

# Problem Statement

Enterprise Enablement Toolkit

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# Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

## Problem Statement

Time: 30-40 min

Group Size: 3-5

# Why and When to Use This Exercise

This exercise is designed to define the core project challenge in a simple sentence that is easily understood and agreed upon by everyone on the team.

It should be used immediately following an education session to establish a shared foundation of the organizational problem before jumping into solution development.

**Problem Statement**

Quickstart Guide

Time: 30-40 min    Group Size: 3-5

Materials: Pens, Post-its, Template, Paper

**Why?**  
To define the key challenge in a simple sentence everyone can understand.

1. Collect answers for problem, actor, context, and current solutions.
2. Wall-mount answers, then vote to select best definitions.
3. Condense definitions into overarching problem statement.
4. Refine until broad enough to brainstorm ideas but narrow enough to indicate specific resources.

| Why?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Who? | What? | When? | Where? | How? |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------|-------|--------|------|
| <p><b>Problem Statement</b><br/><i>Iterate until all essentials are covered</i></p> <div><div><p>How might we... _____</p><p>for _____</p><p>(re)design, so that _____</p><p>_____ is satisfied.</p><p>Taking into account _____</p></div><div><p>How might we... _____</p><p>for _____</p><p>(re)design, so that _____</p><p>_____ is satisfied.</p><p>Taking into account _____</p></div><div><p>How might we... _____</p><p>for _____</p><p>(re)design, so that _____</p><p>_____ is satisfied.</p><p>Taking into account _____</p></div></div> |      |       |       |        |      |

CARDANO  
FOUNDED 2017

Workshop Name | [Month] | [Year]

Adapted from [k12book.com/tools](https://k12book.com/tools)



# Materials You Need

- ❑ **Pens & Markers:** Use pens for individual work with the problem questions and markers for collaborating on the template or whiteboard.
- ❑ **Sticky Notes:** Use sticky notes to easily move around the various parts of your different “How might we...” statements.
- ❑ **Template in A3 or Larger/A4 Paper:** Use the large template or a whiteboard to gather ideas with the post-its and markers. A4 paper is for participant’s individual ideas between iterations, and to capture the initial problem questions, which can be pinned to the template or whiteboard.

# Best Practices

- ❑ **Start Broadly, Then Zoom In:** Encourage everyone to give multiple answers to the 5W+H questions so the most relevant context angles are captured.
- ❑ **Encourage Independent Thought:** Participants could answer one question each or all of them. Also let people take their own stab at formulating complete “How might we...” statements.
- ❑ **Focus on the User:** Briefly define a clear, specific target audience to ensure the challenge remains user-centric.
- ❑ **Confirm Team Alignment:** Check in with the group at the end. Is the final condensed sentence simple enough so every participant has an identical understanding of the core challenge?

## Problem Statement

Time: 30-40 min

Group Size: 3-5

1. Use sheets of A4 paper to individually write down and collect answers for each of the 5W+H questions. What is the problem? Why is it a problem? Whose? How is it solved? Etc.

| Why?                                                                        | Who?                         | What?                                           | When?                         | Where?                                          | How?                  |
|-----------------------------------------------------------------------------|------------------------------|-------------------------------------------------|-------------------------------|-------------------------------------------------|-----------------------|
| UNLOCK<br>RWA<br>POTENTIAL                                                  | MID-SIZED<br>PE<br>INVESTORS | FRACT.<br>OWNERSHIP<br>+<br>SECONDARY<br>MARKET | 12-MONTH<br>LOCK-UP<br>PERIOD | EAST<br>EUROPE<br>+ MID-EAST                    | KYC/AML<br>REGULATION |
| <b>Problem Statement</b><br><i>Iterate until all essentials are covered</i> |                              |                                                 |                               |                                                 |                       |
| How might we... <small>Context: what?</small>                               |                              | How might we... <small>Context: what?</small>   |                               | How might we... <small>Context: what?</small>   |                       |
| for <small>Actor: for whom?</small>                                         |                              | for <small>Actor: for whom?</small>             |                               | for <small>Actor: for whom?</small>             |                       |
| (re)design, so that <small>Need: which?</small>                             |                              | (re)design, so that <small>Need: which?</small> |                               | (re)design, so that <small>Need: which?</small> |                       |
| _____ is satisfied.                                                         |                              | _____ is satisfied.                             |                               | _____ is satisfied.                             |                       |
| Taking into account _____                                                   |                              | Taking into account _____                       |                               | Taking into account _____                       |                       |

## Problem Statement

Time: 30-40 min

Group Size: 3-5

2. Pin answer sheets to your A0 template.  
Analyze the different answers to the questions, then vote on the best definitions. Capture final results on the template or whiteboard.

## Problem Statement

Iterate until all essentials are covered

How might we...

, so that

is satisfied

to account

**Problem Statement**  
Iterate until all essentials are covered

How might we... automate Context: what?

facilitate ownership & sec. method Factor for whom?

for mid-size PE launch which?

(re)design, so that paper + AR can be up

→ digital 29/7 bits satisfied

Taking into account regulation

KYC / AML



## Problem Statement

Time: 30-40 min

Group Size: 3-5

3. Combine the various definitions into an overarching problem statement in the first “How might we...” section.

## Problem Statement

Iterate until all essentials are covered

How might we...

Design, so that

is

into account

is satisfied.

### Problem Statement

Iterate until all essentials are covered

How might we...

automate <sup>comment</sup>  
fac. ownership + sec. Mahal

for ~~mid-on~~ ~~PC~~ ~~transfer~~ <sup>for whom?</sup>  
(re)design, so that ~~Paper~~ + ~~AD~~ <sup>which?</sup> ~~can~~ <sup>be</sup> up

→ ~~design~~ <sup>29/7</sup> ~~like~~ satisfied.

Taking into account ~~regular~~  
KSC / AMs



## Problem Statement

Time: 30-40 min

Group Size: 3-5

4. Refine the statement until it is broad enough to brainstorm ideas with but still narrow enough to indicate specific resources needed to build the solution.

**Why?**

UNLOCK RWA POTENTIAL

**Add your problem statement here, then refine.**

**Problem Statement**  
*Iterate until all essentials are covered*

How might we... Context: what?

for... Actor: for whom?

(re)design, so that... Need: which?

... is satisfied.

Taking into account ...

How might we... Context: what?

for... Actor: for whom?

(re)design, so that... Need: which?

... is satisfied.

Taking into account ...

How might we... Context: what?

for... Actor: for whom?

(re)design, so that... Need: which?

... is satisfied.

Taking into account ...

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Adapted from d3-workbooks.com/worksheets

# Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

## Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [\*The Design Thinking Playbook & Toolbox\*](#) (Lewrick, Link, Leifer)
- [\*IBM's Enterprise Design Thinking Toolkit\*](#)
- [\*Collaboration by Design\*](#) (Coullomb, Collingwood-Boots)
- [\*Tools from the Stanford d.school\*](#)
- [\*The Lean Startup\*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please visit [cardanofoundation.org](https://cardanofoundation.org) or write to [venturehub@cardanofoundation.org](mailto:venturehub@cardanofoundation.org).