

# The Journey

## Know the problem

### ***Solve it not live with it!***

I have seen that there are a whole bunch of people (not only Thais) who are always complaining about things they are not happy with. It seems like everyone is aware that the problems are existing, but most of the time they don't really think about solving them.

It is funny that in Thailand, people are ok to live with problems, we somehow have a special capability to adapt ourselves to fit into problematic situations. That is indeed a great power we have, but I think it would definitely be better if we can think about solving the problem rather than living with it and keep complaining.

The process of making social innovation starts here. You have to realise that there's such problem existing, and you need to thoroughly think about it, not just complain.

*\* How might we encourage people to think about solving the problem, not just complaining about it?*

## Conceptualise ideas

### ***Great idea is not enough!***

There are definitely a lot of people who have brilliant ideas about doing something or solving problems. You always hear people say "Yea I knew that, we just have to... bla bla bla". It seems like everyone knows what to do in order to solve the problem. But the real problem is that, most of the time people stop at their ideas. Very few people continue developing them to something more tangible and more feasible

This is of course not an easy thing to do. Everyone can come up with ideas and it's easy to just say. But making the idea feasible is a whole different story. In design process, you never stop only at the ideation process. Ideation is just for exploring the possibility. After you came up with ideas, you have to start making sense of them. Think about them more carefully and look at them from different aspects. Compare to the 'knowledge funnel' model, this is the heuristic stage when you connect ideas together. Without critical thinking, ideas mean nothing.

And lacking of critical thinking is probably the most serious problem in Thai culture. It has effected our society in every aspects, no exception when it comes to social innovation.

*\* How might we create a critical thinking culture in Thailand?*

## Make it to reality

### ***It's all about taking action!***

This stage is probably the greatest barrier to startups. To go from just thinking to actually creating something, people need a lot of courage to step across. Many people have dreams, but almost none of them dare to follow.

It is also the problem that the social structure in Thailand is not encourage people to follow our dreams. Since we are young, our parent keep telling us to study so that we can get a good job when we grow up. Not so often that they encourage us to pursue what we really love to do. Thai culture gives more priority to security in life than our personal motivation. We've been taught (and forced) to think like that for our whole life. For example, many of my friends keep working on the job they don't really like. I used to asked them if they have a dream, and many people said they do. But very few of them are willing to step out from their comfort zone to take the challenge in their life.

Beyond the issue of life security and passion, there're still a lot of difficulties such as lacking of good network and financial support, which stop them from pursuing their dream.

*\* How might we encourage people to take action on what they believe in, as well as support them to do so?*

## Grow it

### ***The more we know, the more we grow!***

From what I've heard from people, as well as from my own experience of starting up the sync. I have found that, startup is mostly about managing chaos and making difficult decisions. You never know exactly how you would end up with different choices you have made. Of course, design thinking might help, but not all. And passion alone won't make you get that far either. There are so many different factors that are essential startups.

In Thailand, we are still lacking of a good condition in order to grow a startup business, especially social business. We need a place that we can share and learn from each other. We need a good network of people so that we can find collaboration easily. We need a channel to access the sources of funding. We also need someone to inspire us as well as to guide us through this difficult process so that we can grow better and quicker.

*\* How might we equip people with necessary tools and resources as well as providing them a good network.*

## Expand

### ***Aim higher!***

Once social enterprises have gone through the startup process and became sustainable. It's likely that they have already succeeded their initial goal. Quite often that at this point, they feel too comfortable with situation and that they stop innovating.

I have found that there're many ventures that have a significant potential to grow bigger in order to make a greater impact to the society. But not many of them have that expectation. It might be the problem that they don't want to take risk to expand, or may be they just need some more inspiration.

Moreover, I've found that lacking of network is always the problem. If they can't find people to collaborate with, or if they don't have the financial support. Then it's quite difficult for them to take another step further.

*\* How might we empower entrepreneurs to grow bigger and make a greater impact?*

## Contribute

### ***Keep connected!***

Now that the entrepreneurs have arrived to this stage. It seems that they must have been quite successful, and yet never stop pushing themselves higher. These people are surely willing to keep innovating more, as well as to help others to succeed too.

And again, Lacking of a good network is always the case. It limits great people from contributing back to the community. During the research I've met some successful founders. These people are always looking for people who need help. But unfortunately, they couldn't find one easily.

*\* How might we connect people together so that they know who to talk to when they need something.*