

VALIDATION BOARD - Mushroom pack...farewell plastic trap

EXPERIMENT					
Customer	Catering companies	Catering companies	Catering companies	Companies which sell electrical components with CSR policy	Companies which sell electrical components with CSR policy
Problem	They don't have a competitive advantage	Plastic is the cheapest option available	Their clients complain about the amount of plastic generated	Need new ways of adding value to their products	They need to convince the customer they are environmentally friendly
Solution	Promote mushroom packaging after comparing its price with all alternatives available on the market	Find a way to reduce the costs of producing mushroom pack	When promoting mushroom pack also consider investing in campaigns in order to educate the customer	Find a satisfied customer of mushroom pack and use their testimonials in promotion	Promote the material only in those cities where there is demand from the customer for environmentally friendly materials
Riskiest Assumptions	They would consider offering different type of packaging to stand out in the crowd	The other options: paper, aluminium, biodegradable or compostable materials are more expensive	Clients have demanded they ban plastic packaging	They would invest in a pilot project to introduce alternative packaging for some products to test client's reaction	They would choose using environmentally friendly packaging over other CSR options
Method & success criterion	Interview 20/50	Interview 30/50	Interview 10/50	Interview 5/10	Interview 5/10
GET OUT OF THE BUILDING					
Result& decision	Valid! 29/50 Persevere	Valid! 45/50 Persevere	Invalid! 4/50 Pivot	Valid! 6/10 Persevere	Invalid! 3/10 Pivot
Learning	They would like to offer a new type of packaging to impress the clients as long as the price would not be much higher	All the other alternatives proved much more expensive	Clients don't think about the packaging composition	They would invest as long as the material would have the same qualities, similar price and proven sustainability	Only a few companies would choose this as it is difficult to modify the current process and as long as clients have not demanded it and are more impressed by activities of planting trees or garbage cleaning they see no use in investing