

Information for Instructor

Exploring Solutions

Activity length 30 min

How do entrepreneurs find innovative solutions to real world problems? In this activity students explore solution generation methods to find ways to solve real-world problems in their local communities.

Activity Introduction - 5 min

Many businesses start with trying to solve a problem. Look at John Deere for example, the founder was a blacksmith. The company gave rise to a farm-supply business when he came up for a solution to plow in areas with tough clay and ground using plows build out of cast steel. It can take many ideas to find a solution that will work, but often the best way to start is by coming up with as many solutions as possible. The importance in this phase is coming up with as many ideas as possible, even if they don't seem feasible. Don't hold back! No idea is a bad idea in this phase if it is on topic.

Group Ideation - 20 min

1. Divide class into groups of 3-4 students
2. Each group draws a problem from a hat/bag (see page 2 for list of problems to be cutout and put into a hat/bag for students to draw from).
3. Each group has 10 minutes to come up with as many solutions as possible. The emphasis is on the number of solutions, not the quality/feasibility.
4. In the final 10 minutes of the activity students select their top ideas and define how it could be turned into a business.

Summary and Reflection - 5 min

Each group has 3 minutes to share their favourite solutions and why they feel they solve the problem best, along with a way to turn it into a marketable business.

Problem Cutouts

Food waste in homes or restaurants

Fast fashion and clothing waste

Supporting teen mental health

Access to teen healthcare

Social isolation in care homes

Natural disaster preparedness

Inequality in access to
outdoor recreation

Ways to increase bike
commuting

Improving recycling

Access to education
around the globe