

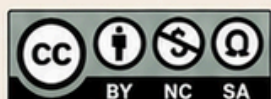
# KasiCanvas

## Conversation Framework

A conversation-based framework  
for exploring business ideas



Developed through the  
UCDP-supported Entrepreneurship Programme  
**North-West University**



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# Acknowledgement

KasiCanvas was developed through a collaborative process of engagement, conversation, reflection and testing with township entrepreneurs from Ikageng in Potchefstroom, South Africa.

The framework was shaped by the lived experiences, insights, challenges and aspirations shared by entrepreneurs who generously contributed their time and perspectives throughout the development process.

We specifically acknowledge the contribution of:  
Dumisane Moyakhe and his team of entrepreneurs

Their willingness to share their stories, test early concepts and provide honest feedback helped ensure that KasiCanvas remained grounded in the realities of everyday entrepreneurship.

While the framework was developed by North-West University through the UCDP-supported Entrepreneurship Programme, its practical relevance is a direct result of this collaborative learning journey.

We thank these entrepreneurs for their trust, participation and contribution to strengthening entrepreneurship development within South African communities.

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# Welcome

KasiCanvas was created to help people think through business ideas in a practical, simple and structured way.

It is not a formal business plan.

It is not a test.

And you do not need to have everything figured out before you begin.

Many people already see opportunities around them. They notice problems that need solving, needs that are not being met, and ways things could work better.

What is often missing is the space to slow down, talk through the idea, and decide what the next practical step could be.

That is where KasiCanvas comes in.

The framework helps you explore an idea through conversation, reflection and small practical steps. It encourages you to stay connected to real people, real places and real experiences while thinking about what could become possible.

Some people use KasiCanvas alone.

Others use it with a mentor, facilitator or small group.

There are no perfect answers.

The goal is not to complete the canvas “correctly”.

The goal is to think clearly, honestly and practically about an idea.

You are allowed to start small.

Sometimes meaningful businesses begin with something very simple: a conversation.

# What is KasiCanvas?

KasiCanvas is a conversation-based framework designed to help entrepreneurs explore and test business ideas before investing significant time or money.

The framework was developed through engagement with township and informal-economy entrepreneurs across communities in the North West province.

During this work, it became clear that many entrepreneurs already had ideas, creativity and determination. However, formal business planning tools often felt difficult to relate to because of complicated terminology and highly structured planning approaches.

KasiCanvas was therefore designed differently.

Instead of beginning with technical business language, the framework begins with conversation.

It helps entrepreneurs think about:

- the problem they see around them
- the people affected by that problem
- what they could do or sell
- what resources they already have
- what practical next step they could take

The framework is designed to support reflection, discussion and practical feasibility thinking in a way that feels accessible and grounded in everyday experience.

KasiCanvas does not replace formal business planning tools.

Instead, it helps strengthen the earliest stage of the entrepreneurial journey — the stage where ideas are still forming and people are trying to decide whether an idea could realistically work.

**Scan the QR code to watch the following video**



# How to Use This Guide

This guide works together with:

- the KasiCanvas board
- the conversation cards
- the supporting videos
- your own notes and reflections

The framework moves through four phases:



Each conversation card focuses on one important question.

For each card in this guide, you will find:

- a short conversation introduction
- a video link or QR code
- reflection prompts
- space for your own thoughts and notes

You do not need to rush.

Take time to think, talk and reflect before moving to the next card.

KasiCanvas works best when ideas are spoken about, not only written down.

If possible, try talking through your ideas with:

- a friend
- a mentor
- another entrepreneur
- a facilitator
- a small group

You can also use the framework independently at your own pace.

**Remember:** You do not need a perfect idea to begin. You only need a starting point.

# Phase 1: Ground the reality

## Stay in the story

Many people want to jump straight to the business idea.

But strong business ideas often begin somewhere else — with a real frustration, a real need, or a real situation that people experience in everyday life.

This first phase is about slowing down and paying attention to what is happening around you.

What are people struggling with?

What feels difficult or unfair?

What keeps happening that could perhaps work differently?

