



Tech for Good Problems & Theme



**Think about one successful product in
the world and share with us what
specific problems it is addressing?**



A good product always solves right & specific problems.



How to define the problems?



What is problem statement?

A problem statement is one sentence that sums up what you want to change

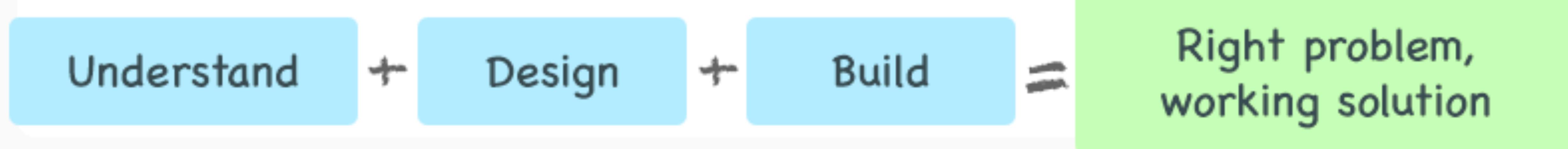
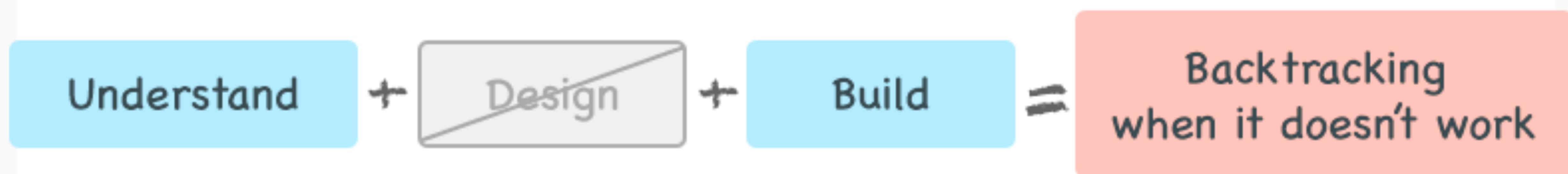
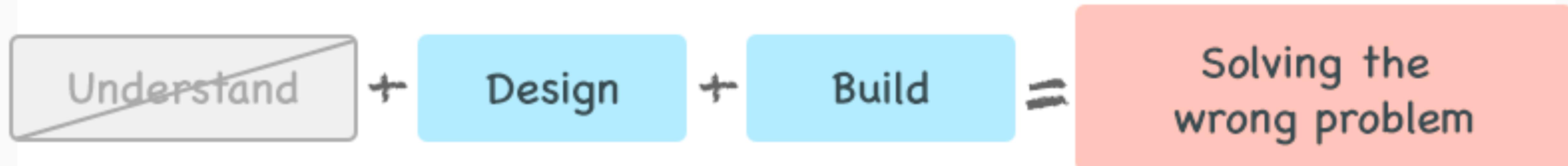
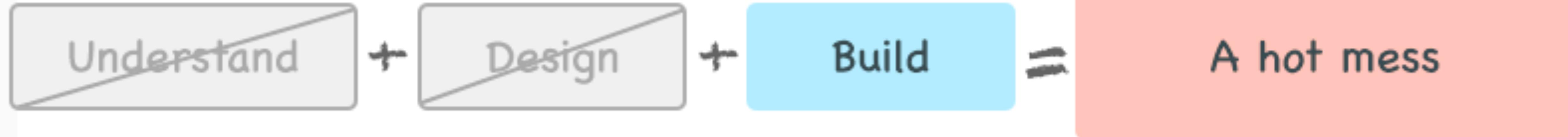
It helps you find more useful solutions by providing a clear and inspiring aim

You make a problem statement before you start thinking of solutions.



Ask right questions.





How might we...

Problem	Users aren't aware of the full product offerings.
Insight	Users are often unsure about which form to complete when they file their taxes.
HMW (poor)	How might we tell users which form to complete to file their taxes?
HMW (good)	How might we make users feel confident they are filing their taxes correctly?



Current State

Gap

Future State

Key elements of an effective problem statement include:

- **Gap:** Identify the gap (pain) that exists today.
- **Timeframe, location and trend:** Describe when and where the problem was first observed and what kind of trend it is following.
- **Impact:** Quantify the gap (cost, time, quality, environmental, personal, etc.)
- **Importance:** To the organization, the individual, etc. to better understand the urgency.



