

SAMSUNG



Solve for Tomorrow Competition 2023/24

**Entry
Pack**



Welcome to Solve for Tomorrow Competition 2023/24

Let's solve the future together

Samsung's Solve for Tomorrow Competition 2023/24 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, Equity, Diversity & Inclusion or Health & Wellbeing?

That's what the Solve for Tomorrow Competition 2023/24 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. Then enter the Solve for Tomorrow Competition 2023/24 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 led by industry experts, as well as 1-2-1 mentorship from Samsung employees, plus cash prizes for the winners of £10,000, and £1,000 for runners-up.

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



Contents

- 02 Welcome to Solve for Tomorrow Competition 2023/24
- 03 How to take part
- 04 The themes
- 05 The Design Thinking Process
- 06 Step 0: Find your problem
- 07 Step 1: Empathise
- 08 Step 2: Define
- 09 Step 3: Ideate
- 10 Step 4: Prototype
- 11 Step 5: Share
- 12 The Solve for Tomorrow Competition 2023/24
- 13 How to enter
- 14 Competition timeline

“Just start with a really basic problem - because if it is so basic, it will be a need that everyone has.”



Kiara Taylor
Solve for Tomorrow 2022/23 Winner (18-25) and Creator of ReGrow, a device that recycles e-waste into wind turbines and car batteries to support farmers.



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.

Submit your entry online between 14th September and 18th December 2023.



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**

What are your dreams for a better future?

Prizes and opportunities

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

Samsung tech devices will be given to all those who make it to the final.

3.	2.	1.
Runner Up prizes £1,000 cash prize and expert mentorship.	Runner Up prizes £1,000 cash prize and expert mentorship..	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.



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

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

Equity, Diversity & Inclusion

How can you 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 Equity, Diversity & 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

Health & Wellbeing

Can you explore how tech could create a safe and healthy future for all?

The challenge

We have the potential to benefit from technological advances, but there are barriers when it comes to living a healthy life.

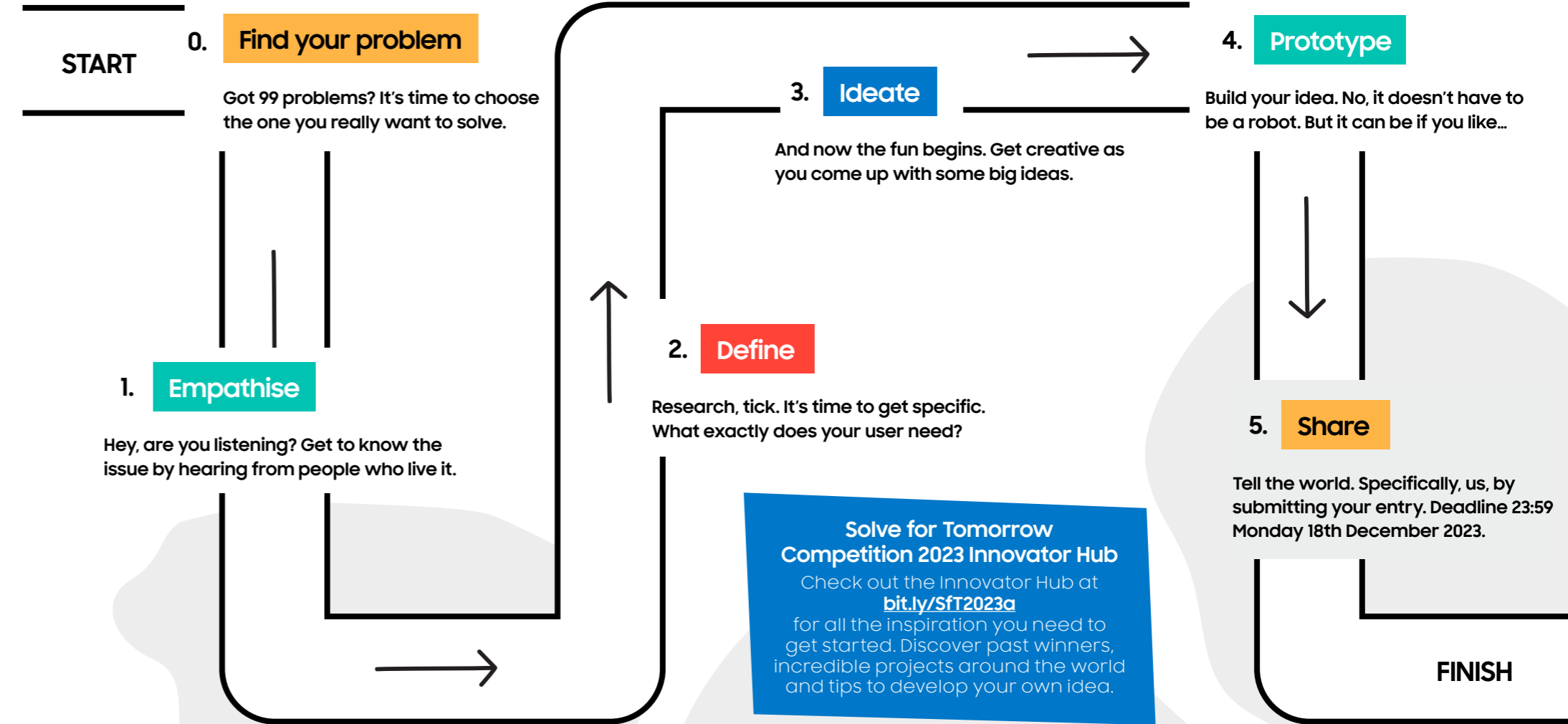
Choose Health & Wellbeing if:

