SAMSUNG

Solve for Tomorrow Competition 2023

Entry Pack

Welcome to Solve for Tomorrow Competition 2023

Want to design a better future? Now's your chance...

Samsung Solve for Tomorrow Competition 2023 is an opportunity like no other to explore how tech can take on some of society's biggest issues. No qualifications needed.

Can you imagine a world where tech is used as a force for good to improve education, sustainability, social isolation or diversity? That's what Solve for Tomorrow Competition 2023 is all about. A chance for you to come up with a solution of your own.

All you need is a game changing idea that could make a difference to people and communities most in need. Enter it into the Solve for Tomorrow Competition 2023 for the chance to make it happen.

If you're shortlisted, you'll have the opportunity to accelerate your idea through a programme of workshops, expert coaching and one-to-one mentorship from Samsung, plus cash prizes for the winners.

So, what are you waiting for? Future innovators, step this way.

Contents

"You can be as creative as you want - there are no restrictions. Your limit is what you dream, so dream big."

Ramneek Kaur Ahluwalia

Solve for Tomorrow 2022 Winner and Creator of MyVision, a hi-tech cane that uses AI, LiDAR and GPS technology

How to take part

So, you're up for the challenge? Great! Here's what you need to know.

Entries can be solo or in a team of no more than five, so whether you're a maverick or a dream team, get involved.

Come up with an idea using tech-for-good. This pack will help you get started.

Submit your entry online by **23:59 Sunday 18th December 2022.**

What are your dreams for a better future?

Judging criteria

Here's what we'll be looking out for:

- The best use of technology (an app, product or service) to address one of the 4 competition themes (see page 4).
- Consideration of the **needs of the intended target audience**
- **Creativity and originality** of the idea
- **Feasibility** of the solution with current technology and resources considered
- Potential for the idea to **beneficially impact** society and/or the environment
- Potential to **reach** its intended target audience
- Demonstration of **Design Thinking**

Prizes and opportunities

Winners and runners up will be selected and awarded prizes for both the 16-18 and 18-25 age categories.

1.

First prize

£10,000 cash prize, plus expert mentorship including introductions with businesses and industry networks to help get your idea to 'proof of concept' stage.

2.

Runner Up prizes

£1,000 cash prize and expert mentorship..

3.

Runner Up prizes

£1,000 cash prize and expert mentorship.

The themes

A study by Samsung found that 95% of Gen Z (that's you) are concerned about the future. Ready to do something about it? First, you need a cause. There are four themes to choose from. Which one is calling you?

Education

Can you imagine a future where tech makes learning a lifestyle?

The challenge

The way we learn and what we need to know is changing. Education doesn't just belong in schools, colleges and universities anymore.

Choose Education if:

- You want to help people have better access to education
- You think learning should be more fun
- You're interested in changing perceptions about what we learn and where we do it

Diversity, Equity and Inclusion

How can we create a world where tech innovations mean that no one is left behind or excluded?

The challenge

We're a more diverse society than ever before. But systemic barriers and inequalities are still holding some people back.

Choose Diversity, Equity and Inclusion if:

- You want to make sure no one is left behind
- You have an idea that can make life better for a marginalised or underrepresented group
- You notice inequities in the system and want to change them

Sustainability

Do you imagine a world where tech solutions mean sustainability becomes the norm?

The challenge

We know we need to fight climate change. To do that, we need fully sustainable habits.

Choose Sustainability if:

- You're frustrated with the waste of resources and energy you see
- You wish there was a better way to keep track of your carbon footprint
- You want to make everyone see the value of sustainable living

Social Isolation

Can you explore how tech might bring us closer together rather than keeping us apart?

