SAFA Entrepreneurial Lesson

Identifying a problem

Quick Exercise

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Reflect upon the last time you had a problem (no matter how small the problem actually was). Think about what led up to you experiencing that difficulty, and if there was anything you could have done to fix that.

Example thought process:

"I was watching the last episode of my favorite TV show which was an ultimate finale. My phone reached 1%, and that meant that I had to get out of bed, plug in my phone, and wait till my phone was finished charging before I could finish my show."

How can this problem be solved?

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A lot of times, inventions have already been made to tackle such issues in some sort of way. More than likely, your problem already has a solution which can easily be found with a quick google search. For example, in the previous scenario, a few possible gadgets have already been invented in order to improve user experience in such scenarios such as:

1. Portable charger which allows you to charge your phone without being connected to an outlet.
2. Cable extender allows you to plug in your phone from a far-away outlet.

On The Other Hand...

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For some problems, a ready-to-go solution has not been created yet. This is what innovation is all about: Creating solutions to problems that don't yet have one. Entrepreneurship, in layman's terms, is finding a tangible solution, turning it into a product, and forming that into a company.

Think about this: Think of any gadget in your like that makes your life easier. Think about why it was made, and what issue it was created to solve. Share the gadget you thought of, and what issue it solved with a friend.

Follow up Exercise

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Consider the problem you thought of before. Reflect on the following.

1. What could have been done for it to have not happened?
2. Is there already a solution to the problem?
3. Whether or not there is already a solution, what is another possible solution to fix this issue?
4. Is this issue large enough or important enough to warrant an innovation?
5. How would this innovation benefit all the people who go through the same problem?

Watch the following video

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Post Video Questions

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1. What problem are you trying to overcome based on the issue you thought about previously?

2. How would you turn that problem into a solvable problem?

3. Think about why a solvable problem is a better way to think about a solution, then simply just attacking a problem head on?

Optional at home assignment

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While you are at home, make a list of different problems you see around you. After you define the problem, change the problem into solvable problem by asking yourself how you would perform a possible solution, instead of just asking how to fix the problem itself. This will help you think like a true entrepreneur and engineer.