Gender Equality x Digital Access

Persona

NAME

Mishita

DEMOGRAPHICS

- 18 years old
- First time Internet user in Jamalpur, Bangladesh
- Enjoys knitting and weaving

WANTS & NEEDS

- Wants to work outside the home and earn enough money to help provide for her family

CURRENT SOLUTIONS

- Helps out at the local market

Case Study: Digital Training Bus

WHAT PROBLEM IS IT TRYING TO SOLVE?

In Bangladesh, women in rural communities do not always experience the same rights and freedoms as men. Although a government-led digital revolution is taking place in the nation of 164 million, many young women in rural areas are being left behind.

WHAT IS THE PROPOSED SOLUTION?

Huawei, the Bangladesh Government (ICT Division), and Robi Axiata jointly launched the Digital Training Bus project: six buses equipped with laptops, large LED screens, sound system, Wi-Fi, and specialized software necessary to facilitate the training.

WHAT CHANGE WILL THE SOLUTION BRING?

The project aims to transform the lives of 240,000 women from 64 districts, help Bangladesh in its drive towards gender equality, and support long-term economic growth.

Learn More

- [Digital Training Bus: Empowering Women in Rural Bangladesh](#)



Step 1 - pick up a goal

Sustainable Development Goal 3: Good Health and Well-being

Step 2 - Ask right question to draft the problem statement

Problem statement: How might we ensure that people in remote areas have access to quality healthcare?



The healthcare platform to share knowledge and save lives.

Proximie is the first healthcare platform to combine telepresence, content management, and data insights. It's how to share expertise from anywhere, and use data from procedures to drive safety and productivity.

Request a demo →

Solution: Proximie

- Description: Proximie is a platform that enables remote surgical collaboration using augmented reality and artificial intelligence. Surgeons can use the platform to guide and assist colleagues in real-time during surgeries, regardless of their location.
- Business model: Proximie offers **subscription-based** services to hospitals and healthcare providers. They also sell the necessary hardware and software to hospitals.
- Current state: Proximie is currently being used in several countries, including the UK, the US, and the UAE. They have also received funding from various organizations, including the NHS Innovation Accelerator and the European Commission.
- Website: <https://www.proximie.com/>

Sustainable Development Goal 7: Affordable and Clean Energy

Problem statement: How might we provide access to affordable and reliable electricity to remote communities?

Power Anywhere

Pioneering the world's first enterprise technology platform purpose built for energy access markets



Description: Off-Grid Electric is a renewable energy company that provides **affordable and reliable solar energy solutions** to homes and businesses in rural and peri-urban areas. They offer solar home systems that include solar panels, batteries, and appliances such as lights, TVs, and refrigerators.

Their **pay-as-you-go** model and financing options make their solar home systems accessible to even the poorest households, while their use of renewable energy helps to reduce reliance on fossil fuels and promote sustainable development.

What areas of innovation are needed?