The challenge

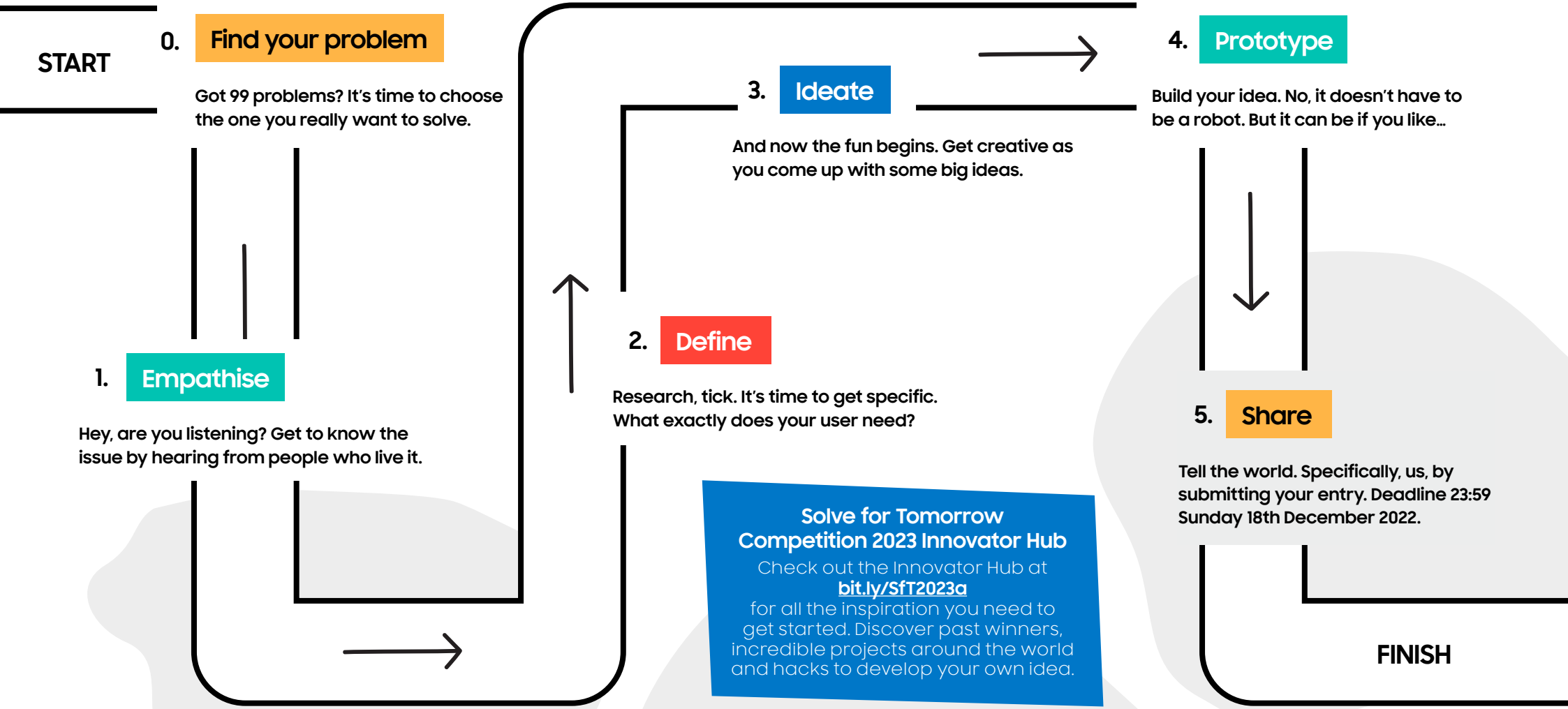
In a world that's more connected than ever, loneliness is on the rise.

Choose Social Isolation if:

- You want to help build a world where no one feels isolated from society
- You want to help people make real connections through tech
- Bringing people together is what makes you tick

The Design Thinking Process overview

So, how do you solve a tricky issue? That's where Design Thinking comes in. It's a process used by professional designers around the globe that helps them get to grips with a problem *before* they find the solution. Here are the steps you'll take as you come up with your tech for good idea.



Solve for Tomorrow Competition 2023 Innovator Hub

Check out the Innovator Hub at **bit.ly/SfT2023a** for all the inspiration you need to get started. Discover past winners, incredible projects around the world and hacks to develop your own idea.

Step 0: Find your problem

Focus in

Every solution starts with a problem. In the world of product and tech design, we call this a 'pain point'. A pain point is a particular problem or frustration that frequently annoys people in their day-to-day life.

Where can I find inspiration?

