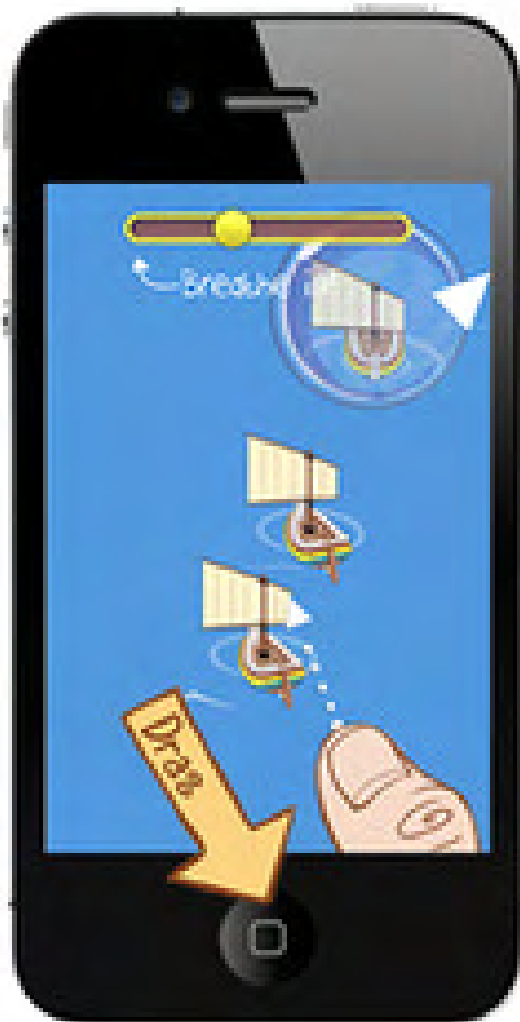
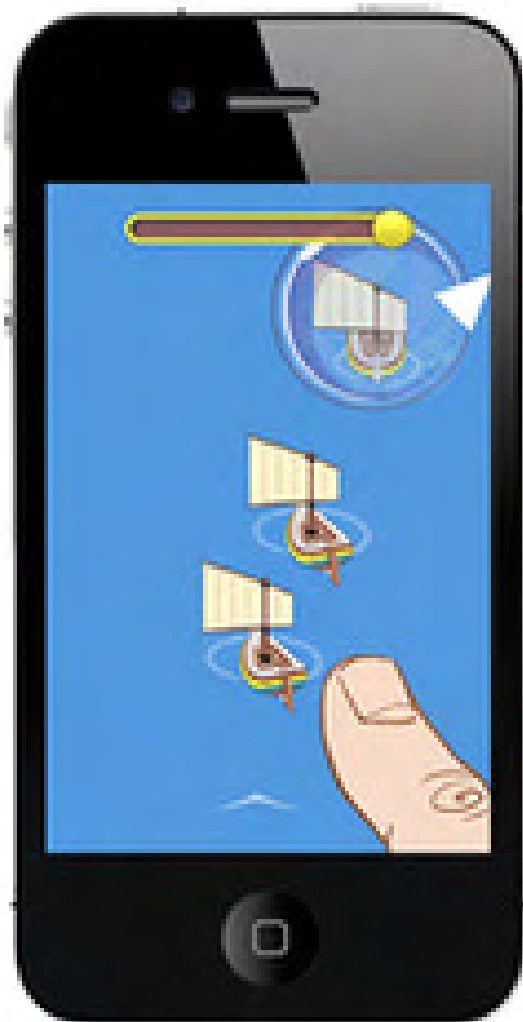


