



# 3. Create Your Proposal

SELL YOUR IDEA IN 10 SLIDES OR LESS!

## Let's Warm-up

Can you explain your idea in only 140 characters? Let's try!

In 140 characters or less, describe your product. It must include:

- a) Name of project
- b) What problem it solves
- c) How it solves the problem

**Example:**

"My Smart Farm: automated farm box that makes growing vegetables and earning extra income easy."

"Eco Park: an interactive park made with recyclable materials to educate public on waste generation."

*Teacher's note: Conduct a warm up activity with your students to ensure that their solution idea is ready to be put into a presentation deck.*



## Start with a HOOK

Start your presentation with a hook to draw the attention of your audience.

**Example of hook:**

- a) Story: How did you come up with the problem?
- b) Surprising Facts and statistics: What are some interesting facts and numbers about the problem you want to solve?
- c) Quotes: Quotes that are related to your project

## WHAT

is the problem you want to solve?

Next, explain what is the problem you want to solve. Show proof of research that this is a problem worth solving (including surveys you have conducted). Explain and identify the users you want to help.

Example:

Problem: Stay-at-home housewives do not have extra income and rely on husband for income

Fact: According to Fifth Malaysian Population and Family Survey in 2014, there were 42.4 percent who have stopped working, and 11.1 percent who never worked among married women aged 15-59 years.

## HOW

are you solving the problem?

Next, explain your solution idea. Use pictures or even demo videos to help you convey your idea. Make sure you explain how your idea solves the problem you have previously identified.

Example:

Smart Farm comes with automated sensors to detect water and fertiliser levels of the soil. When the levels are low, water and fertiliser will be added automatically. Once the water and fertiliser supply is depleted, Smart Farm will release an alarm to alert me to replenish the supplies. When sunlight is low, Smart Farm will turn on light to encourage vegetables to grow more.

## WHY

is your solution important?

Next, comes the why part. Think about these questions:

- a) Why do you believe in your solution?
- b) How will your solution impact your user?
- c) Why is it important for your solution to exist?
- d) How will your solution impact the world?

## WHO

are your team members?

Lastly, introduce you and your team members. Include some basic information about yourself and role of each team member.