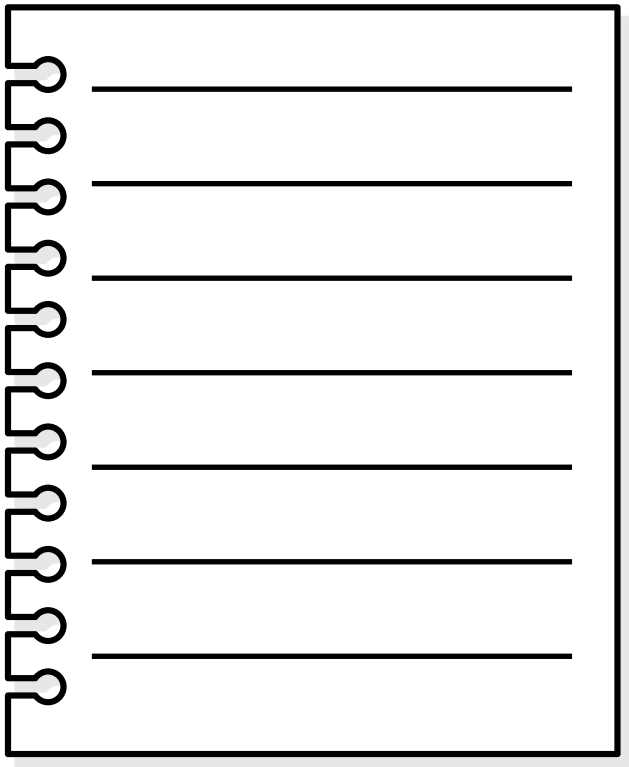
Starting out can feel daunting. How do you even begin to choose a problem you'd like to solve?

- Think through your everyday routines and habits
- Find the things that annoy you
- Do these things annoy just you or others too?

Which Solve for Tomorrow Competition 2023 theme will you choose? (See page 4)

- ☐ Education
- ☐ Sustainability
- ☐ Diversity, Equity and Inclusion
- ☐ Social Isolation

Pain points



Narrow it down to one main thing that bugs you - this is your pain point. Once you've got your pain point, then you're ready to start thinking about it creatively. Here are the two steps to do that:

1. Limitless thinking

This is where you think about your problem as if anything (and we mean anything) is possible. No limits, no rules, and no judgement. Spend some time thinking about your topic as a dreamer. Write as many pain points as you can think of around this topic. Ouch.

2. Focused thinking

Now try looking at each 'limitless' idea as a realist (a realist is super practical and focuses on what is possible). Become the realist and spend some time focusing on the consequences of each pain point. Finally, choose one issue to take forward.

Step 1: Empathise

Learn from others

You've got a problem to solve – now you're ready to dig a bit deeper. Working out exactly how your user feels is a crucial step in developing any new tech product. You need to get under the skin of the issue before you can start to change it.

Desk research

- Look online – articles, innovations and products
- See what people are already saying about your topic on social media or in podcasts
- Find out how others are currently tackling the problem you're working on. What works? What doesn't? Can anything be improved?

Audience insight

Time to get to know your user. The best way to become an expert is by speaking to the people you're targeting – online or in person. Create your own survey.

Tech Tools

If online surveys are the route for you, check out these free websites:

Survey Monkey: **surveymonkey.co.uk**

Microsoft Forms: **forms.office.com**

Google Forms: **google.co.uk/forms/about**

Great questions lead to great insights

Think of some questions you want to ask your user(s) about their likes, dislikes, wants and needs. Make sure your questions encourage the person to give detailed answers. Example questions:

1. What is your experience of…? **2. How does … affect you?** **3. What would help you to…?**

1. _____

2. _____

3. _____

4. _____

5. _____

> **"Part of my job is to research emerging tech trends and then test out ideas on real people to see if they work. Research is a really important stage in the design process because the information you find feeds into the end product."**

Ahreum Jung
Design Research Lead
at Samsung

Step 2: Define

Pinpoint the problem you want to solve

It's time to review your research and use it to find insights that will help you solve your problem. Here's how.

1. Review findings

Look back through your survey results to find important ideas or patterns. What's the insight?

2. Identify a Point Of View

Designers use insights to write a POV or problem statement. This is a sentence that sums up the challenge you will solve.

3. How might we...? questions

To get a good answer, you need to start with a great question. Use 'How Might We...?' questions to look at the issue from different perspectives.

Before you launch into defining your solution

Have a look at this example where students wanted to find a targeted way to reduce food waste in their school canteen.

What's the insight?

