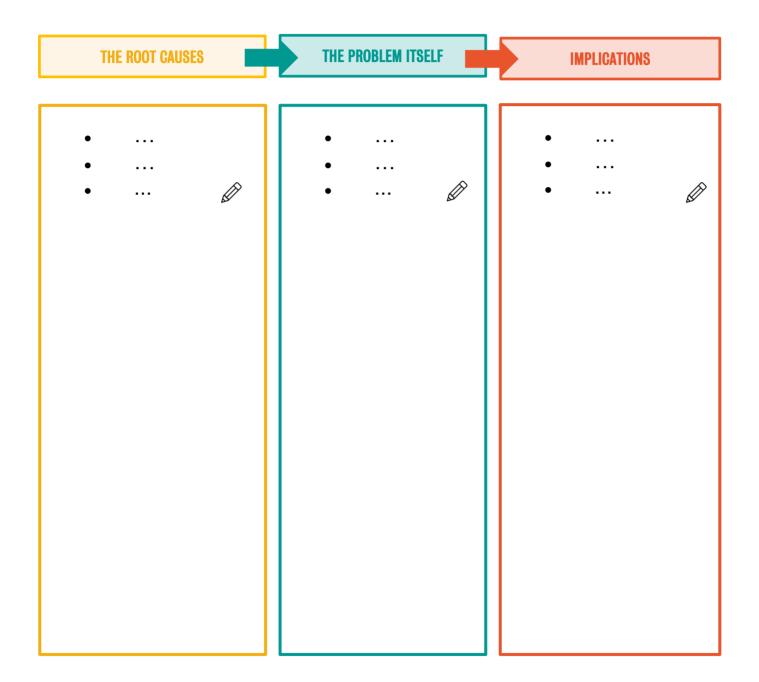


## **PROBLEM DEFINITION**

Clearly define the societal problem you want to address at scale



Brain dump. Use the boxes below to note down as many ideas under each category before refining it





## PROBLEM DEFINITION

Clearly define the societal problem you want to address at scale



Collect your ideas and refine your thinking below. Don't forget the criteria from Step 4 of the  $\underline{\text{tool}}$ .