- You want to create more positive experiences for people online
- You want to explore tech solutions that could help us look after our mental wellbeing
- You want to ensure that everyone has equal access to healthcare and wellbeing resources



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.



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?

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.

Which Solve for Tomorrow Competition 2023/24 theme will you choose? (See page 4)

- ❑ Education
- ❑ Sustainability
- ❑ Equity, Diversity & Inclusion
- ❑ Health & Wellbeing

Pain points

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](https://www.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:

What is your experience of...?	How does ... affect you?	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.”



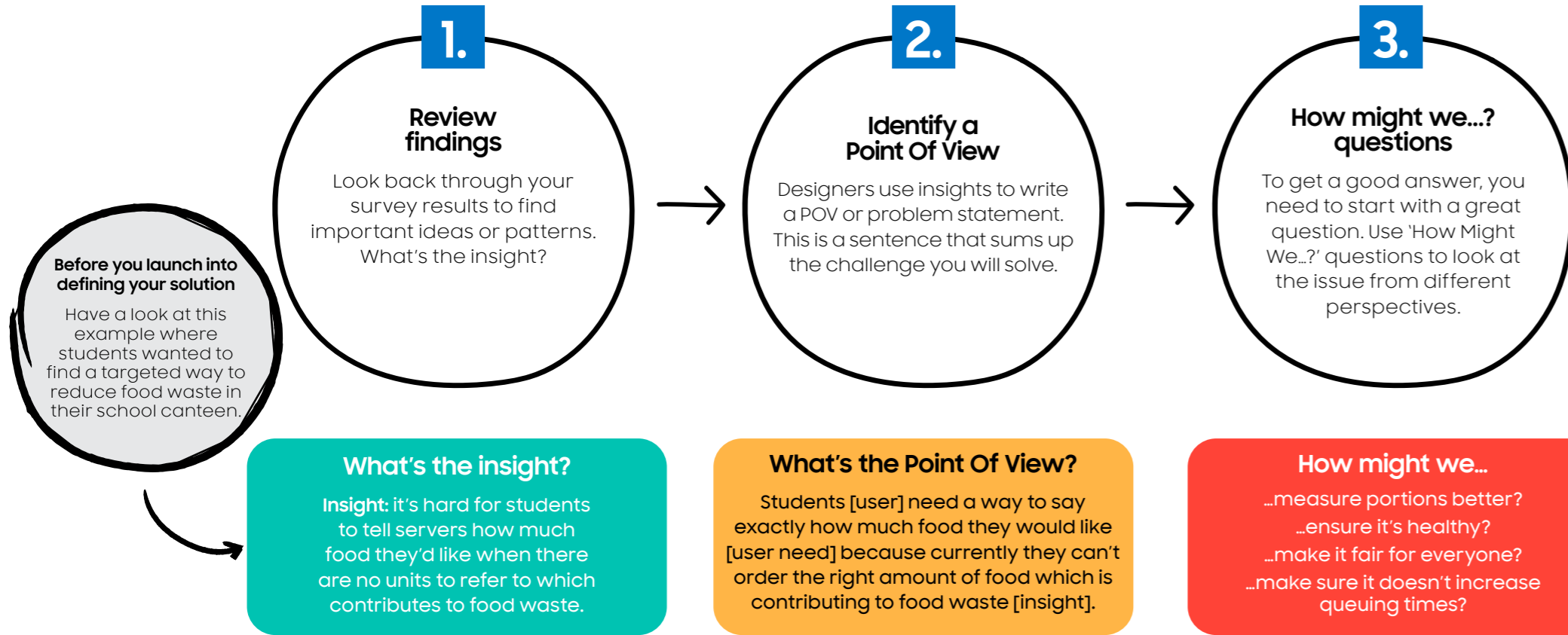
Ahreum Jung
Design Research Lead at Samsung