In this phase, you are not trying to build a perfect business idea yet.

You are trying to understand the situation clearly.

The more grounded your understanding becomes, the easier it will be to think about practical and meaningful solutions later.

Try to stay connected to:

- real people
- real places
- real experiences
- real stories

Sometimes the most powerful ideas begin by noticing something small that many people have learned to live with.

Take your time with these conversations.

You do not need to solve everything yet.

Right now, the goal is simply to understand the situation clearly.

**Scan the QR code to watch the video**



# Card 1

## What problem are you trying to solve?

**Let's begin by talking about the problem you see around you.**

Strong business ideas often begin with something that is not working well for people.

Maybe something takes too long.

Maybe something costs too much.

Maybe people feel frustrated because there is no easy solution available.

This card is about noticing the problem before trying to fix it.

The clearer the problem becomes, the easier the rest of the conversation will be.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- What is happening that makes people frustrated?
- What feels difficult or unfair?
- What problem keeps coming up?
- Why does this matter to people?
- Can you think of a real example?

Take a moment and tell the story in your own words.

# Your thoughts

A large grid of small dots for writing notes.

## Reflection

What feels clearer after this conversation?

# Card 2

## Who has this problem?

**Now let's talk about the people who experience this situation.**

Sometimes we say "everyone", but it often helps to think about one real person.

When we picture someone's daily life more clearly, we start understanding the problem differently.

This card is about people, not markets.

Try to think about real experiences and real challenges.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- Who experiences this problem most often?
- What is their daily reality like?
- When does this problem affect them?
- How does this situation make life more difficult?
- Can you think of one real person?

Picture that person clearly while you talk through the situation.

# Your thoughts

A large grid of small dots for writing.

## Reflection

What did you notice about the people affected by this problem?

# Card 3

## Where does this happen?

### Let's place the story somewhere real.

Problems do not happen in empty spaces.

They happen in communities, workplaces, neighbourhoods, taxi ranks, schools, clinics, homes and streets.

Thinking carefully about place helps us understand whether a possible solution could realistically work there.

This card is about understanding the environment around the problem.

## Watch the video

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## Talk it through

- Where does this problem usually happen?
- What does the environment look like?
- What time of day does it happen?
- Who is usually present?
- What is happening around the situation?

Try to picture the place as clearly as possible.

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# Your thoughts

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A large grid of small dots for writing.

## Reflection

How does the environment affect the situation?

# Card 4

## What could go wrong?

**Every idea has challenges, and it helps to talk about them honestly.**

Thinking about risks is not about discouraging yourself.

It is about preparing yourself.

Sometimes ideas become stronger when we identify possible difficulties early.

This card is about recognising what might make the situation difficult or what could prevent the idea from working well.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- What might make this difficult?
- What has gone wrong in similar situations before?
- What risks or obstacles exist?
- What could cost more than expected?
- What might stop people from trusting or using the idea?

You do not need perfect answers.

The goal is simply to think honestly about possible challenges.



# Phase 2: Align the Idea

## Keep it coherent.

Now that you understand the situation more clearly, it is time to start talking about the idea itself.

This phase is about exploring what you could realistically do in response to the problem you identified.

At this stage, your idea does not need to be perfect.

You are simply trying to make sense of:

- what you want to offer
- how it could help people
- how people would access it
- what future possibilities could exist

Try to keep the conversation simple and practical.

You do not need complicated business language.

The goal is not to impress people with a sophisticated idea.  
The goal is to develop an idea that makes sense in the real world.

Remember:

Good ideas are usually clear before they become complicated.

Take your time.

Keep connecting your thinking back to the people and stories from Phase 1.

**Scan the QR code to watch the video.**



# Card 5

## What will you do or sell?

**Now let's talk about the idea itself.**

Based on the problem you explored earlier, what is it that you would like to do or sell?

Try to explain your idea as simply and clearly as possible.

At this stage, clarity matters more than complexity.

If someone asked you, "What is your idea?", what would you say?

