

How to identify a problem that's worth solving

Think about your daily life or that of the people you care about:

- What tasks or situations have become a constant frustration or inconvenience?
- What obstacles need to be removed to make the world a better place to live?

How to pitch your idea

- You only have 30 seconds, and each second counts.
- In your pitch,
 - o Grab the audience's interest by introducing the problem.
A question-type introduction tends to be inviting and engaging.
 - o Tell us why the problem is worth solving.
 - o Tell us what you propose to solve the problem.

How to prepare for the pitch

- Write it down and craft your pitch.
- Seek advice from your friends and family.
- Practice, practice, and practice!