

# DAY 1: Defining the Problem

## **Define the Problem**

- What is the real world problem you could solve?
- Describe why this is a significant problem.

## **Define your Solution**

- Define your work as a solution to the problem you've identified above.
- Describe the primary benefits.

## **Define the Value Proposition**

- For the user, what's the most important benefit of your proposed solution?
- How would the customer measure its value?