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- What exactly will people receive?
- Is it a product, a service, or both?
- What would the customer experience?
- Can you explain the idea in one clear sentence?
- What makes the idea useful?

Keep the explanation simple and practical.

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# Your thoughts

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A large grid of small dots for writing.

## Reflection

Does the idea feel clear when you say it out loud?

# Card 6

## How does this help with the problem?

### Let's connect the idea back to the problem.

Sometimes an idea sounds exciting, but it does not actually solve the original problem clearly.

This card is about checking the connection between:

- the situation you described earlier
- and the idea you are now exploring

The stronger this connection is, the more meaningful and useful the idea becomes.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- How does this idea make life easier?
- What improves for the people affected?
- Why would someone choose this?
- What becomes faster, safer, simpler or more accessible?
- How does this connect back to the original problem?

Try to explain the connection in practical everyday terms.

# Your thoughts

A large grid of small dots for writing.

## Reflection

What part of the problem does your idea address most clearly?

# Card 7

## How will people get it?

**A good idea also needs a practical way to reach people.**

This card is about thinking through how customers would actually access your product or service.

Sometimes a strong idea struggles simply because people cannot find it easily or do not know how to access it.

Try to imagine the full journey from the customer's perspective.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- How will people find you?
- Will customers come to you, or will you go to them?
- Will people contact you through their phones?
- Where will the product or service be available?
- What happens from the moment someone becomes interested?

Walk through the process step by step.

# Your thoughts

A large grid of small dots for writing notes.

## Reflection

Does the process feel simple and realistic for the customer?

# Card 8

## If this works, what could you add later?

**For now, focus on starting small.**

But it can also be helpful to think about what could become possible over time.

This card is not about building a huge business immediately.

It is simply about recognising that ideas can grow gradually as people learn, improve and gain experience.

Try to think about future possibilities without putting pressure on yourself.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- What could you improve later?
- Could you add another product or service?
- Could you reach more people over time?
- What else might customers eventually need?
- What might growth look like in a realistic way?

Remember: growth usually happens step by step.



# Phase 3: Test the Practicality

Keep it realistic.

This phase is about thinking practically about what it would take to move the idea forward.

Many people believe they need everything perfectly prepared before they can begin.

But in reality, many businesses start small.

People often begin with:

- the skills they already have
- the resources available around them
- support from family or community
- small experiments and gradual learning

This phase is not about building a perfect financial plan.

It is about helping you think honestly about:

- what you already have
- what you still need
- what the idea might cost
- how you could test it safely on a small scale

Try not to become overwhelmed.

You are not trying to solve every future challenge right now.

You are simply exploring whether this idea could realistically work in practice.

Remember:

Small beginnings are still beginnings.

**Scan the QR code to watch the video.**



# Card 9

## What do you already have to start with?

**Before thinking about what is missing, let's first look at what you already have.**

Many people underestimate the strengths, skills and resources they already bring with them.

This card is about recognising your starting point.

Sometimes progress begins by seeing existing resources differently.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- What skills do you already have?
- What tools or equipment could you use?
- Who could support or help you?
- What space or resources are already available?
- What experience do you already bring?

Do not focus only on money.

Skills, relationships and experience also matter.

# Your thoughts

A large grid of small dots for writing.

## Reflection

What strengths do you already have that you may have overlooked before?

# Card 10

## What do you still need?

**Now let's think honestly about what may still be missing.**

Every idea has practical requirements.

You may need:

- equipment
- stock
- knowledge
- permission
- transport
- internet access
- funding
- support from others

The goal is not to become discouraged.

The goal is simply to become more realistic and prepared.

## Watch the video

Scan the QR code or follow the link before continuing.



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# Talk it through

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- What still needs to happen before you can begin?
- What resources are missing?
- Is there something you still need to learn?
- What might make starting difficult?
- What could help reduce these challenges?

Remember:

You do not need to have everything immediately to begin testing an idea.

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# Your thoughts

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A large grid of small dots for writing thoughts.

## Reflection

What feels most important to solve first?

# Card 11

## What will it cost, and what might people pay?

**Let's think about the basic numbers behind the idea.**

This conversation does not need to be complicated.