Insight: it's hard for students to tell servers how much food they'd like when there are no units to refer to which contributes to food waste

What's the Point Of View?

Students [user] need a way to say exactly how much food they would like [user need] because currently they can't order the right amount of food which is contributing to food waste [insight].

How might we...

...measure portions better?
...ensure it's healthy?
...make it fair for everyone?
...make sure it doesn't increase queuing times?

1) Define your user's Point Of View

_____ [user(s)] need(s) _____[user need]

because _____

_____[insight from research]

'How might we...?' questions

Come up with as many as you can. Look for lots of different angles, think big and small and keep the user front of mind.

Step 3: Ideate

Develop your idea

If you want to develop your thinking, you can follow two simple steps: brainstorming and evaluating. You could use your 'How might we…?' questions as a jumping off point to start finding solutions.

A brainstorming session is a team activity where you work together to generate ideas. It's all about quantity. When you're brainstorming, try using these tools:

- **Alphabet**
  Come up with a different idea for each letter of the alphabet.
- **Brainwriting**
  Give each person in the team a piece of paper to jot down three ideas in a set time. When the timer goes, everyone passes their paper to the right. Set the timer again and this time everyone builds on the ideas. Keep passing the paper until the ideas have made their way around the whole group. See how your initial idea has transformed.
- **Figure storming**
  Put yourself in someone else's shoes. Celeb, fictional character, or your nan. How would they tackle the problem?

Brainstorming rules

- No idea is a bad idea
- Capture EVERY idea that comes to mind
- Build on the ideas of others
- Leave judgement at the door
- Write, sketch or scribble ideas

Dream big

Take a seat in the Dreamer's Chair to push your idea further. Sit in the hot seat while people question you about your solution. What upgrades can you make?

2) Evaluate

This is where you pick the ideas you'd like to push forward.

Which ideas from the brainstorming session get you excited? Which ones can you imagine coming to life?

Evaluating the 'best' idea can be tricky. To help you to narrow your ideas down, try categorising them:

Most exciting

Most practical

Most risky

Great ideas can come from anywhere, but they don't usually arrive fully formed. Mind mapping is a really important process where you can work with others to take that initial lightbulb idea and bash it into shape. Getting lots of different people with different perspectives in the mix is the best way to build your idea into something that might just work."

Arunima Duque
Head of Insights & Innovation
at Samsung Design Europe

Step 4: Prototype

Make your idea real

You've got a potential solution. Now it's time to see if it would work in the real world by creating a prototype.

> **Here at Samsung, we create prototypes to test how well our ideas work in real life. We can go through multiple iterations making big changes along the way. When creating a prototype, you have to expect a certain level of failure to begin with. In fact failing early is key. When something doesn't work, your job is to fix it so the next version is better, and the one after that is even better."**

Arunima Duque
Head of Insights & Innovation at Samsung Design Europe

What is a prototype?

A prototype is a model that starts to bring your idea to life so that it can be tested and improved. Early prototypes take many forms. It could be a sketch, model or animation.

What are prototypes for?

Designers use prototypes so that they can test out their ideas in the real world. The first prototype acts as a basic 'first example' to be shared and tested with users. At Samsung, our new products can go through hundreds of iterations before the final design is shared with the world.

Make your prototype

Sketch, describe or build, it's up to you. Don't worry about perfection at this point, just get your ideas down. After all, this is your very first draft. Be ready for it to grow and change. Make sure you label key features to show how it creates impact.

Step 5: Share

Test your idea out

With your prototype built and ready to go, you now need to find out what works (and what doesn't). For this part of the design process, we're going to go back to the user. You want to find out from them if the design actually does what it's supposed to do. And if it does, can it be made even better?

> **After winning, I wanted to get the first prototype as fast as possible to users so that we could get their feedback. I want my vision to grow with their vision so it will hopefully become *our* vision."**

Ramneek Kaur Ahluwalia

Solve for Tomorrow 2022 Winner and Creator of MyVision, a hi-tech cane that uses AI, LiDAR and GPS technology.

1. Share

Decide how you want to share your prototype. Don't be afraid to ask for honest feedback. The more you know, the better your end product will be.

2. Collect feedback

Find out what users think, what they like and what they'd like to see improved.

3. Iterate

Plan how you're going to respond to the feedback so that you can add improvements. If you can, create a new version.

