



Brainstorming Day

4<sup>th</sup> July 2011

# Goals for Brainstorming Day



- Entrepreneurs will share the problems they are passionate about solving with their startups
- Panelists will give feedback on how to refine each team's problem statement
- Panelists will also share with the class what problems they are passionate about solving

# The Course So Far

## PROBLEMS

- 1) Inefficiency of public transport
- 2) Slowness in internet connectivity
- 3) Manual visits to get things done

1) Traffic, crowded buses and broken roads

1. Communication between local Authority and people

2. Limited size of the mobile screen

1) Hot temperature

2) Mosquitoes

3) Slow Internet with download limits

1. Poor performances of computers

2. Traffic

3. Slow internet connection

- We have only completed one week
- Class has learned the basics phases of a startup
- Teams have formed around “problems” they share a passion for solving; we have NOT yet discussed solutions
- Teams are seeking feedback to see whether their “problem” area is worth pursuing

# Format For Brainstorming Day

- Session 1: The Team's Passions (2pm-3pm)
- Refreshments (3pm-3:15pm)
- Session 2: The Panelist's Passions (3:15-4pm)
- Remember: This is an informal brainstorming session. Everyone should participate!

# Team Passions

## Feedback from Panelists:

- How important/valuable is this problem?
- What are examples of solutions you have seen to this problem?
- What related problem might be a more useful/valuable to solve?

# Refreshments!

- Please meet back in this room in 15 minutes

# Panel's Passions

## Questions for Panelists:

- What problem are you most excited to solve with mobile technologies?
- Why are you passionate about this problem?

# Thank You!

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