MODULE 1 EXERCISE

**- Problem Statement -**

**1. What is the problem that your business addresses?**

Take 3 minutes to write about your problem below. Don’t speak about the solution, just the problem.

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**2. Now, answer these questions:**

2.1. Who experiences this problem? Who does this affect? How does it make life or work harder for the person experiencing it?

2.3. *When* is it a problem? And *where* is it a problem?

2.5. What facts/ data do you have that might explain why this problem is happening?

2.6. *Why* do current solutions fail to solve this problem?

**3. Now re-write your problem statement as just 2-3 sentences describing your problem (remember it’s just the problem) and including your answers to the above questions.**

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**Once you are happy with this problem statement, you can re-write it into your canvas in the Problem block.**