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) 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: brainwriting and evaluating. You could use your 'How might we...?' questions as a jumping off point to start finding solutions.

A brainwriting 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?

- Brainwriting 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

2) Evaluate

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

Which ideas from the brainwriting 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:



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?

“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.

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.



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

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?

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.

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

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.



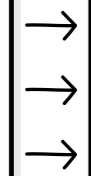
After winning, I wanted to get the first prototype as fast as possible to users so that we could get their feedback. I want my vision to grow with their vision so it will hopefully become *our* vision.



Ramneek Kaur Ahluwalia
Solve for Tomorrow 2021/22 Winner and Creator of MyVision, a hi-tech cane that uses AI, LiDAR and GPS technology.

Feedback:

Improvement ideas:





The Solve for Tomorrow Competition 2023/24

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 2023/24 theme:**
(Education; Sustainability; Equity, Diversity & Inclusion; Health & Wellbeing)

- 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.

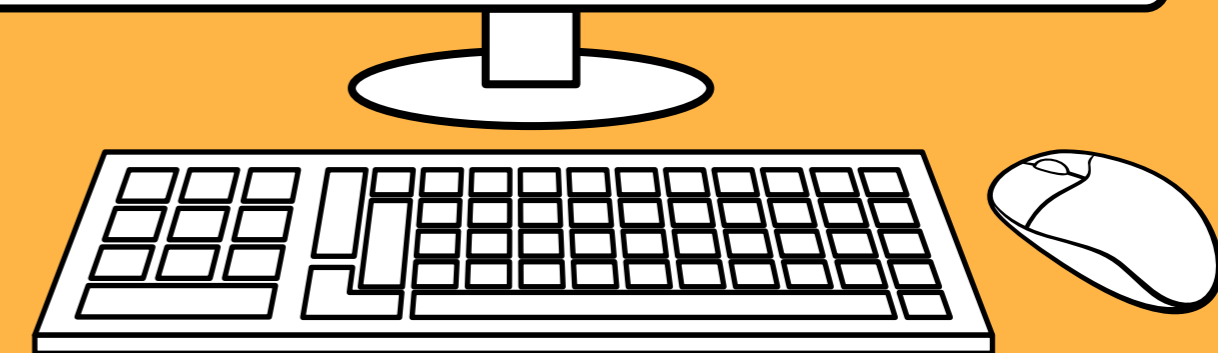
- 4. List the top three things you need to take your idea to the next level (50 words)**
Mentorship, Funding, Business Skills, Networking opportunities? Who will you need to collaborate with, speak to and test your idea with to develop.

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 2023/24 website by following: bit.ly/SfT2023c
 - 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 Monday 18th December 2023**. 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 14/09/2022 - 18/12/2023. 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 Monday 18th December 2023.

2. Shortlist announced

24th January 2024. 24 shortlisted entries (12 per age group) are chosen to go to the next stage.

3. Phase 2 Workshops

6th February - 10th March 2024. Teams connected with their mentor and attend workshops to accelerate ideas.

4. Phase 2 submission deadline

31st March 2024. Shortlisted participants submit their ideas, and judges select finalists.

5. Finalists announced

14th April 2024. 10 finalists (5 per age group) announced.

6. Phase 3 Workshops

24th April - 10th May 2024. 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

To take place between 13th May and 30th June 2024. Finalists compete for the cash prize by pitching their idea to a panel of experts.

8. Winner Selected

To take place between 13th May and 30th June 2024. Winners will be announced.