

FINDING THE RIGHT PROBLEM TO SOLVE

1. "PICK 1 PROBLEM TO SOLVE" NOT 5.

2. THINKING CRITICALLY ABOUT THE PROBLEM

SIMPLE FRAMEWORK:

ARE THEY IN PAIN? ON A SCALE OF (1-10)

3. IS IT AN URGENT PROBLEM? ON A SCALE OF (1-10)

4. IN THE LAST 72 HOURS HOW FREQUENTLY IS THIS PROBLEM OCCURRING?

5. WOULD THE PEOPLE YOU ARE GIVING THIS SOLUTION PAY YOU?

SOLUTIONS TO THE PROBLEM

PRODUCT BUSINESS (WHAT PRODUCTS CAN YOU OFFER)	SERVICE BUSINESS (WHAT SERVICES CAN YOU OFFER)



MY CUSTOMER:

AGE: _____

GENDER: _____

OCCUPATION: _____

**SOURCE OF
INCOME:** _____

**WHERE DO THEY HANGOUT:
(E.G TIKTOK, IG, YT, FB OR PHYSICAL
LOCATIONS)**

**PHYSICAL
LOCATION:** _____



100 PROBLEMS TO SOLVE IN

AFRICA

AND GET PAID TO SOLVE.

HOUSEHOLD & LIVING CONDITIONS

- 1. DIRTY WATER TANKS AND GUTTERS WITH NO EASY CLEANING SERVICES**
- 2. POOR HOME LIGHTING DURING BLACKOUTS**
- 3. NO STORAGE FOR BULK GROCERY BUYING**
- 4. MOSQUITO INFESTATIONS IN RAINY SEASONS**
- 5. LACK OF AFFORDABLE, STYLISH HOME DÉCOR**
- 6. NO PROPER REFUSE BIN RENTAL/CLEANING SERVICES**
- 7. TOO MANY POWER SURGES DESTROYING ELECTRONICS**
- 8. SHARED TOILET HYGIENE IN RENTED COMPOUNDS**
- 9. NO AFFORDABLE PEST CONTROL SERVICES FOR SMALL HOMES**
- 10. POOR VENTILATION IN SMALL HOMES CAUSING DAMP & MOLD**

FOOD & KITCHEN

- 11. NO ONE TO COOK FOR WORKING FAMILIES ON WEEKDAYS**
- 12. LACK OF FRESH, AFFORDABLE LUNCH FOR OFFICE WORKERS**
- 13. DIRTY MARKET VEGETABLES WITH NO CLEANED, PACKAGED OPTION**
- 14. INCONSISTENT MEAT QUALITY AT BUTCHERIES**
- 15. NO FIREWOOD OR CHARCOAL DELIVERY SERVICE**
- 16. NO AFFORDABLE DIET-SPECIFIC MEAL PLANS (DIABETIC, HYPERTENSIVE, WEIGHT LOSS)**
- 17. PEOPLE DON'T KNOW HOW TO STORE PERISHABLES WITHOUT A FRIDGE**
- 18. NO KITCHEN WASTE COMPOSTING SOLUTION FOR SMALL HOMES**
- 19. LONG QUEUES AT MILLERS/GRINDING STATIONS**
- 20. POOR ACCESS TO LOCAL SNACKS FOR RESALE**

BEAUTY, HAIR & GROOMING

- 21.NO TRUSTED MOBILE HAIRDRESSERS**
- 22.NO AFFORDABLE MEN'S GROOMING AT HOME**
- 23.NO HYGIENE MONITORING IN LOCAL SALONS**
- 24.CHILDREN'S HAIRCARE IS NEGLECTED**
- 25.NO PROPER SKINCARE PRODUCTS FOR AFRICAN SKIN + CLIMATE**
- 26.NO AFFORDABLE FOOT/HAND TREATMENTS FOR MARKET WOMEN**
- 27.NO PROPER MAKEUP ARTIST TRAINING NEARBY**
- 28.POOR ACCESS TO QUALITY WIGS/BUNDLES LOCALLY**
- 29.LACK OF SALON CUSTOMER LOYALTY SYSTEMS**
- 30.PEOPLE DON'T KNOW WHAT BEAUTY PRODUCTS ARE FAKE OR EXPIRED**

EDUCATION & PERSONAL DEVELOPMENT

- 31.KIDS GET STUCK WITH HOMEWORK, NO HELP**
- 32.PARENTS CAN'T AFFORD TUTORS**
- 33.ADULT LITERACY NEEDS IN RURAL COMMUNITIES**
- 34.NO LOCAL-LANGUAGE LEARNING APPS**
- 35.SCHOOL DROPOUT YOUTH LACK PRACTICAL SKILLS**
- 36.EXPENSIVE SCHOOL UNIFORMS & STATIONERY**
- 37.EXAM PREP HELP IS SCARCE**
- 38.SCHOOLS NOT TEACHING ENTREPRENEURSHIP**
- 39.DIGITAL LITERACY GAP AMONG RURAL YOUTH**
- 40.PARENTS DON'T KNOW HOW TO CHOOSE GOOD SCHOOLS**

