

**Problem Statement:**

Many people are tired of the same cliché and trite motivational speeches and messages. Our solution should offer users relief in the form of unique satirical demotivators.

**Who is experiencing the problem?**

Cynical people who have a hard time agreeing with something that sounds cheesy

**What is the problem?**

Inspirational and motivational quotes can sound superficial and are often not effective

**Where does the problem present itself?**

Calendars, posters, posts on social media, speeches, etc.

**Why does it matter?**

Many people have heard motivational quotes so often that they cease to actually inspire or motivate, and can even make people feel that optimism is simply a series of superficial and shallow ideas. Demotivators, as well as being funny, can serve to balance out the motivators by also being somewhat superficial, and remind people that one can have hope separate from meaningless cliches. Additionally, some may find as much or more motivation from being told they can't do something than being told they can.