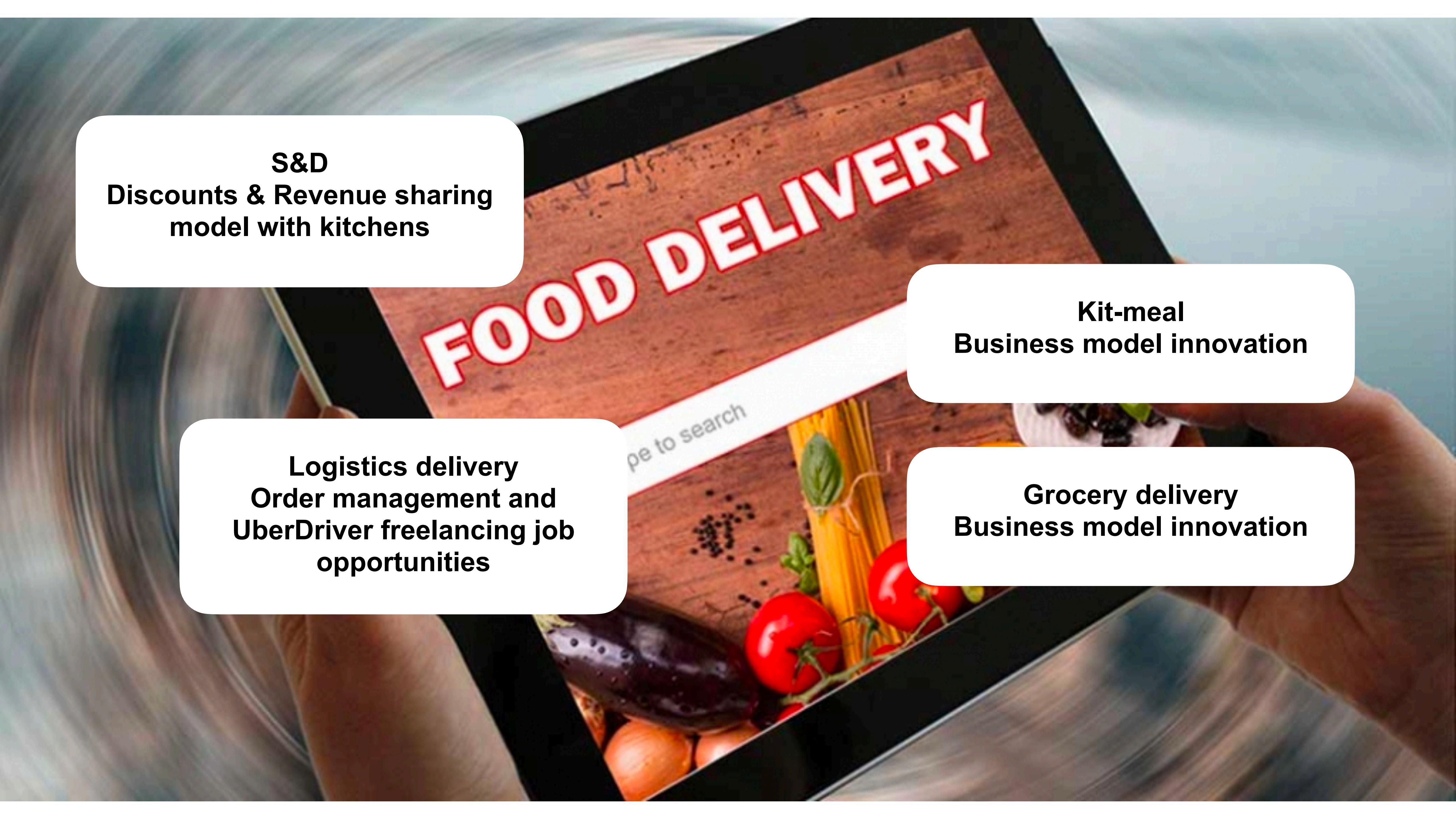
Technology?

User experience?

Business model?

Solution itself?

Supply & Demand?



S&D
Discounts & Revenue sharing
model with kitchens

Logistics delivery
Order management and
UberDriver freelancing job
opportunities

Kit-meal
Business model innovation

Grocery delivery
Business model innovation

What problems he is trying to solve? What solutions he is working on?

Business Need

- Competitive
- Organization
- Financial
- Operational

Problem

Initiation

Data

Analysing

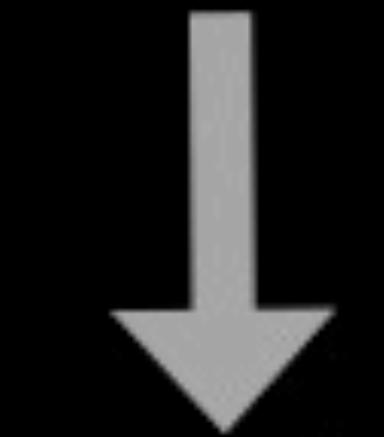
- Framing
- Designing
- Gathering
- Interpreting

Managing

- Team
- Client
- Self

Leadership

- Vision
- Inspiration
- Delegation



Solution

Implementation

- Dedication
- Reaction
- Completion
- Iteration

Presenting

- Structure
- Buy-in

How to brainstorm the great solution?

Conduct user research

Analyze data

Evaluate the impact

Test assumptions

Seek expert opinions



Question 1: What is the problem that needs to be solved?

Question 2: Why is it a problem? (highlight the pain)

Question 3: Where is the problem observed? (location, products)

Question 4: Who is impacted? (customers, businesses, departments)

Question 5: When was the problem first observed?