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has arrived in your
neighbourhood.
Discover what's up,
add your opinion,
get responses on
local topics that
affect you with just
one tap.
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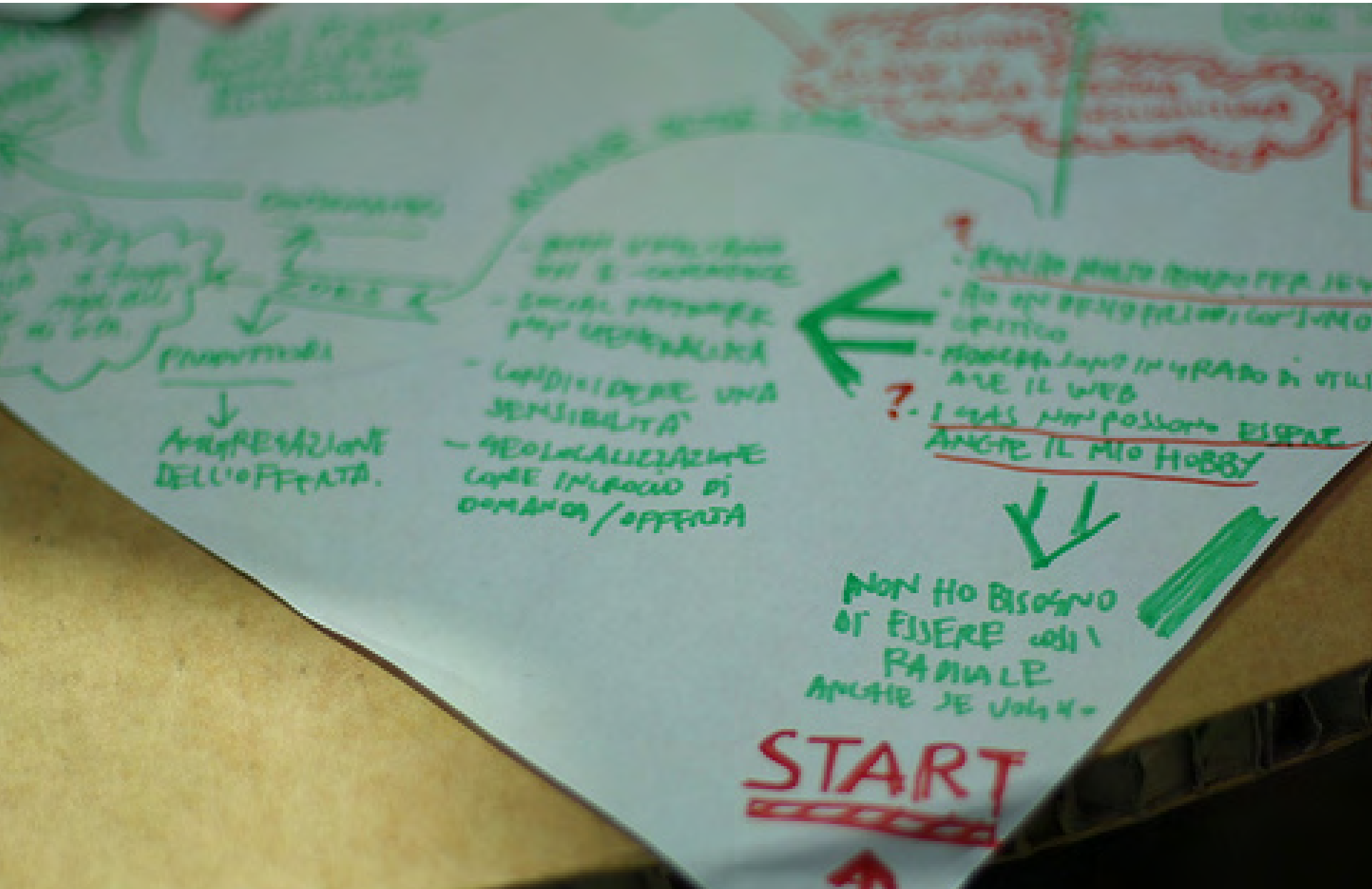
my.voXup.co.uk



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Where do you start?



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The problem with problems

It easy to confuse...

Systemic problems

Collective problems

Individual problems

Always need to be clear which you're
working on

Empathy
+
Evidence
=
Insights

How might we...

Frame it as a problem on the way to a solution:

“How might we help [group of people] [perform an action] so that [benefit].”

Problems

- 1. Think big, start small**
- 2. Your own experience matters**
- 3. Not just a rant- a problem on the way to a solution**
- 4. Quantity over quality**

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Questions to answer

- 1. What's the problem you're trying to solve?**
- 2. What technology are you going to use**
- 3. How do you think you'll sustain your idea?**
- 4. How do you get people on board (think about both customers/users)**

Remember to give it a good name!



www.bethnalgreenventures.com
glen@bethnalgreenventures.com
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