WORK & BUSINESS

- 41.NO BUSINESS REGISTRATION HELP FOR INFORMAL SELLERS**
- 42.NO TRAINING ON PRICING OR CUSTOMER SERVICE**
- 43.SMALL BUSINESSES DON'T KNOW HOW TO MARKET**
- 44.HUSTLERS CAN'T TRACK INCOME/EXPENSES**
- 45.NO HELP WRITING PROPOSALS OR TENDERS**
- 46.NO SERVICE FOR HANDLING WHATSAPP CUSTOMER COMPLAINTS**
- 47.BUSINESSES DON'T KNOW HOW TO BRAND PROFESSIONALLY**
- 48.NO MOBILE POINT-OF-SALE SYSTEMS FOR VENDORS**
- 49.STRUGGLING SMES DON'T KNOW HOW TO RECOVER**
- 50.NO CENTRAL PLACE TO ADVERTISE INFORMAL SERVICES (TAILORING, REPAIRS, ETC.)**

HEALTH & WELLNESS

- 51.WOMEN AFRAID TO GET SCREENED (BREAST/CERVICAL)**
- 52.NO DISCREET FAMILY PLANNING CONSULTATIONS**
- 53.POOR MEN'S HEALTH AWARENESS**
- 54.LACK OF COUNSELLING FOR GRIEVING FAMILIES**
- 55.NO SUPPORT FOR NEW MOTHERS POSTPARTUM**
- 56.PAINFUL PERIODS MISMANAGED**
- 57.POOR DIET ADVICE AT COMMUNITY LEVEL**
- 58.NO FITNESS SUPPORT FOR MIDDLE-AGED PEOPLE**
- 59.HERBAL MEDICINE USE WITHOUT REGULATION OR GUIDANCE**
- 60.POOR MENTAL HEALTH SUPPORT FOR YOUTH**

LIFESTYLE & CONVENIENCE

- 61.NO LAUNDRY PICKUP & DROP FOR LOW-INCOME EARNERS**
- 62.NO SIMPLE DRY-CLEANING SERVICE FOR UNIFORMS**
- 63.NO ONE HELPS CLEAN HEADSTONES OR GRAVES AFTER BURIAL**
- 64.NO PROPER ERRAND-RUNNING SERVICES**
- 65.NO FUNERAL SUPPLIES CHECKLIST OR RENTAL PACKAGES**
- 66.WOMEN NEED BABYSITTING DURING CHURCH OR SALON VISITS**
- 67.NO SAFE SPACES FOR YOUNG PEOPLE AFTER SCHOOL**
- 68.KIDS DON'T HAVE ORGANIZED WEEKEND ACTIVITIES**
- 69.LONG-DISTANCE COUPLES NEED RELATIONSHIP ACTIVITY PACKAGES**
- 70.PEOPLE DON'T KNOW HOW TO THROW SMALL CELEBRATIONS WELL**

CLOTHING & FASHION

- 71.NO GOOD TAILOR DIRECTORIES (TAILORS GO MISSING!)**
- 72.NO ALTERATIONS OR FIXING SERVICE FOR OLD CLOTHES**
- 73.NO MODEST CLOTHING FOR CERTAIN RELIGIOUS GROUPS**
- 74.PEOPLE DON'T KNOW HOW TO STYLE AFRICAN PRINTS**
- 75.BULK THRIFT (BALE) RESELLERS STRUGGLE TO REPACKAGE NICELY**
- 76.NO PLUS-SIZE FASHION LOCALLY**
- 77.MANY CAN'T AFFORD QUALITY SCHOOL SHOES/UNIFORMS**
- 78.NO AFFORDABLE WORKWEAR FOR BLUE-COLLAR WORKERS**
- 79.NO SYSTEM FOR SUSTAINABLE CLOTHING SWAPS/RESALES**
- 80.FASHION CREATORS DON'T KNOW HOW TO SELL OUTSIDE THEIR CITY**

REPAIRS & TECH

- 81.NO RELIABLE PHONE REPAIR DELIVERY SERVICE
- 82.NO CERTIFIED “FIX-IT GUYS” DIRECTORY
- 83.ELECTRICIANS OVERCHARGE OR DON'T SHOW UP
- 84.NO DIGITAL SUPPORT FOR INSTALLING TV, DSTV, ROUTERS, ETC.
- 85.PEOPLE DON'T KNOW HOW TO REPAIR BEFORE REPLACING
- 86.OLD LAPTOPS COULD BE REUSED WITH SERVICE, BUT NO ONE OFFERS THAT
- 87.NO BACKUP POWER EDUCATION FOR HOMES
- 88.KIDS DAMAGE PHONES & NO PARENT-PROOFING SOLUTION EXISTS
- 89.POOR PHONE HYGIENE (DIRTY SCREENS, KEYPADS)
- 90.WOMEN DON'T KNOW HOW TO PROTECT THEMSELVES FROM ONLINE SCAMS

MOBILITY & LOCAL TRANSPORT

- 91.KOMBIS DELAY AND DON'T COMMUNICATE
- 92.ELDERLY NEED AFFORDABLE DOOR-TO-DOOR TRANSPORT
- 93.NO PARCEL DELIVERY ACROSS TOWN WITHOUT USING KOMBIS
- 94.NO STUDENT-FRIENDLY SCHOOL DROP-OFF NETWORK
- 95.NO SYSTEM TO TRACK DRIVER BEHAVIOR IN INFORMAL TRANSPORT
- 96.PEOPLE DON'T KNOW BASIC CAR MAINTENANCE
- 97.MOTORBIKE RIDERS NEED PROFESSIONAL TRAINING
- 98.NO SAFE LATE-NIGHT RIDE SERVICES FOR WOMEN
- 99.DISABLED PEOPLE LACK MOBILITY SUPPORT IN PUBLIC PLACES
- 100. FUEL QUEUE NOTIFICATIONS AREN'T SHARED SMARTLY