Repeat, repeat, repeat.

(At Samsung we do this step over a hundred times for every new product.)

Feedback:

Improvement ideas:

The Solve for Tomorrow Competition 2023

You've made it to this page because you've come up with a tech solution for one of society's biggest problems. You're now an innovator of the future - well done!

When you submit your entry online

You'll also be asked to upload a prototype design. This could be a sketch, diagram made on a computer or a photo or video of a model you've made – it's up to you!

1. Write your Solve for Tomorrow Competition 2023 theme:

(Education; Sustainability; Equity, Diversity & Inclusion; Social Isolation)

2. Grab our attention in one line (30 words)

Write a clear and strong statement to grab our attention. What is the problem you're to solve?

3. Okay we're listening. Tell us more about your idea and how it works (250 words)

We understand you will likely not have a full solution right now and your idea will evolve (in fact, we encourage that!). We are looking for your vision at this point.

3. Who is your idea for and why is it right for them? (200 words)

Tell us about your user – summarise what you know about them from your research and explain why your idea will impact them.

4. List the top three things you need to take your idea to the next level (50 words)

Mentorship, Funding, Business Skills, Networking opportunities? Who will you need to collaborate with, speak to and test your idea with to develop.

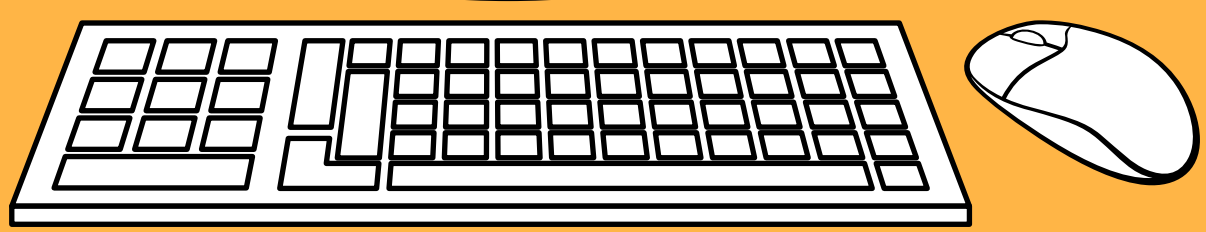
How to enter

We want to hear your solutions for the future, so we've made it as easy as possible for you to tell us about them. To submit your entry and share your ideas, all you have to do is:

1. Visit the Solve for Tomorrow Competition 2023 website by following: bit.ly/SfT2023d
2. **Click 'APPLY NOW.'**
3. Upload your competition entry by entering the answers you drafted on page 12 and sharing a link to a photo, drawing or video of your prototype on Google Drive, Dropbox or similar.
4. Don't forget to check your details are correct before pressing 'submit' – we'll need to get in touch with you about the progress of your entry.

   You'll need to have submitted your work by **23:59 Sunday 18th December 2022**. Don't forget to review the judging criteria on page 3.

*Samsung Electronics (UK) Ltd. The Samsung Solve for Tomorrow Competition 2023 is open to UK and ROI residents ages 16-25. Applications are open between 25/10/2022 – 18/12/2022. For full T&Cs visit **www.samsung.com/uk/solvefortomorrow/terms-and-conditions**



Competition timeline

Submit your entry for Solve for Tomorrow Competition 2023 for the chance to take your idea further with the help of industry experts.

1. Enter the competition

Submit your entry online by 23:59 Sunday 18th December 2022.

2. Shortlist announced

16th January 2023. 24 shortlisted entries (12 per age group) are chosen to go to the next stage.

3. Phase 2 Workshops

6th February - 10th March 2023. Teams connected with their mentor and attend workshops to accelerate ideas.

4. Phase 2 submission deadline

31st March 2023. Shortlisted participants submit their ideas, and judges select finalists.

5. Finalists announced

14th April 2023. 10 finalists (5 per age group) announced.

6. Phase 3 Workshops

24th April - 19th May 2023. Pitch training workshops for finalists take place to refine pitch skills and finalists continue to receive 121 mentoring support from their Samsung mentor.

7. Final pitch

25th May 2023. Finalists compete for the cash prize by pitching their idea to a panel of experts.

8. Winner Selected

25th May 2023, the winners are announced.