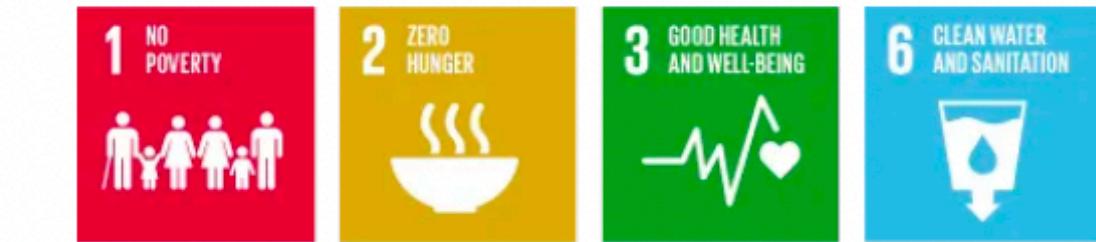
Question 6: How is the problem observed? (symptoms)

Question 7: How often is the problem observed? (error rate, data, trend)

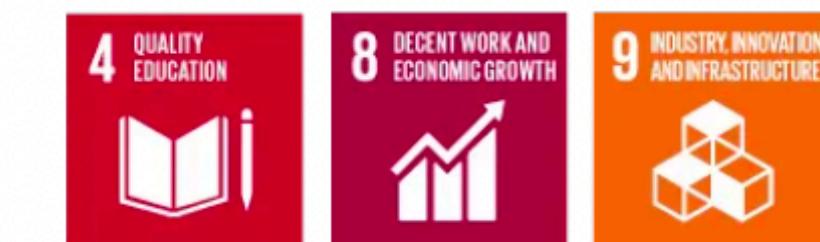


1. Pick a Theme

Basic Human Needs



Education and Work



A Fair and Just Society



Sustainable Lifestyles



Natural Resources



2. Explore the Theme

Why I Care About This Theme

Example: I care about the issue of education and work. I grew up in a village and my experience was that village children often don't have the same resources as city children, such as books to read.

What Problems Have I Found

Example: I found that village students have very limited access to good books as there are very few libraries or bookstores in village.

What is the key problem you are trying to address and why is it important?

Who is affected by this problem?

What are the causes of this problem?

Problem statement:

e.g

How might we ensure that people in remote areas have access to quality healthcare?

SDG Technology Drivers and Innovation Frameworks

Technology

- IoT
- AI
- Machine Learning
- Blockchain
- Big Data
- Robotics
- AR/VR
- Drones
- 5G
- 3D Printing

Approach

1 SDG Problem Analysis

2 SDG Specific Tech Application

- Feasibility Proven
- Transformational Impact
- Adoption Potential

3 Applying Innovation Frameworks

Example 1

IoT + AI + Sensors + Big Data
= Smart Metering

Example 2

AI + Sensors + Big Data + Drones
= Precision Monitoring

Example 3

Sensors + Robotics + AI + 5G
= Autonomous Vehicles

1. Group Ideation

Draw or write down as many ideas as you can to address the problem you've identified

Example 1

IoT + AI + Sensors + Big Data
= Smart Metering

Example 3

Sensors + Robotics + AI + 5G
= Autonomous Vehicles

Example 2

AI + Sensors + Big Data + Drones
= Precision Monitoring

Example 1

IoT + AI + Sensors + Big Data
= Smart Metering

GREAT! GO FOR IT!

WEAK. HOW MIGHT YOU INCREASE YOUR IMPACT?

Example 2

AI + Sensors + Big Data + Drones
= Precision Monitoring

GOOD. HOW MIGHT YOU REACH THE SAME IMPACT WITH LESS EFFORT?

BAD. FOCUS ON OTHER IDEAS.

Hypothesis

Example: Tarjimly will solve the problem of language barriers for refugees and aid workers through crowdsourcing translations because there are enough multilingual individuals to make a dent in this problem.

PRODUCT/SERVICE

will solve the problem of

PROBLEM

through SOLUTION

because REASON



Timeline

Keynote Problem & Theme

- Define problems you want to solve
- Discuss about the team theme

Mar 1st

Group Discussion Solutions

- Brainstorm tech solutions

Mar 2-3

Mar 4

Keynote Solutions

- Review & Discuss

Mar 5

Keynote Business Model

- Keynote space



Presentation Days

Mar
6th

Group Presentation & Peer review

Meet mentors & other groups to give feedbacks to each other!

Remember to prepare a simple slide!

Mar
7th

Pitching Competition

Present your ideas and let's see who will win!

Each group has 8 mins to present

Your presentation will be postpone if it's longer than 8 mins, this will also affect your score.

Please select one person to represent your group

Please present in English

Homework from today:

- Based on the discussion output from today, try to do online research or interview to validate your problem statement and summarize your solutions.
- You will have 3 days discuss based on the suggested process, and you will have group review time with me!