You are simply trying to understand whether the idea could realistically support itself over time.

Even rough estimates can help you think more clearly.

### Watch the video

Scan the QR code or follow the link before continuing.



### Talk it through

- What will it cost you to provide this product or service?
- What are the biggest expenses?
- What would customers realistically be willing to pay?
- Would there still be money left after costs?
- If not, what might need to change?

Do not worry about getting every number perfect right now.  
The goal is simply to think practically.

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# Your thoughts

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A large grid of small dots for writing.

## Reflection

What did you learn from thinking through the costs more carefully?

# Card 12

## How will you try this out?

**Many successful ideas begin with a small experiment.**

Instead of investing everything immediately, it is often safer and smarter to test the idea first.

Testing helps you learn:

- what works
- what people respond to
- what still needs improvement

This card is about finding a manageable way to begin.

## Watch the video

Scan the QR code or follow the link before continuing.



## Talk it through

- How could you test this idea on a small scale?
- Who could become your first customers?
- What feedback would you want from them?
- What would help you improve the idea?
- How would you know whether the idea is working?

Small experiments often create valuable learning.



# Phase 4: Activate Commitment

## Keep it moving.

Ideas become meaningful when people begin taking action.

Many business ideas never move forward because people wait for the “perfect” moment, the perfect plan, or complete certainty before starting.

But progress usually happens differently.

People learn by:

- trying small things
- having conversations
- testing ideas
- making adjustments
- taking one practical step at a time

This final phase is about movement.

Not pressure.

Not perfection.

Movement.

The goal is not to solve your entire future today.

The goal is to identify one realistic next step that helps move the idea forward.

Sometimes small actions create the biggest momentum.

**Scan the QR code to watch the video**



# Card 13

## What is your next step?

**Now we come to the most important part of the conversation.**

You have explored:

- the problem
- the people
- the idea
- the practical realities

Now it is time to decide what happens next.

This card is about choosing one realistic action you can take soon.

Not a huge action.

Not a perfect action.

Just the next step.

## Watch the video

Scan the QR code or follow the link before continuing.



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# Talk it through

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- What is one small step you could take this week?
- Who do you need to speak to?
- What information do you still need?
- Is there something you could test quickly?
- What action feels realistic right now?

Try to choose something clear and achievable.  
Small actions often create confidence and momentum.

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# Your thoughts

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A large grid of small dots for writing thoughts.

## Reflection

What makes this step feel realistic and achievable?

# Card 14

## How will you know you did it?

**Let's make the next step real.**

Sometimes ideas remain ideas because they are never connected to action and accountability.

This card is about creating a small commitment to yourself.

Saying your next step out loud can help make it feel more real and more achievable.

## Watch the video

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## Talk it through

- How will you know the step is complete?
- What would success look like?
- Who will you tell about your next step?
- When will you check back on your progress?
- What might help keep you motivated?

You do not need to move fast.

The important thing is to keep moving.

# Your thoughts

A large grid of small dots for writing.

## Reflection

What would help you stay committed to your next step?

# Looking Back at Your KasiCanvas

Take a moment to look back at everything you have explored.

You began with:

- a problem
- a story
- a situation you noticed around you

Through these conversations, you explored:

- the people connected to the problem
- possible solutions
- practical realities
- resources and challenges
- one realistic next step

You may still feel uncertain in some areas. That is normal. Entrepreneurship is often a process of learning, adapting and improving over time.

The goal of KasiCanvas is not to create a perfect business plan.

The goal is to help you:

- think more clearly
- reflect more honestly
- test ideas more safely
- move forward more confidently

Before finishing, take a moment to think about these questions:

- What surprised you during this process?
- What feels clearer now?
- What still feels uncertain?
- What strengths did you discover in yourself?
- What is the first real action you will take?

Remember:

You do not need to have everything figured out before you begin.

Many successful journeys begin with:

- one conversation
- one experiment
- one customer
- one practical step

Thank you for taking this journey through KasiCanvas. Your next move starts now.