Ages: 12-14

A Service for Your Generation

7 min



What to do:

1. "Invent a service or product that doesn't exist yet to solve a real problem your generation faces. What problem are you tackling, and how does your idea solve it?"
2. Listen and dig deeper: "Who is it for? How exactly does it work? What makes it better than what's already out there?"
3. The key question: "How realistic is it to build this today? What's the biggest obstacle? What's the optimal version of your idea - one that's both useful and actually doable?"

Take it further:

"Who might your idea hurt or upset? What does that tell you?"

Adaptation

- **Hard** - describe the problem and one possible solution.
- **Easy** - develop it into a "project": who it's for, how it works, what's in the way, and what the optimal version looks like.

When revisiting after 3 months:

"We once invented a service for your generation. This time - think of an idea that would help older people. Come up with it and choose the optimal version."

What we practised:

"Spotting a real problem and coming up with a workable solution is entrepreneurial thinking. A teenager learns to see opportunity where others only see inconvenience."