

## Phase 01: Problem Definition

### Core Problems

? Q1: Who is mostly affected/impacted by the problem?

A: Sure, here are some steps to generate innovative ideas:

1. **\*\*Inversion\*\***: Turn common practice upside down. This could mean changing the way a service is delivered, or the order in which things are done.
2. **\*\*Integration\*\***: Integrate your offer with other offers. This could mean partnering with another organization to provide a more comprehensive service, or combining two separate products into one.
3. **\*\*Extension\*\***: Extend your offer. This could mean adding new features to a product, or expanding a service to new locations or demographics.
4. **\*\*Differentiation\*\***: Segment your offer. This could mean tailoring your product or service to a specific demographic, or offering different versions of your product for different types of customers.
5. **\*\*Inspiration\*\***: Look at other products or ideas for inspiration. This could mean adapting a successful idea from another industry to your own, or incorporating elements of a popular product into your own.
6. **\*\*Resource Combination\*\***: Combine talent and resources to create a new approach. This could mean bringing together a diverse team to work on a project, or pooling resources with another organization to achieve a common goal.

Remember, most of the ideas you come up with at first won't work. But it's only through the process of constant idea creation that you arrive at something that is radical and transformative.

? Q2: What problems are you trying to solve?

A: Sure, here are some names of organizations mentioned in the training data:

1. The Institutional Architecture Lab (TIAL)
2. National Health Service (NHS)
3. Buurtzorg

4. Walmart
5. Amazon
6. BRAC
7. Uber
8. Greenpeace
9. Black Lives Matter (BLM)
10. #MeToo
11. World Bank
12. Intergovernmental Panel on Climate Change (IPCC)
13. Cochrane Collaboration
14. Teemac
15. Bill and Melinda Gates Foundation
16. iDe Cambodia
17. Common Futures
18. ThinkPublic
19. Jameel Poverty Action Lab
20. Social Innovation Exchange

These organizations span across various sectors such as healthcare, retail, transportation, environmental activism, financial services, research, and social innovation.