TIPS FOR WINNING!



15

Goal 15

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

12

Targets

31

Publications

15

Events

914

Actions

More info

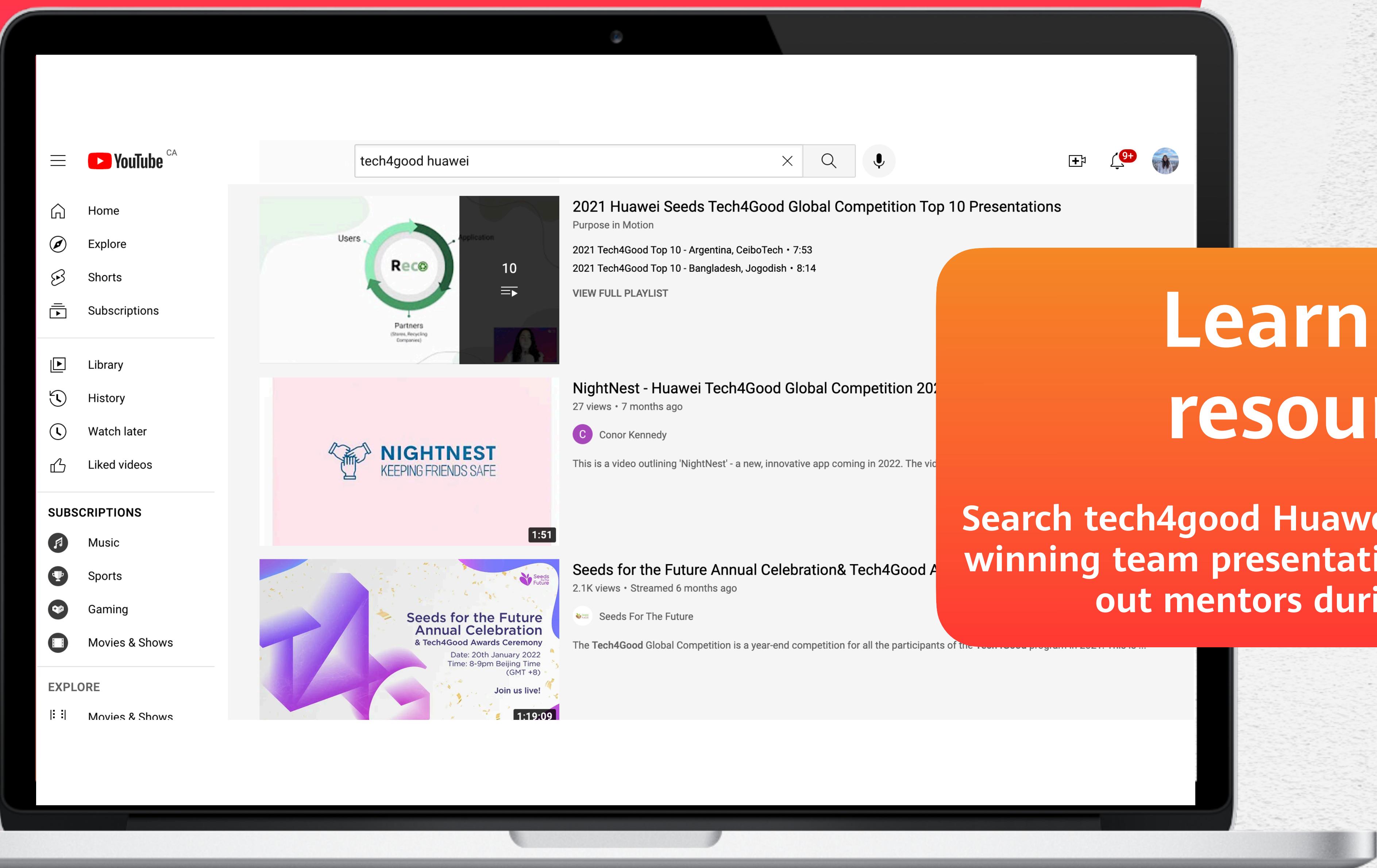


Be clear with your mission and be specific with your solution



Work as a team!

Who is great at presentation?
Who is great at output consolidation?
Who is great at leading discussion?
Who is great at researching?
Who is great at time keeping?
Who is great at resource utilization?



Learn to be
resourceful

Search tech4good Huawei on YouTube and check
winning team presentation & You can also reach
out mentors during the program.