

IDENTIFY A PROBLEM, NEED, CHALLENGE, OR OPPORTUNITY

Entrepreneurs don't look around and only see problems; they see opportunities to innovate, create and help others. In order to do this, entrepreneurs use observation and empathy to understand how people feel and what's important to them. Understanding others' needs allows entrepreneurs to develop solutions, products, services or businesses with a higher chance of success.

Your Turn:

Think about your friends, family, everyone at school, and fellow community members. Take time to observe and speak with them. What do they need? What challenges do they face? What problems do they have?

My Observations

For a more in depth activity, check out the Observation Walk Activity

	Example	Your Turn
Friend	Friend got hurt at recess and can't carry their books home.	
Family	Siblings keep arguing over chores.	
School	Playground equipment is unsafe.	
Community	People can't play on the beach because of the trash.	

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Entrepreneurs think BIG! Visit the Sustainable Development Goals website to learn about different global challenges. <http://sustainabledevelopment.un.org/sdgs>

Your Turn:

Which category interests you most? What specific challenges can you come up with? Who is affected and what is the challenge they face? Which challenges also connect to the observations you already made?

	Example	Your Turn
Local	Food wasted in the school cafeteria.	
Health	Children eat unhealthy food.	
Environmental	Clean energy is expensive.	
Education	Kids don't have access to technology.	
Economic	Not everyone has a job.	
Humanitarian	Many people don't have access to food, clothing, or shelter.	